

MEDIAKIT 2018

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42.NEWS

HIMSS Europe

Reach the people
who make the
decisions about IT,
who implement IT and
who work with IT in
healthcare.



THE D-A-CH HEALTH IT COMMUNITY SPEAKS UP

Expertise, information, interaction.

When a group of hyper-intelligent, pan-dimensional beings demand to learn “the Answer to the Ultimate Question of Life, the Universe and Everything” from the supercomputer “Deep Thought” in Douglas Adams’ “The Hitchhiker’s Guide to the Galaxy”, they discover that the answer is “42”. And if that seems meaningless to you, as it seemed to them, it’s because you never actually knew what the question was.

Asking the right question sits at the core of **42.NEWS**. Our readers in the German-speaking space of Germany, Austria and Switzerland [D-A-CH] receive innovative news coverage that sparks conversations that lead to the right answer. We approach these informative stories stemming out of the Health IT community with clarity and passion. And we put relevant and complex issues into the broader context of our societies and of our lives.

We cover a diverse range of subjects relevant to the Healthcare and IT communities, and thus we bridge the communications gap that all too frequently exists between the public, IT managers, the different functional areas as well as policy makers and hospital management.

Independent stakeholders from the healthcare IT sector contribute their unique perspectives to **42.NEWS blogs**. They look at problems, present solutions and offer insights into the fields’ goings-on and developments.

We divide our content into innovative topic hubs that give our partners the option to reach a more targeted audience pertinent to their specific offering. The hubs are accessible via the **42.NEWS** homepage and bring together all the relevant content for a particular topic or audience.



READERSHIP: PEOPLE WHO WANT TO GET THINGS MOVING.



CIOs, IT managers, commercial and medical directors, lobby groups, professional organisations in healthcare IT, as well as political decision-makers in the entire German-speaking area - specifically **Germany, Switzerland and Austria**.

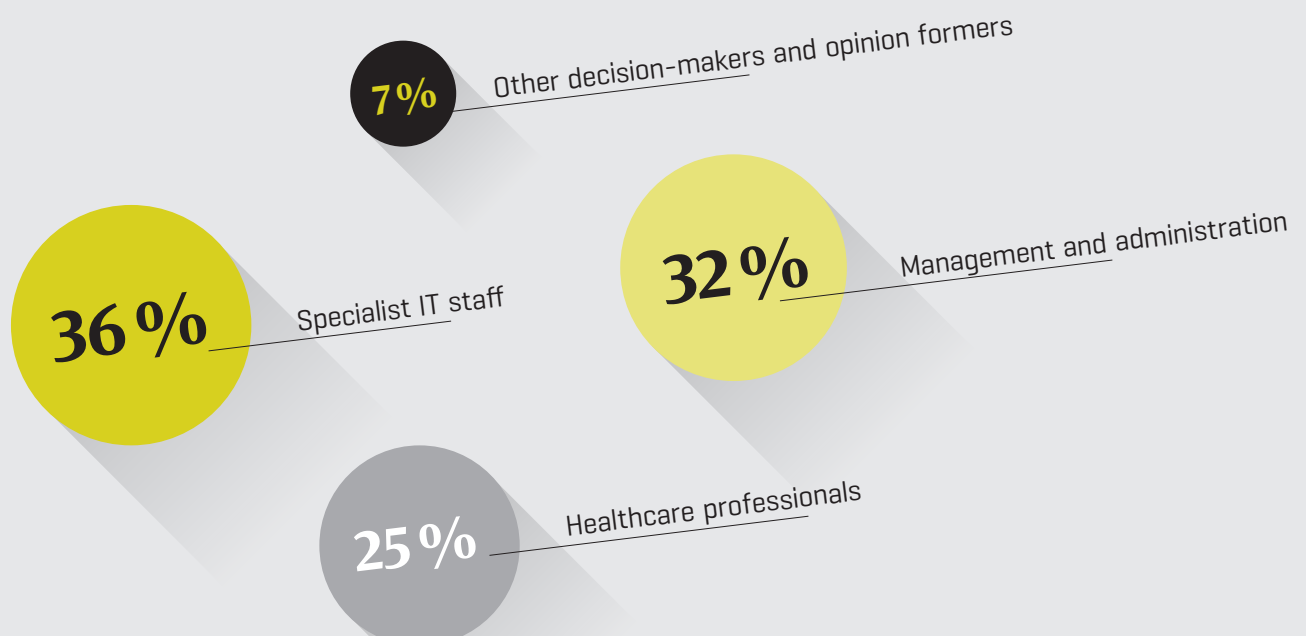
Our **D-A-CH Community** comprises around **6,000 healthcare IT professionals**, which we provide with news and interviews on a daily basis.

Firm media coverage from the healthcare IT sector's main events completes the picture.

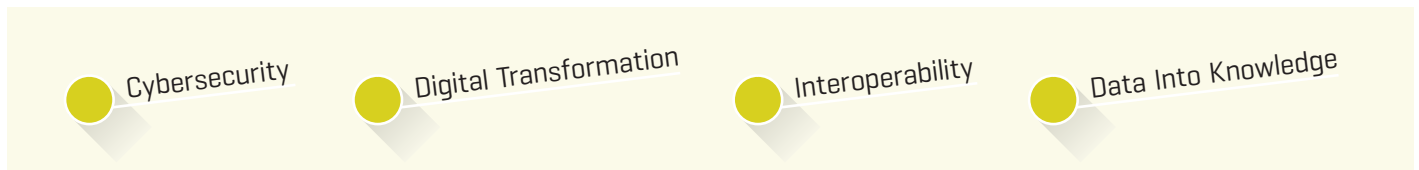
42.NEWS Fast Facts

- the official media partner of all HIMSS Europe events in D-A-CH
- 6,500 users
- 5,000 unique page-views/month
- 3,200 subscribers to newsletters

Reader profile: profession



HIMSS Europe Content Roadmap

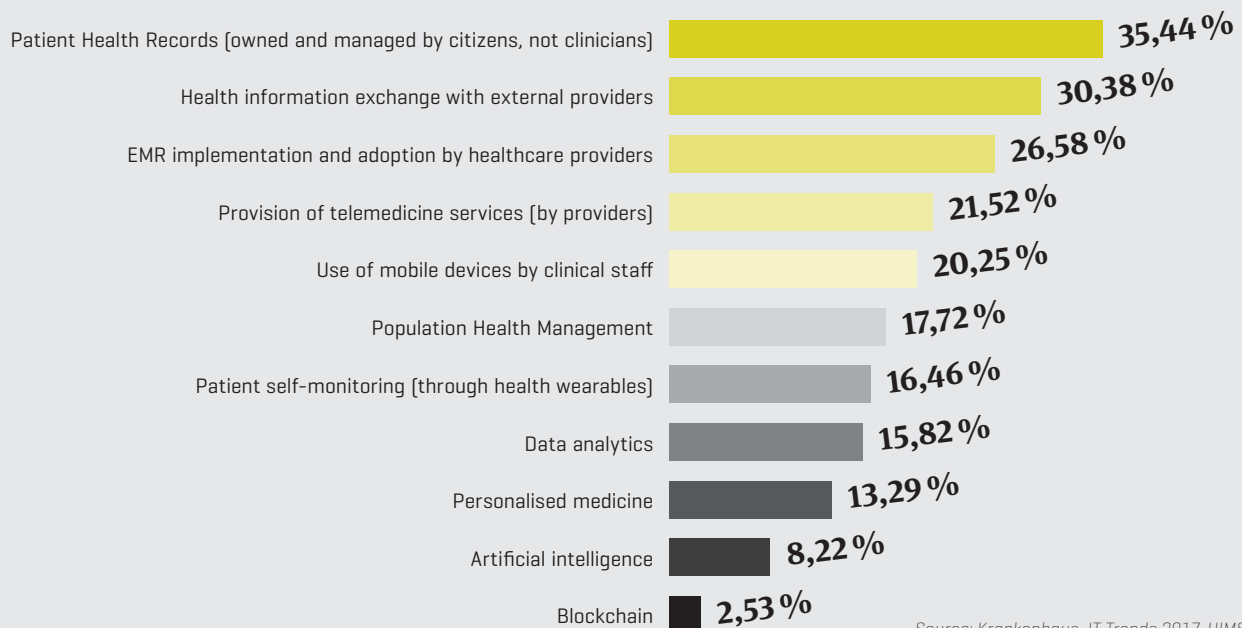


42.NEWS 2017/18 *Topics are subject to change*

SEPTEMBER	Innovation
OCTOBER	Health Informatics Professionalism – The changing role of eHealth professionals
NOVEMBER	Big Data – including Internet of Things (IoT)
DECEMBER	Data into Knowledge
JANUARY	HIE/Interoperability
FEBRUARY	From patient to customer
MARCH	Digital Transformation
APRIL	Digital Communication
MAY	Cybersecurity
JUNE	Measuring IT Maturity and Value

Editorial Contact: redaktion42@himss.org

What do you think are the 3 most important future topics for hospital IT within the next 5 years?



Source: Krankenhaus-IT Trends 2017, HIMSS Analytics

Content Placement

Existing videos, ebooks or white papers can be published on 42.NEWS.

Please note:

All content published on 42.NEWS has a comment function included and can be shared directly via social media icons. This way readers can share and discuss directly within the page and its linked social media channels. [Submitted comments require approval by 42.NEWS editorial team.]

RATE: € 800 excl. VAT

Execution

- Existing videos (up to 5 minutes long), ebooks or white papers will be submitted to us
- Publication on 42.NEWS
- One week visibility on the homepage of 42.NEWS followed by presence in relevant area
- Promotion via social media

Panel proceedings



Our experienced journalists and photographers attend a session you are taking an active role in at one of our HIMSS Europe or partner events and frame it within their editorial coverage. Quotes and focus points of presentations and discussions will be captured and summarized. The resulting report will be published for one week on the homepage and have a presence within the suitable topic hub on 42.NEWS.

RATE: € 3,500 excl. VAT

Execution

- Briefing with journalist on your key messages
- Editorial coverage of full session during event covered by experienced 42.NEWS journalist
- Additional interviews conducted with panelists/speakers at the event, if required
- Result will be a 1000-1,200 word editorial with professional photography of session included
- Coverage will be published within the suitable topic hub on 42.NEWS
- One week prominent visibility on the homepage of 42.NEWS
- PDF can be used for other marketing purposes

HealthTech Wire News / News creation



HealthTech Wire is the industry's news service, featuring business and product news from vendors, universities, associations and other professional healthcare stakeholders.

HealthTech Wire is a content creation and distribution service for innovative healthcare technology organisations allowing you to communicate directly with your customers, partners and users. It gives you access to HIMSS journalists, who help you create professional content about new solutions, product innovations or business developments. With HealthTech Wire you can increase the efficiency of your corporate communications by controlling timing, budget and messaging of your content assets.

As part of the newly launched 42.NEWS, HealthTech Wire will have a new home. Readers will find your industry content embedded in the news from the whole healthcare IT sector. Your benefit: industry news will not only appear in the dedicated HealthTech Wire news channel on 42.NEWS but also in the suitable topic hub. This way our topic-oriented readership will be able to access your content via the respective hubs.

News and interviews published on HealthTech Wire reach the whole D-A-CH Community via 42.NEWS.

News publication only

Ready to go news will be submitted to us for publication in the HealthTech Wire section of 42.NEWS (max. 500 words).

RATE: € 800 excl. VAT

Inclusion in 42.NEWSLETTER

Get more visibility by having your news included in the 42.NEWSLETTER being sent to the whole D-A-CH Community.

Please note: limited availability, applies only in connection with offerings above.

RATE: € 500 excl. VAT

Execution

- Creation of a news / conduction of an interview by one of our experienced journalists on a topic you choose
- News / interview can consist of between 500 and 1,000 words
- Publication of news / interview in the category HealthTech Wire on 42.NEWS and the respective topic hub
- One week of permanent visibility on 42.NEWS' homepage.
- HealthTech Wire editorial guidelines apply
- PDF can be used for other marketing purposes

RATE: € 2,000 excl. VAT



Blog

Our blogs are written by HIMSS' editors as well as allied stakeholders from the healthcare IT sector. Regular blog posts, latest events, findings and projects are covered online for the community. Within that section of 42.NEWS you can provide us with your own blog post on a topic relevant for all the stakeholders in our community.

Execution

- Blog post will be submitted to us.*
- It can be up to 500 words
- Publication of the blog post on 42.NEWS
- One week visibility on the homepage of 42.NEWS followed by continued posting in relevant section
- Promotion via social media

* do you need help with content creation? Our HIMSS Europe Media Lab can help: www.himss.eu/media/lab

RATE: € 800 excl. VAT

Webinars

Present your organisation as a thought leader and leading voice by sponsoring and presenting content during one of four yearly specialist HIMSS webinars, with the recording available for future campaigns.

The main themes for the 2017/2018 calendar year are:

- cybersecurity
- interoperability
- data into knowledge
- digital transformation

Execution

- HIMSS arranges speakers [subject matter experts];
- Three months promo time on 42.NEWS and social media;
- Newsletter promo to D-A-CH community;
- On-demand recording available for up to six months after the webinar.

RATE: € 10,000 excl. VAT

Newsletter banners

Inclusion in 42.NEWS newsletter

Get more visibility by having your banner included in the 42.NEWS newsletter, sent monthly to our database of 3,200 health-IT professionals.

RATE: € 500 excl. VAT

Case Studies

Illustrate real-life problems that your solutions have solved and turn your case studies into lead generation and marketing tools.

Execution

Text:

- Our team of journalists will conduct a preliminary interview with you and/or your client to discover the project details. They then conduct live interviews with you or your customer. The case study is written and further edits then approved.

Video [Request price.]:

- Our team of journalists will conduct a preliminary interview with you and/or your client, and provide a script
- filming crew goes on-site, conducts interviews;
- video is edited and delivered before final edits are implemented

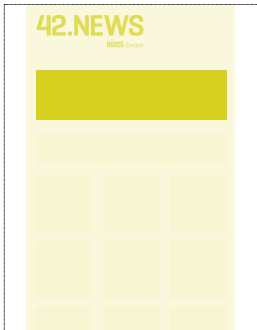
RATE: € 3,500 [for text] excl. VAT and travel expenses

BANNERS

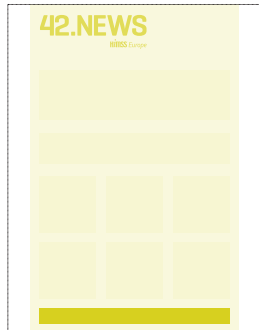
Book your space in the highly interactive environment of **42.NEWS** now. Branding options range from overall visibility to on-topic within our Hubs.

Banner	Specs	Minimum unit	Rates [net]
Homepage Banner 1 – Billboard [potentially exclusive]	Size: 970x250 px Mobile: 320x100px jpg/png/gif	1 month	non-exclusive € 1,500 exclusive € 2,500
Homepage Banner 2 – Leaderboard ‘Monthly Topic partnership’	Size: 970x90 px Mobile: 320x50px jpg/png/gif	1 month	€ 1,000
Homepage Banner 3 – News section [rotating square]	Size: 320x320 px Mobile: 200x200px jpg/png/gif	1 month	€ 1,000
Newsletter Banner 1-3	Size: 728x90px	1 issue	€ 500
Hub Sponsorship Package: Sponsor one entire Hub [exclusive] · Hub landing page Billboard · Hub taxonomy Leaderboard · Hub articles Leaderboard · COMPLIMENTARY ADD-ON: 1 x HTW NEWS RELEASE	Size Billboard: 970x250 px Mobile: 320x100px Size Leaderboard: 728x90px Mobile: 320x50px jpg/png/gif	1 month	€ 1,200

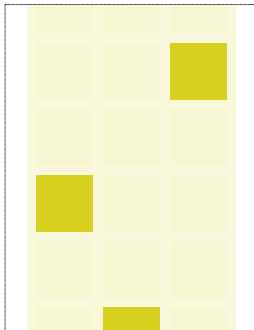
10% discount will be applied to HIMSS Europe corporate members



**HOMEPAGE BANNER 1
BILLBOARD**



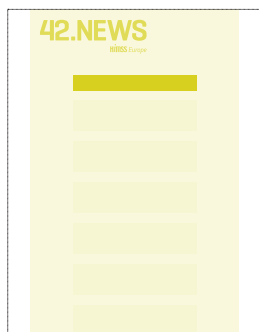
**HOMEPAGE BANNER 2
LEADERBOARD ‘MONTHLY
TOPIC PARTNERSHIP’**



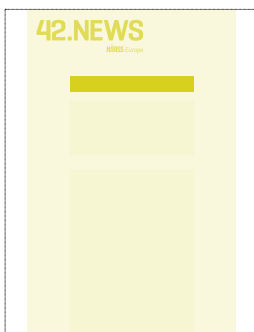
**HOMEPAGE BANNER 3
NEWS SECTION**



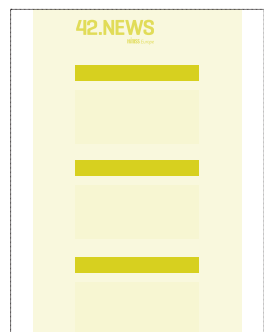
**HUB LANDING PAGE
BILLBOARD**



**HUB TAXONOMY
LEADERBOARD**



**HUB ARTICLES
LEADERBOARD**



**NEWSLETTER BANNER
1-3 LEADERBOARDS**

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42.NEWS

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