



Meine Gesundheit | Mediakit 2024

KPI, advertising formats and pricing, as of 1st December 2023





Meine Gesundheit

Meine Gesundheit Online is a German health portal and the ideal platform for addressing health-conscious users and patients.

The health portal offers information, databases, guides and tips on health or diseases. All content is researched by our journalists and prepared in a patient-friendly way.

Monthly reach	
Page Impressions	400.000
Visits	190.000
Unique Visitors	165.000
Newsletter subscribers	16.500

Targeting	
Content-Targeting	- Further possibilities on request



* Adobe Analytics 10/2023



Standard Banner



Advertising format	Specifications	Price rotation	Price thematic field
Rectangle 1	300 x 250 px (jpg, gif)	25 € CPM	40 € CPM
Leaderboard 2	728 x 90 px until 980 x 90 px (jpg, gif)	25 € CPM	40 € CPM
Skyscraper 3	120 x 600 px or 160 x 600 px (jpg, gif)	25 € CPM	40 € CPM
Halfpage Ad 4	300 x 600 px (jpg, gif)	35 € CPM	60 € CPM
Billboard Ad 5	800 x 250 px until 980 x 250 px (jpg, gif)	50 € CPM	80 € CPM



CPM = thousand-contact price (price per 1,000 page ad impressions)



Banner Bundles



Bundles	Specifications	Price rotation	Price thematic field
Tandem Ad 1	Leaderboard + Skyscraper	35 € CPM	60 € CPM
Triple Ad 2	Leaderboard + Skyscraper + Rectangle	50 € CPM	80 € CPM
Tandem Ad XL 3	Billboard + Halfpage Ad	70 € CPM	120 € CPM
Triple Ad XL	Billboard + Halfpage Ad + Rectangle	80 € CPM	130 € CPM
Wallpaper 4	additional colouring of the website	+ 10 € CPM	+ 10 € CPM



CPM = thousand-contact price (price per 1,000 page ad impressions)



Mobile Banner



Advertising format		Specifications	Price rotation	Price thematic field
Mobile Ad	1	300 x 60 px until 300 x 120 px (jpg, gif)	25 € CPM	40 € CPM
Mobile Rectangle	2	300 x 250 px (jpg, gif)	30 € CPM	60 € CPM

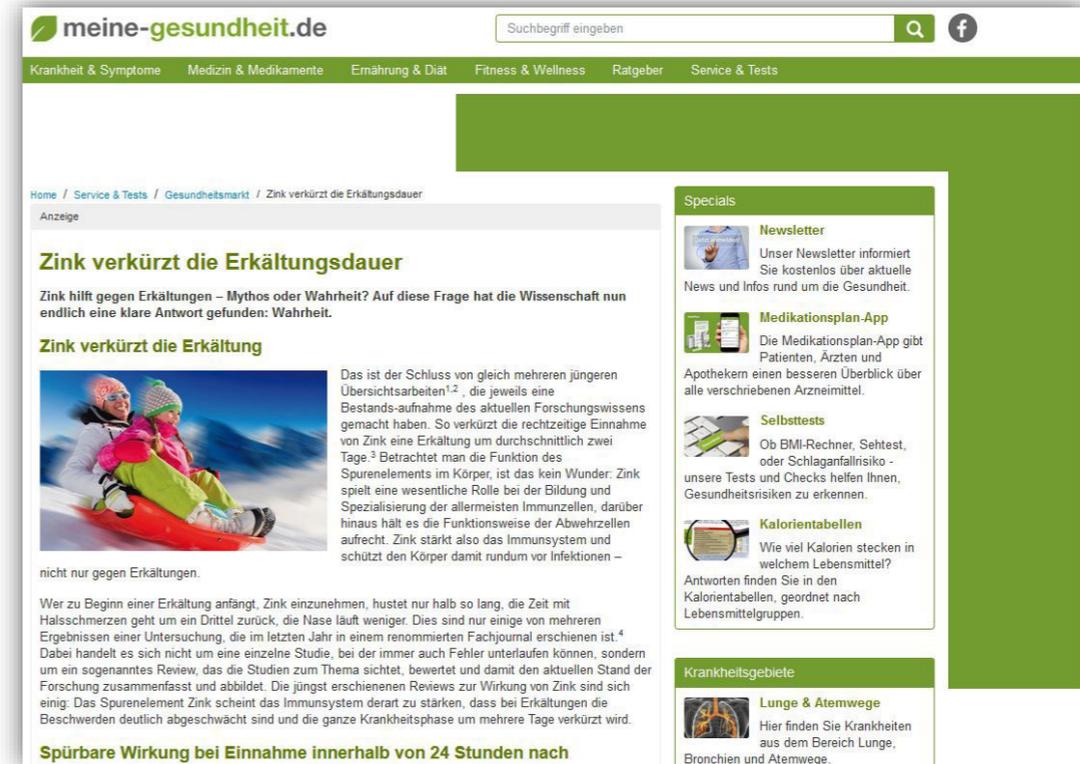


Advertorial

In an advertorial, an advertising partner can present its offer editorially and search engine optimized. Advertorials are automatically advertised via teasers on the website and in the newsletter. Additional advertising can be booked flexibly as a promo package.

Details	
Duration	6 Monate
Editorial support	yes
Promotion via website and newsletter	yes

Advertising format	Specifications	Price
Advertorial	Microsite Brandingbanner (optional) Advertising via website (2 months) and newsletter (2 mailings)	3.500 € (pauschal)
Promo-Package	Additional promotion via website and newsletter	2.000 € (pauschal)



More detailed specifications on request or after consultation



Newsletter

The health newsletter offers advice and news about health and current developments in the health market. The HTML newsletter is sent to patients every two weeks.

Details	
Frequency	each 14 days
Opening rate (Unique Users)	20 %
Subscribers	16.500

Advertising format	Specifications	Price
Fullbanner	620 x 90 px (jpg, gif)	450 € per sending
Medium Rectangle	300 x 250 px (jpg, gif)	500 € per sending
Teaser	Headline max. 80 characters, Text max. 250 characters Picture (jpg, gif, png, max. 50 kb): Minimum size: 400 x 250 px, Medium size: 600 x 375 px, Maximum size: 800 x 500 px	650 € per sending
Exclusive-Newsletter	Design and layout after consultation	3.850 € per sending



meine-gesundheit.de
Gesundheitsletter vom 21.11.2023

Liebe Leserinnen und Leser,

in der Hausapotheke hat Acetylsalicylsäure (ASS) einen festen Platz. Aber: Für Kinder unter 12 Jahren sind Aspirin und Co. nicht geeignet – wegen der Gefahr des fast immer tödlich verlaufenden Reye-Syndroms. Außerdem haben wir in dieser Woche die folgenden Beiträge für Sie aktualisiert: Makuladegeneration, Morbus Meulengracht, Paranoide Persönlichkeitsstörung, Rotavirus-Infektionen, RSV-Infektionen und Schwangerschaftsdiabetes.

Wir wünschen Ihnen beste Gesundheit!
Ihr Team von [Meine Gesundheit](#)

Paranoide Persönlichkeitsstörung



Menschen mit paranoider Persönlichkeitsstörung nehmen ihre Umwelt grundsätzlich misstrauisch wahr. Oft gehen sie davon aus, dass andere Menschen – mitunter die ganze Welt – sich gegen sie verschworen hat. Was hilft Betroffenen – und was den Menschen in ihrem Umfeld?

[Artikel lesen >](#)

Rotavirus-Infektionen



Rotaviren sind die häufigste Ursache für Durchfälle bei Kindern. Auch in Deutschland kommt es immer wieder zu Todesopfern. Wie erkennen Sie die Infektion – und wie schützen Sie Ihre Kinder?

[Artikel lesen >](#)

Anzeige (Fachinformation)

B12-Resorption über die Mundschleimhaut - B12 lingua von MensSana.

B12 LINGUA MENS SANA

B12-RESORPTION ÜBER DIE MUNDSCHEIMHAUT

MENS SANA

B12 lingua MensSana ermöglicht eine optimale, schnelle Vitamin B12-Versorgung in Kombination mit allen anderen Vitaminen aus dem B-Komplex - praktisch als vegane Lutschtablette mit Blutorangengeschmack.

[Mehr erfahren >](#)





Technical Specifications

Data delivery	<p>Delivery deadline: 14 days before campaign launch Delivery address: anzeigen@mmi.de Contact: Tirza Wichelhaus, Tanja Reuter, Francesco Todaro, Ece Sahin</p> <p>Please send all files necessary for the advertising booking, information on target URLs and alternative texts (alt attribute) in due time.</p>
Formats	<p>For standard banners and images: jpg, png, (animated) gif Max. KB for banners: 50 kb Max. KB für oversized banners (Billboard, Halfpage Ad): 90 kb</p>
Redirects	<p>For advertising media that are integrated via external ad servers (redirects), we require a target URL. Conditions regarding file format, file size and specifications also apply to advertising media from external ad servers. Vidal MMI does not assume any guarantee for the correct control and measurement of campaigns that are controlled and delivered as redirects via external ad servers.</p>
HTML5 Banner	<p>HTML5 banners are currently only possible via redirects. Please let us know if the need arises.</p>
Reporting	<p>Reports are created after the end of a booked campaign. Reports and invoices are created on the basis of the evaluations of the systems used by Vidal MMI for this purpose. Please let us know if you require a monthly or shorter-term reporting.</p>



Unternehmen und Ansprechpartner

Vidal MMI Germany GmbH (Vidal MMI) offers comprehensive and cross-media drug information systems and IT solutions for doctors, clinics and pharmacies as well as for medical and pharmaceutical professionals, nursing and social services, health insurance companies and authorities. We know the processes in the healthcare sector, we know where, when and what information is important and we offer products and services that deliver this information with perfect precision. In addition to the high quality standards of the data, we focus on its usability and relevance in daily practice.

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General terms and conditions: www.gelbe-liste.de/agb
 Mediakit: <https://www.meine-gesundheit.de/mediadaten>
 Data privacy: <https://www.meine-gesundheit.de/datenschutz>

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