

# STERILIZATION



Photos: Instruclean GmbH



# Media Information 2019

mhp\_medien



Media  
Information

2019

Editorial Staff/Publisher

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

**Editors**

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W. Spencer, Helsby (GB)  
C. Lambert, Chambéry (F)

**Founding Editor**

P. Heeg, Ammerbuch, Germany

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

**Official Publication:**

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

**Editorial Staff:**

Dr. Gudrun Westermann

**Advertisements:**

Walter Bockemühl

**Volume:**

Volume 27, 2019

**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:** 12.2., **2/17:** 25.4., **3/17:** 19.6., **4/17:** 22.8.,  
**Suppl. DGSV Congress:** 20.9., **5/17:** 21.10.  
(WFHSS Conference, Medica), **6/17:** 10.12.

**Rates:**

Annual Subscription 73.60 EUR  
Single Issue 15.-EUR  
Print + Online-Kombi 92.- EUR €  
Plus postage in each case

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**Analysis of scope 2017 = 6 issues**

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

**Total content:** 444 pages = 100%

**Editorial content:** 385 pages = 87%

**Advertising content:** 59 pages = 13%

of which Job and miscellaneous advertisements: 5 pages

**Supplements/loose and bound inserts:** 171 pages

**Analysis of editorial content 2017 = 385 pages**

**Based on subject areas:**

Cleaning	41 pages = 11%
Endoscopes	34 pages = 9%
Steam Sterilization	23 pages = 6%
Quality management	16 pages = 4%
Robotic instruments	14 pages = 3%
Detection methods	13 pages = 3%
Spatial Requirements	9 pages = 2%
LT Sterilization	8 pages = 2%
Disinfection	6 pages = 2%
Logistics	6 pages = 2%
Miscellaneous	215 pages = 56%

**Review of circulation:** 

**Analysis of Circulation and Distribution**

Quarter	3/18	2/18	1/18	4/17
<b>Printed copies:</b>	4 000	4 000	4 000	4 000
<b>Copies actually distributed:</b>	<b>3 681</b>	<b>3 763</b>	<b>3 717</b>	<b>3 824</b>
of which abroad:	985	1 226	819	1 586
Subscribed copies	2 310	2 358	2 386	2 393
of which members' copies	1 586	1 604	1 607	1 626
Retail	50	0	1 331	0
<b>Copies sold:</b>	<b>2 360</b>	<b>2 358</b>	<b>3 717</b>	<b>2 393</b>
of which abroad	697	673	819	675
<b>Free samples:</b>	<b>1 321</b>	<b>1 405</b>	<b>0</b>	<b>1 431</b>
<b>Remaining copies/ archive</b>	<b>319</b>	<b>237</b>	<b>283</b>	<b>176</b>

**Analysis of Geographic Distribution:**

Economic area	Proportion of copies actually distributed	
	%	copies
Germany	69	2 592
Abroad	31	1 154
<b>Copies actually distributed:</b>	<b>100</b>	<b>3 746</b>



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**Technical Information**

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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, 55 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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RATE CARD NO. 27  
As of January 1, 2019

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

**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	175 x 257	1 965,- EUR	2 470,- EUR	2 980,- EUR
2/3	175 x 170 / 115 x 257	1 365,- EUR	1 870,- EUR	2 380,- EUR
1/2	175 x 126 / 85 x 257	1 065,- EUR	1 570,- EUR	2 080,- EUR
1/3	175 x 83 / 55 x 257	765,- EUR	1 270,- EUR	1 780,- EUR
1/4	175 x 61 / 85 x 126	565,- EUR	1 070,- EUR	1 580,- EUR
1/6	175 x 39 / 55 x 126	465,- EUR	970,- EUR	1 480,- 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

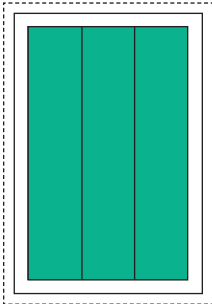
**Mailing address**

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

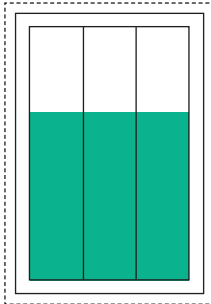
mhp Verlag GmbH • Kreuzberger Ring 46 • 65205 Wiesbaden • Tel. +49/6 11/5 05 93-32 • Fax +49/6 11/5 05 93-79 • E-Mail: anzeigen@mhp-verlag.de

Ad formats plus 3 mm bleed

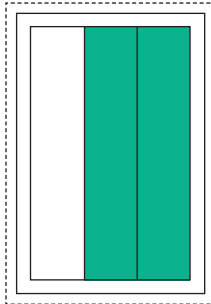
1/1 page,  
175 mm x 257 mm



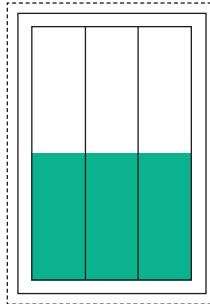
2/3 page,  
175 mm x 170 mm



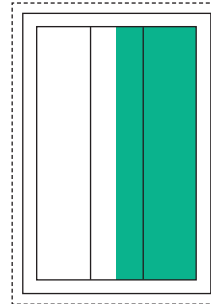
2/3 page,  
115 mm x 257 mm



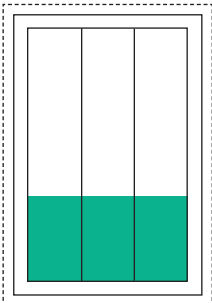
1/2 page,  
175 mm x 126 mm



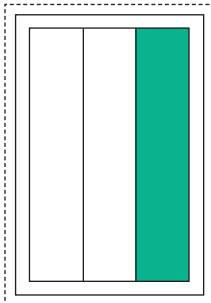
1/2 page,  
85 mm x 257 mm



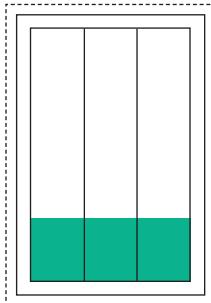
1/3 page,  
175 x 83 mm



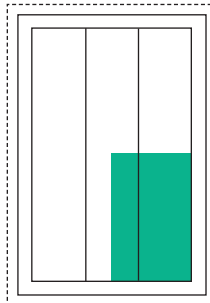
1/3 page,  
55 mm x 257 mm



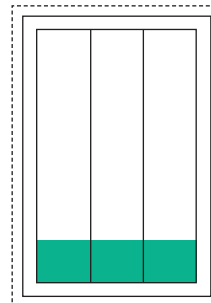
1/4 page,  
175 mm x 61 mm



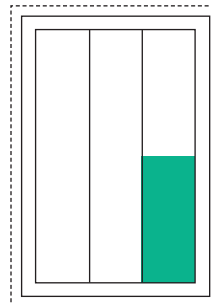
1/4 page  
85 mm x 126 mm



1/6 page,  
175 mm x 39 mm



1/6 page,  
55 mm x 126 mm



- 1 Advertising orders are to be processed within one year of conclusion of contract, in cases of doubt.
- 2 The discounts stated in the advertising price list are granted for the advertisements of a customer published in a print medium within one insertion year. The deadline commences with the appearance of the first advertisement.
- 3 The Customer has a retroactive claim to the respective discount for advertisements within the period of a year where he has concluded a job order at the beginning of the period that entitles him to a discount from the outset on the basis of the price list; the claim must be pursued within one month following the end of the insertion year.
- 4 If an order fails to be fulfilled for reasons for which the Customer is responsible, he shall, irrespective of any further legal obligations, reimburse the difference between the discount granted and the actual amount procured.
- 5 Costs of amendments to originally agreed layouts shall be borne by the Customer.
- 6 In the event of price increases we reserve the right to extend these to cover existing job orders.
- 7 No guarantee is provided for the publishing of advertisements in specific issues or specific positions in a publication, unless this has been expressly confirmed to the Customer in writing.
- 8 The orderly delivery of the print data is the responsibility of the Customer. The duty to preserve the data carrier ends six months after the end of the job order.
- 9 Proofs shall only be supplied on express request. The Customer bears the responsibility for the correctness of returned proofs. Should the Customer fail to return the proofs sent to him in a timely fashion within the designated period, authorisation for printing shall be deemed to have been granted.
- 10 The unobjectionable printing of advertisements is only possible where unobjectionable print documents are delivered. In the case of wholly or partially illegible, incorrect or incomplete printing of the advertisement, the Customer shall have a right to reduction of payment or a replacement advertisement, but only to the extent that the purpose of the advertisement has been impaired. Further liability for the Publisher is excluded. Complaints must be made within four weeks of receipt of invoice and vouchers. The Publisher assumes no liability for errors of any kind resulting from telephone communication of the advertisement.
- 11 Where possible, the Publisher shall take care to ensure that competing advertisements are placed on different pages and not opposite one another. A claim to exclusion of competitors does not fundamentally exist, however. If the exclusion of competitors is agreed between the Customer and the Publisher, this shall only apply to two opposing pages and for advertisements that are at least 1/2 a page in size. If a job order is bound to a position in the publication, the exclusion of competitors cannot be agreed.
- 12 Advertisements that are not recognisable as advertisements due to their design layout shall be clearly characterised as such by the Publisher with the word „Advertisement“. The Publisher reserves the right to reject advertisement and supplement orders - including individual jobs in the scope of an order - on the grounds of content, origin or technical form, in accordance with the standard principles of the Publisher. This also applies for orders submitted to repre-

sentatives. Supplement orders only become binding upon the publisher with the presentation of a sample of the supplement and its subsequent approval. The Customer shall be informed of the rejection of an order without delay.

- 13 A decline in circulation shall only have an effect on the contractual relationship where a specific circulation is guaranteed and this declines by more than 20 %.
- 14 The customer guarantees that he is the owner of the copyright and / or the exploitation right of the content being used in the advertisements. The customer exempts the publisher from any claims brought forward by third parties in relation with the publishing of the advertisement, either print or digital.
- 15 Should a publication cease or postpone its publication, the Customer may not pursue claims of any sort for expenses incurred for text, graphics and creation of print data etc. that cannot subsequently be used.
- 16 On request, the Customer shall be provided with a free specimen copy following publication of the advertisement, where the type and scope of the job order justify this. If it is no longer possible to provide a complete specimen copy, a page specimen shall be provided in its stead.
- 17 Invoicing of the advertisements is made on the basis of the respective price lists for the publications that are valid at the time of publication of the advertisement. We reserve the right to undertake any subsequent invoicing or issue credit. Fragments of mm-lines shall be invoiced as full lines.
- 18 If no special size specifications are submitted, the actual print height shall form the basis for invoicing.
- 19 All prices apply for domestic job orders plus VAT, payable on receipt of invoice, immediately, without deduction. In the event of any default in payment, for example also in the event of frustration of contract, the commencement of insolvency proceedings, bankruptcy or similar, any abatement granted shall fall due and be subsequently invoiced; in addition, default interest and reminder and collection costs shall also be invoiced. The completion of job orders may be postponed until complete payment of all arrears. Interruptions to the processing of ongoing job orders as a result of default shall not entitle extension of the acceptance period and entitle the Customer to no right to compensation.
- 20 German law applies, under exclusion of international private law and the UN convention on contracts for the international sale of goods. This also applies for job orders from Austria and Switzerland. In business transactions with business people and legal entities under public law jurisdiction for all legal disputes concerning individual contracts concluded subject to these Terms of Business and under their validity, including bill of exchange and cheque matters, is agreed as Wiesbaden. Place of performance is the registered office of the Publisher. Jurisdiction, unless the law expressly stipulates otherwise, is the registered office of the Publisher, also for the reminder process and cases where the domicile or place of usual residence of the Customer at the time of the suit being filed is unknown or the Customer has moved his domicile or usual residence to a place outside the jurisdiction of the law after signing the contract, the registered office of the Publisher is agreed as the court of jurisdiction.

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ZENTRAL  
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# STERI WORLD

Try something  
NEW



**STERI-WORLD**  
New Application for  
iOS and Android



**ZentralSterilisation ONLINE**  
Monthly E-Mail-Newsletter