

# We will put you onto the OTWorld stage

Spotlight  
on your  
advertising

 MEDIA INFORMATION





International Trade Fair  
and World Congress 2024

**OTWorld – The world's largest and most important  
get-together in the orthopaedics industry**

At OTWorld, the industry comes together like nowhere else. No other orthopaedic technology event receives as much international media attention as the Leipzig event. Make the most of the potential to position both yourself and your message/brand.

As the official media partner of OTWorld, Verlag Orthopädie-Technik offers a wide range of opportunities with maximum reach for every scope and budget.



## Your advertising opportunities at a glance:

### Before OTWorld:

- **Banner** on [www.360-ot.de](http://www.360-ot.de)
- **Banner and text teaser** and the special newsletter on 07.05.2024
- **Adverts and inserts** in the **OTWorld edition of ORTHOPÄDIE TECHNIK** in **April and May**
- **Adverts and inserts** in **HowToTreat**

### During OTWorld:

- **Banner and "Innovation of the day"** in the **OTWorld Daily** the daily newsletter during the trade fair
- **Sponsoring at the congress** - only **for OTWorld exhibitors**

### After OTWorld:

- Trade fair news and cross-media highlights in the **July edition of ORTHOPÄDIE TECHNIK**









In order to report on OTWorld, we will set up an "OTWorld" section in the navigation bar on [www.360-ot.de](http://www.360-ot.de) from the beginning of 2024.

In this section, users will find all articles from the editorial team on the subject of OTWorld. You have the opportunity to place your banners there, as well as on all other websites in the specialist portal. OTWorld attracts attention. We recorded a 20% increase in visits to [www.360-ot.de](http://www.360-ot.de) in April and May when OTWorld was held compared to non-OTWorld years. On average, 28,000 users accessed the site per month in the period between April and May 2022

Discover different banners  
on [www.360-ot.de](http://www.360-ot.de)



Our banner formats	Format	Price/4 weeks in the period April – May
 1 Banner in the header	560 x 90 px	€1,060
 2 Full banner	728 x 90 px	€530.00
 3 Skyscraper S incl. start page	120 x 600 px	€530.00
 Skyscraper L incl. start page without representation on the right	300 x 600 px	€800.00
 4 Medium rectangle incl. start page	300 x 250 px	€660.00
 5 Content ad video	1280 x 720 px	€805.00



**Data preparation:**

File size: 50– 200 KB

**File types:**

JPG, PNG, animated or  
static GIF, WebM, mp4/wmv

**Data submission:**

by e-mail to  
[jocelyn.blome@biv-ot.org](mailto:jocelyn.blome@biv-ot.org)

All prices listed in this document are exclusive of VAT.

**Immediately before the start of the trade fair on 7 May 2024, the editorial team of Verlag Orthopädie-Technik will send out a special newsletter for OTWorld.**

The newsletter is the most important publication for the orthopaedic technology industry and has the highest number of subscribers in the German-speaking area.





Reach those who are planning their visit to the trade fair and provide your target group with information concerning dates, trade fair attractions,

Example of an OTWorld  
 special newsletter



And stand locations etc.

## Our banner formats in the special newsletter on 07.05.2024

Advert format	Size/ Data	Prices
 Header banner	560 x 395 px	€1,200.00
 Textteaser	Photo/Logo 190 x 250 px, Text with max. 600 characters incl. empty spaces	€587.50
 Full banner	120 x 600 px	€437.50
 Supersize banner	560 x 395 px	€920,00

Data delivery: two days before the date of sending



Example of an OTWorld special newsletter

**The April and May 2024 editions of ORTHOPÄDIE TECHNIK receive significantly more attention - also internationally - than the other editions of OTWorld. Not least because the editions will be on display and distributed at the trade fair.**






The issues are published with a larger number of pages and a higher print run, with a focus on the target group of medical supply retailers.  
 Other key topics in April and May: orthotics and movement disorders with a focus on neuro-orthopaedics as well as prosthetics and compression.








Exemplary cover design



## Formats and prices for the April and May editions


Size	Prices 4c	in the section*	in the print space
Title 	€4,983.00	–	130 x 155mm
Inside title page 	€4,350.00	–	Horizontal: 210 x 150 mm
1/1 	€3,993.00	210 x 297 mm	–
Cover page 2, 3 1/1 	€4,334.00	210 x 297 mm	–
Cover page 4 1/1 	€4,609.00	210 x 297 mm	–

Size	Prices 4c	in the section*	in the print space
Double page 2/1 	€5,764.00	420 x 297 mm	–
Page Table of 1/2 	€2,948.00	Vertical: 103 x 297 mm Horizontal: 210 x 148 mm	Vertical: 90 x 265 mm Horizontal: 185 x 130 mm
1/2 	€3,223.00	Vertical: 103 x 297 mm Horizontal: 210 x 148 mm	Vertical: 90 x 265 mm Horizontal: 185 x 130 mm
1/3 	€2,255.00	Vertical: 70 x 297 mm Horizontal: 210 x 105 mm	Vertical: 54 x 265 mm Horizontal: 171 x 90 mm
1/4 	€1,837.00	Horizontal: 210 x 82 mm Corner: 103 x 147 mm	Horizontal: 185 x 65 mm Corner: 83 x 130 mm

\*2 mm bleed on all sides with crop marks

Placement requests are possible on request and with a surcharge of 10 % on the regular advertising rate. Please contact us

## Special advertising formats for the April and May issues

	Format	Maximum weight	Placement	Print run	Price
<b>Bound insert</b>  <ul style="list-style-type: none"> <li>- Firmly connected to the magazine</li> <li>- eye-catching positioning</li> </ul>	2-sided 4-sided	150 g/m <sup>2</sup>	in the inner part	4,800	€5,180.00 €7,780.00
<b>Supplements</b>  <ul style="list-style-type: none"> <li>- intensive address</li> <li>- no time mismatch</li> </ul>	<div>Our tip</div> max. width 205 x height 290 mm	up to 25 g up to 50 g	in the inner part	4,800	€3,970.00 €4,240.00
<b>Glued advertising material</b>  <ul style="list-style-type: none"> <li>- on your advertisement</li> <li>- reader can extract product/info directly</li> <li>- high level of attention</li> </ul>	on 1/1 carrier advertisement	25 g	in the inner part	4,800	€5,290.00

Bound inserts, supplements, inserts and any manual costs that are incurred are not eligible for

### Data delivery:

April 2024 edition: 11.03.2024

May 2024 edition: 11.04.2024

### Mailing address for inserts, bound inserts, glued inserts:

Silber Druck oHG · Mr Matthias Schmelz · „Supplement OT XX/20XX“ ·  
 Otto-Hahn-Straße 25 · D – 34253 Lohfelden

**HowToTreat** is the **official English-language trade magazine** in the field of technical orthopaedics for OTWorld and the ISPO World Congress. In terms of content, it is the counterpart to ORTHOPÄDIE TECHNIK.

HowToTreat is strongly focussed on the trade as well as the practical aspects of orthopaedic care. Publication frequency: when OTWorld and the ISPO World Congress occurs. HTT is published in a print run of 4,000 copies for OTWorld and is distributed at the trade fair. It will also be distributed as a PDF via the digital mailing lists of the organisers of OTWorld and ISPO. HumanStudy will also distribute it to around 50,000 recipients.

**Booking deadline:** 25.03.2024

**Deadline for print material:** 01.04.2024

**Publication date:** 14.05.2024

**Printed circulation:** 4.000 editions

For all ad formats and prices,  
 see HTT media data

Come here to see the  
**media data**  
 of HowToTreat



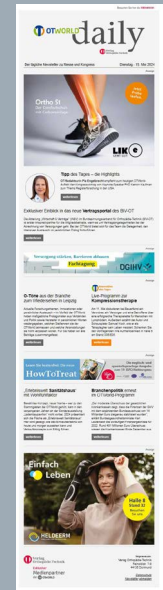
The **OTWorld Daily newsletter** is the **official and only daily newsletter for OTWorld**.

It is published on six days: one day before the start of the trade fair, on each day of the fair and afterwards between 6 a.m. and 7 a.m.

The editorial team reports on the most important dates, the highlights of the trade fair, the who's who and the hottest news. What, when, who, where? OTWorld Daily gives you an informed start to the trade fair day. Use this special newsletter for your messages.

Average opening rate OTWorld Daily 2022: 41.58 %  
 Data delivery for the OTWorld Daily: until 03.05.2024

**Be quick.  
 There are only  
 limited places  
 for each  
 newsletter.**



Sample presentation OTWorld Daily

Example of an OTWorld  
 special newsletter

## Your advertising opportunities in OTWorld Daily

Anzeigenformate	Größe/Daten	Preise
Headerbanner	560 x 395 px	€1,200
Innovation of the day	Heading: max. 50 characters and text: max. 350 characters in each case, incl. spaces	€637.50
Textteaser	Photo/Logo 190 x 250 px, Text with max. 600 characters incl. empty spaces	€687.50
Fullbanner	560 x 90 px	€437.50
Supersizebanner quer	560 x 395 px	€920
Supersizebanner hoch	270 x 800 px	€920


Header banner

Full banner

Innovation of the day

Full banner

Super-size banner




Header banner

Full banner

Innovation of the day

Text-teaser

Supersize banner



Sample presentation OTWorld Daily

For all OTWorld **exhibitors:**

The congress area at OTWorld has a quieter and more relaxed atmosphere compared to the hustle and bustle of the exhibition halls. This offers an excellent opportunity to draw attention to your message, your brand or your product.

Your **sponsoring opportunities** at the congress:

- **Branded floorprints and charging columns**  
Target group: all visitors who are in the congress area
- Designing and filling a **lymphology goodie bag**  
Target group: all visitors to the lymphology workshops
- Designing and filling a **congress bag**  
Target group: all visitors to the World Congress
- **Branding in the speakers' lounge**  
Target group: all speakers at the congress

**Do you want to find out more?** Contact us, we will be happy to send you further information. **Your contact:** Jocelyn Blome, Tel. 0151 10841489



Example image

The marketing of the offers at the OTWorld World Congress is organised on behalf of Confairmed GmbH.

**In the July issue of ORTHOPÄDIE TECHNIK, the editorial team will publish a follow-up report to OTWorld.** Maximise attention for your new products and trade fair highlights by presenting them in this issue.

**We will publish your advertorial three times:**

- in the printed July issue of ORTHOPÄDIE TECHNIK and
- on [www.360-ot.de](http://www.360-ot.de) as well as
- in the special newsletter on 09.07.2024



- 1/1 Advertorial: €3,790.00
- 1/2 Advertorial: €2,795.00
- 1/4 Advertorial: €1,720



To enlarge:  
**Click and hold**



## Contact

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All prices listed in this document are exclusive of VAT.  
You can find our general terms and conditions [here](#)

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