

MEDIZIN elektronik

Fachmedium für Elektronik in der Medizintechnik



MEDIA GUIDE

2012



1 Title: MEDIZIN+elektronik

2 Characteristics:

MEDIZIN+elektronik offers valuable expertise and know-how about electronics in medical applications. MEDIZIN+elektronik not only publishes pure product articles but also in-depth professional articles that range from the basics to up-to-date applications. Thus, the trade journal is attractive for its readers and is also passed on to interested colleagues. The editorial content addresses decision makers in development, procurement, production and management. Topics of MEDIZIN+elektronik are electronic and electromechanic components and modules as well as various components of systems, subsystems and complete platforms. The trade journal identifies trends in measuring technology, software and power supply for medical devices, examines classical medical engineering in operating rooms and surgeries up to ambulant rehabilitation and diagnostic systems for patients, "Ambient Assisted Living" and "Life Science".

3 Target group

MEDIZIN+elektronik addresses

- Developers of electronic components, assemblies, systems and equipment, which are used in medical technology
- Sales engineers and consultants for medical engineering products and systems
- Producers and operators of medical device technology and medical engineering products
- Decision makers in development, construction, manufacturing, technical purchasing, quality assurance and management
- Distributors of components, assemblies, systems and medical engineering products

4 Publication frequency: 5 times a year

5 Format A4

6 Volume: 3rd volume 2012

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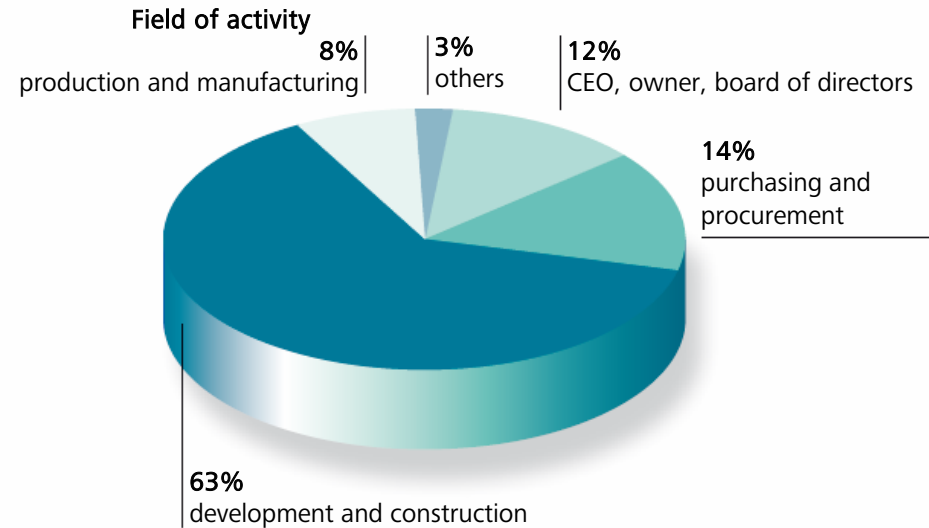
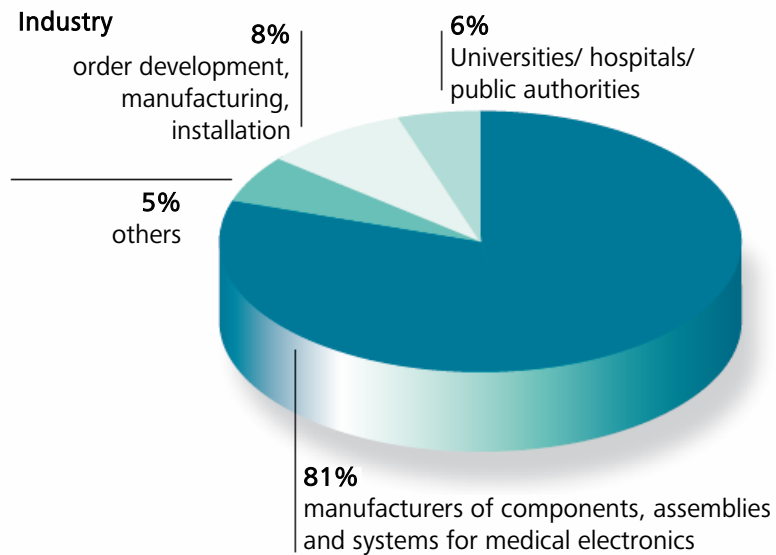
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issue	date of publication	ad closing date	topics	focus	trade show
1	Feb 2 nd	Jan 5 th	<ul style="list-style-type: none"> • news reports of the medical engineering industry • electronics in the hospital • diagnostics & laboratory medicine 	show guide MEDTEC	embedded world 2012 Feb 28 th – Mar 1 st MEDTEC Mar 13 th – 15 th
2	Apr 17 th	Mar 19 th	<ul style="list-style-type: none"> • mobile medical engineering • medical IT 		Hannover Messe Apr 23 rd – 27 th
3	Jun 22 nd	May 24 th	All issues include topics of the categories above: Power supply, measuring technology, sensor, control and drive technology, RFID, components, embedded systems, manufacturing, service, packaging, image data processing, software, electromagnetic disturbance, optoelectronics, clean-room technology, and so on.		SENSOR+TEST May 22 nd – 24 th
4	Sep 17 th	Aug 21 st		special: service manufacturing	electronica 2012 Nov 13 th – 16 th
5	Nov 5 th	Oct 8 th		<ul style="list-style-type: none"> • New products news for the medical engineering industry • Service for readers: company portraits 	show guide COMPAMED



Structure analysis



source: recipients' analysis, September 2011

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