

Zentral CENTRAL SERVICE STERILISATION



Photos: Vanguard Integrierte Versorgungssysteme GmbH

Media Information 2018

mhp Verlag GmbH • Kreuzberger Ring 46 • 65205 Wiesbaden • Tel. +49/6 11/5 05 93-32 • Fax +49/6 11/5 05 93-79 • E-Mail: anzeigen@mhp-verlag.de

Brief Description:

Central Service (Zentralsterilisation) is an international journal focusing on the latest topics relating to medical device decontamination and sterile supplies, in particular to verification and standardisation of sterilisation processes as well as to automated cleaning and disinfection. The entire journal is published in English and German, and there is also a French language online-edition.

It is intended for the managers and employees of Central Sterile Supply Departments, infection control experts, medical directors, administrative directors, technical managers, nursing services and the relevant industry.

Editor in Chief

W. Kohnen, Mainz, Germany

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C. Lambert, Chambéry (F)

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M. Wehrl, Krefeld (D), K. Wiese, Dortmund (D), T. Zanette, Tübingen (D)

Official Publication:

Official Publication of the German Society
of Sterile Supply
Deutsche Gesellschaft für Sterilgutversorgung e. V.
(DGSV)

Editorial Staff:

Dr. Gudrun Westermann

Advertisements:

Walter Bockemühl

Volume:

Volume 26 2018

Publication Frequency:

Bimonthly

Publisher:

mhp Verlag GmbH

Postal Address:

Kreuzberger Ring 46, D-65183 Wiesbaden

Telephone:

+49/6 11/5 05 93-32

Fax:

+49/6 11/5 05 93-79

E-Mail:

anzeigen@mhp-verlag.de

Publication Schedule:

1/17: 15.2., **2/17:** 25.4., **3/17:** 19.6., **4/17:** 23.8.,
Suppl. DGSV Congress: 20.9., **5/17:** 24.10.
(Medica), **6/17:** 10.12.

Rates:

Annual Subscription 70.30 EUR
Single Issue 14.-EUR
Print + Online-Kombi 87.88 EUR €
Plus postage in each case

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Analysis of scope 2016 = 6 issues

Journal format: DIN A4, 210 mm width, 297 mm height

Total content: 400 pages = 100%

Editorial content: 367 pages = 83%

Advertising content: 73 pages = 17%

of which Job and miscellaneous advertisements: 10 pages

Supplements/loose and bound inserts: 34 pages

Analysis of editorial content 2016 = 367 pages

Based on subject areas:

Cleaning	29 pages = 8%
Steam Sterilization	48 pages = 13%
LT Sterilization	12 pages = 3%
Endoscopes	28 pages = 8%
Disinfection	20 pages = 5%
Spatial Requirements	22 pages = 6%
Logistics	6 pages = 2%
Miscellaneous	202 pages = 55%

Review of circulation: 

Analysis of Circulation and Distribution

Quarter	3/17	2/17	1/17	4/16
Printed copies:	4 000	4 000	4 000	4 000
Copies actually distributed:	3 833	3 804	3 676	3 913
of which abroad:	1 356	1 393	1 320	1 663
Subscribed copies	2 323	2 336	2 231	2 301
of which members' copies	1 576	1 584	1 493	1 480
Retail	0	0	0	0
Copies sold:	2 323	2 336	2 231	2 301
of which abroad	663	672	625	633
Free samples:	1 510	1 468	1 445	1 612
Remaining copies/ archive	167	196	324	87

Analysis of Geographic Distribution:

Economic area	Proportion of copies actually distributed	
	%	copies
Germany	62	2 374
Abroad	38	1 433
Copies actually distributed:	100	3 807

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Trim Size:

DIN A4, 210 mm width x 297 mm depth

Print Area:

179 mm width x 273 mm depth, 3 columns, 57 mm width each

Printing Material:

Data. When delivered in other forms (e.g., artwork, slides, photos, retouches) processing is done at cost price.

Dates:

Publication Frequency: Bimonthly
Dates of appearance: cf. publication schedule
Closing Date: 14 days before publication

Publisher:

mhp Verlag GmbH
Postal address: Kreuzberger Ring 46, D-65205 Wiesbaden

Advertising department:

Phone +49/6 11/5 05 93-32, Fax +49/6 11/5 05 93-79
E-Mail: anzeigen@mhp-verlag.de

Terms of Payment:

8 days – 3%, 30 days – net

Payable To:

Wiesbadener Volksbank (BLZ 510 900 00) 212 822 00
IBAN: DE1151 0900 0000 2128 2200,
S.W.I.F.T. Code: WIBADE5WXXX

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Sizes and Rates: Prices do not include value added tax.

Size	Width x Depth mm	Standard Rate b/w	Additional Colour (European colour scale)	Four colour process
1/1	179 x 273	1 935,- EUR	2 440,- EUR	2 950,- EUR
2/3	179 x 180 / 118 x 273	1 355,- EUR	1 860,- EUR	2 370,- EUR
1/2	179 x 134 / 87 x 273	1 015,- EUR	1 520,- EUR	2 030,- EUR
1/3	179 x 87 / 57 x 273	710,- EUR	1 215,- EUR	1 725,- EUR
1/4	179 x 65 / 87 x 134	535,- EUR	1 040,- EUR	1 550,- EUR
1/6	179 x 42 / 57 x 134	385,- EUR	900,- EUR	1 400,- EUR

Surcharges:

Position:

Inside front/outside back 10%
Inside back cover 100,- EUR

Colours:

1. Each additional colour from the European colour scale (1/1 page) 505,- EUR
Double page 760,- EUR
2. Four colour process (1/1 page) 1 015,- EUR
Double page 1 525,- EUR
3. Special colours 575,- EUR

Bleed 10%
Double-page spread 10%

Classified Advertising:

vacant posts per mm depth (87 mm wide) 4,10 EUR
positions wanted per mm depth (87 mm wide) 3,10 EUR
Fee for box number 5,- EUR

Discounts:

For company ads when insertion within one year

Frequency/volume

3 insertions/ 2 pages 5%
6 insertions/ 3 pages 10%
12 insertions/ 6 pages 15%
24 insertions/12 pages 20%

Combination discount:

Hygiene + Medizin/Zentralsterilisation: 10%

Bound inserts:

Four-sided / 1 000 1 480,- EUR
Discount by volume:
1 sheet (two-sided) = 1 ad page
Delivery uncut 220 x 315 mm

Supplements (Loose inserts):

Up to 25 g weight / 1 000 275,- EUR
Each additional 25 g/1 000 185,- EUR
postage included
Size max. 205 x 290 mm (B x H).
No discounts available for supplements.
Number of copies required: 4 200

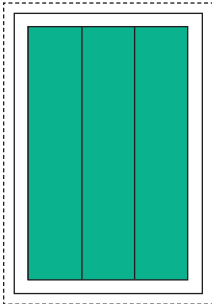
Mailing address

Beck Servicepack GmbH
2Print2Mail Cheshire & More
PRODUKTIONSSTANDORT 017
Objekt: Zentralsterilisation – Central Service
Raiffeisenstr. 25, D-70794 Filderstadt
Germany

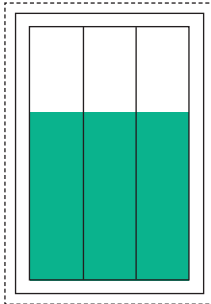
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Ad formats plus 3 mm bleed

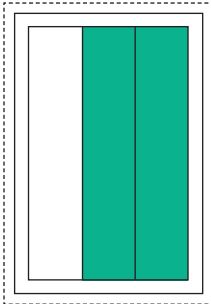
1/1 page,
179 mm x 273 mm



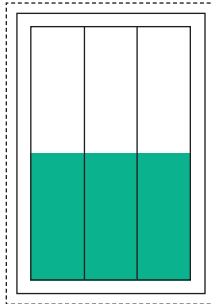
2/3 page,
179 mm x 180 mm



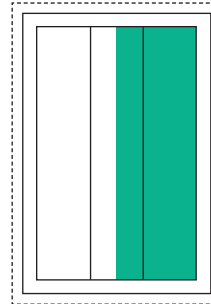
2/3 page,
118 mm x 273 mm



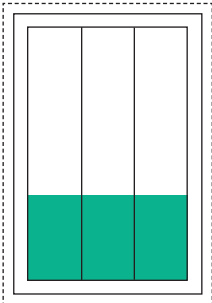
1/2 page,
179 mm x 134 mm



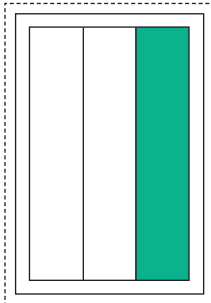
1/2 page,
87 mm x 273 mm



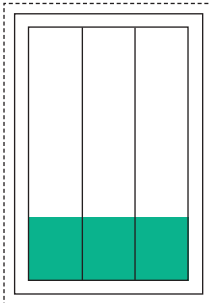
1/3 page,
179 x 87 mm



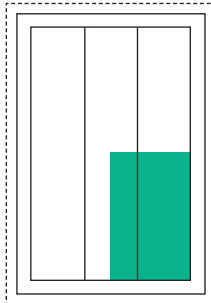
1/3 page,
57 mm x 273 mm



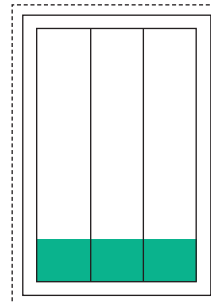
1/4 page,
179 mm x 65 mm



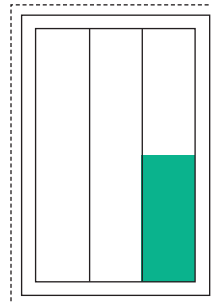
1/4 page
87 mm x 134 mm



1/6 page,
179 mm x 42 mm



1/6 page,
57 mm x 134 mm



General Terms and Conditions of Business

- 1 In cases of doubt, advertisement orders must be settled within a year of the order transaction.
- 2 The discounts stated in the advertisement price lists are granted only for a client's advertisements published in a magazine within an insertion year. The period begins on publication of the first advertisement.
- 3 The client is retroactively entitled to the discount corresponding to its actual purchase of advertisements within the one-year period if, at the start of that period, it placed an order qualifying it for a discount based on the price list from the outset; such claims must be asserted within one month after the expiry of the insertion year.
- 4 If the order is not processed through the fault of the client, the client must refund the difference between the discount granted and the discount corresponding to the actual purchase, notwithstanding any further legal obligations.
- 5 The costs of any modifications to the versions originally agreed are payable by the client.
- 6 In the event of price increases, the right to extend such increases to unfinished orders remains reserved.
- 7 No guarantee is given that advertisements will be placed in specific issues or on specific pages in a magazine, unless this is expressly confirmed to the client in writing.
- 8 The client is responsible for timely delivery of the printed information. The obligation to keep the data carriers ends six months after expiry of the order.
- 9 Sample proofs will be supplied only when explicitly requested. The client is responsible for the accuracy of the returned sample proofs. If the client fails to return punctually the sample proof sent to it on time, approval for printing will be deemed to have been given.
- 10 Technically perfect reproduction of advertisements is only possible if perfect printed material is supplied. In the event of fully or partially illegible, incorrect or incomplete printing of the advertisement, the client will be entitled to a reduction in payment or a replacement advertisement, but only to the extent to which the purpose of the advertisement has been impaired. The publishers shall bear no further liability. Complaints must be enforced within four weeks after receipt of invoices and supporting documentation. The publishers accept no liability for errors of any kind arising from transmissions by telephone.
- 11 The publishers automatically take every precaution to ensure as far as possible that competing advertisements are not placed on pages opposite one another. However, in principle there is no entitlement to exclusion of competition. If exclusion of competition is agreed between the client and the publishers, this will apply only to two pages opposite one another and to advertisements which are at least 1/2 page in size. If an order is tied to a specific issue or page, exclusion of competitors cannot be agreed.
- 12 Advertisements which are not identifiable as such based on their editorial layout will be clearly identified as such by the publishers with the word "Advertisement". The publishers reserve the right to refuse advertisement orders – including individual requests in the context of a contract – and insert orders on the basis of their content, origin or technical format in accordance with the standard principles of the publishers. This also applies to orders which are placed with agents. Insert orders are only binding on the publishers following submission and approval of a sample of the insert. The client will be informed immediately when an order is refused.
- 13 A decline in circulation will affect the contractual relationship only if an increase in circulation has been promised and circulation falls by more than 20%.
- 14 If a magazine discontinues or breaks off publication, the client may not assert claims of any kind for money spent on text, graphics, production of printed data, etc. that is thereby made redundant.
- 15 On request a checking copy will be supplied to the client free of charge following publication of the advertisement, provided this is justified by the size and scope of the order. If a complete checking copy can no longer be provided, a page proof will be provided instead.
- 16 The relevant price lists of the magazines valid at the time of publication of the advertisements are applicable when billing the advertisements. The right to any subsequent billing or credits remains reserved. Fractions of mm-lines will be billed as full lines.
- 17 If no particular size specifications are given, billing will be based on the actual advertisement height.
- 18 All prices apply to domestic orders plus turnover tax and are payable immediately on receipt of invoice without discount. In case of any payment default, e.g. including in the event of judicial assistance in connection with contracts, institution of composition proceedings, bankruptcy or similar, any discount granted will be void and will be re-billed; default interest and reminder and collection costs will also be billed. Execution of orders may be postponed until full payment of all arrears. Interruptions in the processing of unfinished orders as a result of payment default do not entitle the client to an extension of the order period or to make any claim for damages.
- 19 The place of performance is the registered office of the publishers. The place of jurisdiction, unless the law stipulates otherwise, is the registered office of the publishers, also in the case of default actions; in cases where the domicile or normal place of residence of the client is unknown at the time the action is brought or the party claimed against in the action moves its domicile or normal place of residence beyond the scope of application of this law after conclusion of the contract, the registered office of the publishers is also the agreed place of jurisdiction.

Note: This is a translation that has been provided for your information. Only the German original has any legal validity.

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ZENTRAL STERILISATION STERI WORLD

Try something
NEW



STERI-WORLD
New Application for
iOS and Android



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Monthly E-Mail-Newsletter