





Exclusive media partner of OTWORLD

OT – The brand in the field of technical orthopaedics

First published in 1949, the magazine for orthopaedic technology (OT for short) is celebrating its **75th birthday** this year. The Orthopädie-Technik publishing house has come up with many activities for readers, loyal companions and of course for you, our customers. With 12 issues per year plus special issues, ORTHOPÄDIE TECHNIK reaches the hands of decision-makers and players in the industry. In OT and the affiliated specialist portal www.360-ot.de industry insiders will find lots of relevant information concerning medical topics, current forms of treatment and innovations in the fields of prosthetics, orthotics, rehabilitation technology, medical supply stores, compression therapy, orthopedic shoe technology and homecare. Health and professional policy at first hand, staff matters, current industry news and new developments to do with the digitalisation of skilled crafts and trades are also regularly featured. In addition, the magazine features detailed reports concerning the most important trade fairs and congresses.

The **peer reviewed articles** on focus topics concerning all important areas of treatment related to the trade are particularly appreciated. Designated experts from workshops and specialist shops, science and research, clinics and the orthopaedic industry impart their knowledge and experience in a practical, well-founded and up-to-date manner. The quality of the specialist articles is guaranteed by a top-class scientific advisory board e.g. Representatives from the Federal Technical School of Orthopaedic Technology (Bufa), Fraunhofer IPA, the PFH in Göttingen, the clinic for O&U in Heidelberg and leading OTMs in skilled crafts and trades. These experts appraise the specialist articles in the review process and in doing so, ensure their high technical quality.

The Orthopädie-Technik publishing house is the **exclusive media partner of OTWorld**, the world's leading trade fair and congress. OTWorld will be held in Leipzig in May 2024, and we offer you many attractive formats for presenting yourself in an eye-catching way on and around the industry's big, international stage.

If you want to be kept up to date in the field of technical orthopaedics, you shouldn't miss out on the various analogue and digital formats published by Orthopädie-Technik; especially our centrepiece magazine ORTHOPÄDIE TECHNIK.





The scope of our media

THE SPECIALIST JOURNAL — OUR PRINT CLASSIC:

- Advertisements
- Advertorials
- lob advertisements
- Supplements
- Special forms of advertising

THE SPECIALIST PORTAL – THE DIGITAL SINGLE POINT OF CONTACT FOR THE INDUSTRY

- Banner advertising
- lob advertisements
- Small ads
- Events
- Advertorials

THE 'EXTRA' FORMATS — ADDED VALUE FOR YOU:

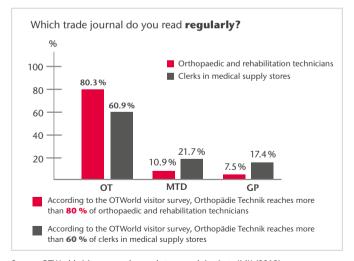
- Newsletter
- lob letter
- Thematic newsletter
- Live video talk

- Special editions
- Social media
- OTWORLD



- → 3,000 Subscribers

 Because the magazine is passed on to the workforce in many companies, the number of actual readers is far higher than the number of subscribers.
- → Specialist portal 21,700
 Users/Month in the period
 between 08/2021 and 07/2022
- → OT newsletter: approx. **2,000** Recipients; Opening rate approx. **38.95** %





Source: OTWorld visitor survey by market research institute IMK (2018)

We are the mouthpiece of the multi-faceted technical orthopaedics industry



Associations

As the official specialist body of the BIV-OT(umbrella organization of the guilds and state guilds for orthopaedic technology) and ISPO Germany, we maintain close contact with the leading associations in the field of technical orthopaedics. We are in constant exchange with the relevant service provider communities as well as associations in the medical aids industry.

Workshop

Each treatment is individually tailored to the patients. We present innovations related to skilled crafts and trades, taking a look at the technical progress of materials and tools and reporting from the places where skilled crafts and trades are performed.

Medical supply stores

What does a medical supply store need to satisfy its customers? What does a modern branch store look like? How should a company present itself on social networks? We have the answers.

Lecture hall

High-quality technical training and further education is essential for people who practice skilled crafts and trades and the specialists.who operate within this field. We report from technical schools, pass on the content of seminars and write about the constant development of teaching.

Research

In the field of science and research, we are seen as a as a reputable specialist magazine. As such, we are in regular contact with many universities and institutes concerning current projects and the products of the future.

Future

Stagnation means regression. The industry is subject to constant change. The mega topic of digitalisation is omnipresent and is changing the trade profoundly. What is to be expected, and what is already a reality? We will provide the answers.

Congress

We prepare the latest findings from congresses and symposiums for you in a compact form.

Trade fair

When manufacturers present their latest innovations at relevant industry get-togethers, we are there and independently, we provide competent summaries of the most exciting product presentations.

Industry

Thanks to well-maintained contacts in the industry, we are close to the action: From new product presentations to current personnel decisions relating to HR and growth strategies of businesses.

Topics and schedule for 2024

	Edition	Main topics and specialist articles	Booking deadline	Artwork deadline	Publication date
	January	Orthotics · Additive manufacturing	04.12.2023	11.12.2023	02.01.2024
	February	Digitisation: Accounting · Children's rehab	12.01.2024	19.01.2024	05.02.2024
	March	Foot and shoe · Materials	13.02.2024	19.02.2024	05.03.2024
larger volume and higher circulation in April & May	April (†) OTWORLD	Orthotics· Movement disorders: Focus on neuro-orthopaedics	11.03.2024	18.03.2024	03.04.2024
OTWorld	May	Prosthetics · Compression	11.04.2024	18.04.2024	06.05.2024
	June	Diseases related to wear and tear: Osteoarthritis · Cancerous diseases: Breast care, stoma, incontinence	13.05.2024	21.05.2024	05.06.2024
July		Socket and liner · Osseointegration	13.06.2024	20.06.2024	05.07.2024
	August	New technologies: computer-assisted rehabilitation · Sports orthopaedics	11.07.2024	18.07.2024	02.08.2024
Rehacare	September	Spinal care · Medical supply store: Wound care	12.08.2024	19.08.2024	03.09.2024
	October	Orthotics · Foot and shoe: Insoles	11.09.2024	18.09.2024	04.10.2024
	November	Prosthetics: Fitting parts · Measurement technology	11.10.2024	18.10.2024	05.11.2024
	December	Compression: Lymphatic care · Rehabilitation technology	11.11.2024	18.11.2024	03.12.2024

The editors reserve the right to change the topic schedule.



Advert formats and OT prices

Size	Prices 4c	in the bleed*	in the print spaces
Title	€ 4,530.00	-	130 x 155 mm
1/1	€ 3,630.00	210 x 297 mm	171 x 250 mm
Cover page 2, 3	€ 3,940.00	210 x 297 mm	-
Cover page 4	€ 4,190.00	210 x 297 mm	-
Double page 2/1	€ 5,240.00	420 x 297 mm	-

VAT added to all prices – for clients from Germany only



FREQUENCY SCALE

Staggered repeat discount:

from 4 ads per calendar year 3 %
from 12 ads per calendar year 10 %
(regardless of ad size)

Not discountable:

Title page, cover page 2 – 4
Table of contents

Please note:

Special positioning upon request and for a 10% surcharge on the regular price.

For the April 2024 and May 2024 issues TOTWORLD, a surcharge of 10% will be added to the regular advertising rate.

^{*2}mm on all sides with crop marks

The PRINT

Advert formats and OT prices

Size	Prices 4c	in the bleed*	in the print spaces
1/2	€ 2,680.00	vertical: 103 x 297 mm horizontal: 210 x 148 mm	vertical: 83 x 250 mm horizontal: 171 x 130 mm
in the table of content	€ 2,930.00	vertical: 103 x 297 mm	vertical: 83 x 250 mm
1/3	€ 2,050.00	vertical: 70 x 297 mm horizontal: 210 x 105 mm	vertical: 54 x 250 mm horizontal: 171 x 90 mm
1/4	€ 1,670.00	horizontal: 210 x 82 mm corner: 103 x 147 mm	horizontal: 171 x 65 mm corner: 83 x 130 mm

VAT added to all prices – for clients from Germany only

%:

FREQUENCY SCALE

Staggered repeat discount:

from 4 ads per calendar year 3 %from 12 ads per calendar year 10 %(regardless of ad size)

Not discountable:

Title page, cover page 2 – 4 Table of contents

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^{*2}mm on all sides with crop marks

OT advertorial formats

Contact: Jocelyn Blome jocelyn.blome@biv-ot.org · 0231 557050-61



An advertorial fits into the editorial environment. Your content is not perceived as advertising, but as editorial content. That is the great strength of this format. Take advantage of this for your advertising message.

Design example:

1/4 Page

One image or logo possible. Image size 35 x 35 mm, Number of characters* inkl. Space 1.000

1/2 Page

Two images / logos possible. Image size 80 x 45 mm und 35 x 35 mm, Number of characters* inkl. Space 1.500

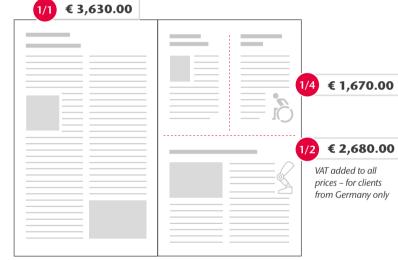
1/1 Page

Three images / logos possible. 2x Image size 80 x 45 mm und 1x 35 x 35 mm, Number of characters* inkl. Space 3.000

*The number of characters changes depending on the image size. Other formats on request.

Data delivery:

in each case, up until the booking deadline, see page 5



Attention: limited number of copies per issue



Trade fair innovations and highlights

Contact: Jocelyn Blome jocelyn.blome@biv-ot.org · 0231 557050-61



Give emphasis to your product innovations and highlights by presenting them in the editions in which the editors publish a follow-up report concerning the industry's most important trade fairs and events. An optimal opportunity to showcase your innovations on an event-related basis and in doing so, reach your target group directly. We design pages that underline/support the new product and/or highlight the character of your message.





Publication o	Publication dates for the following trade fairs					
OTWorld	OT-Issue: July Booking deadline: 13.06.2024					
Rehacare	OT-Issue: November Booking deadline: 11.10.2024					

Further dates such as the deadline for printing documents and For publication dates see page 5.

Contact: locelyn Blome

-61

		,
jocelyn.blome@biv-ot.org ·	0231	557050-

	Format	Maximum weight	Placement	Print run	Price	
Bound insert - Firmly connected to the magazine	2-seitig 4-seitig	150 g/m²	in the inner part	3.200	€ 3,880.00 € 5,880.00	
- eye-catching positioning	OTWORLD Issue April & May					
	2-seitig 4-seitig	150 g/m²	in the inner part	4.800	€ 5,180.00 € 7,780.00	
Supplements - intensive address	max. width 205 x height 290 mm	bis 25 g bis 50 g	in the inner part	3.200	€ 2,990.00 € 3,190.00	
- no time mismatch	① OTWORLD Issue April & May					
	max. width 205 x height 290 mm	bis 25 g bis 50 g	in the inner part	4.800	€ 3,970.00 € 4,240.00	
Glued advertising material - on your advertisement	on 1/1 Carrier Advertisement	25 g	in the inner part	3.200	€ 3,990.00	
- reader can extract product/ info directly	① OTWORLD Issue April & May					
- high level of attention	on 1/1 Carrier Advertisement	25 g	in the inner part	4.800	€ 5,290.00	
Folding title (generally only on request) - high level of attention by placing directly on the title - opportunity for large-area advertising on thicker paper	on request	_	Flapper on the cover pages	3.200	on request	

VAT added to all prices - for clients from

Further special forms of advertising on request

> Germany only // Bound-in inserts, supplements, loose inserts and any manual costs incurred are not eligible for a discoun.

Data delivery:

OT special advertising forms

jocelyn.blome@biv-ot.org · 0231 557050-61

Marketplace for jobs and classified advertisements

The jobs section of the magazine is the relevant forum for specialists at all levels in the entire German-speaking area, whether for trade, workshops or industry.

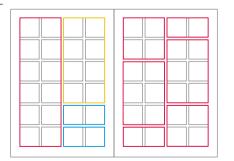
When booking a job/classified advertisement in our printed magazine, we also publish it for four weeks free of charge on our specialist portal on **www.360-ot.de/jobs**.



Job advertisements in the printed edition of ORTHOPÄDIE TECHNIK appear under the heading Job Vacancies. We have illustrated examples of different advertisement sizes on the right.

The advertisement on the far left has the 12 modules high

format, the advertisement on the top right has the 8 modules high format, and the two advertisements below each have 2 modules across.





jocelyn.blome@biv-ot.org \cdot 0231 557050-61

PRIM'

Marketplace for jobs and classified advertisements

You have the following options when booking a job or classified advertisement:

Advertisement size:

You choose the number of modules. **Minimum size**: two modules.

Colour:

You can choose whether you want a **black/ white** or colour advertisement.

Colour surcharge € 300.00, regardless of the number of modules.

Desian:

You can choose whether we **set your advertisement or** or you send us a **finished layout** as a PDF. If we set the advertisement for you, we need the text for your job advertisement and, if desired, a logo. You will receive the advertisement from us for review and approval before publication. Typesetting costs per module €9.80.

Box number:

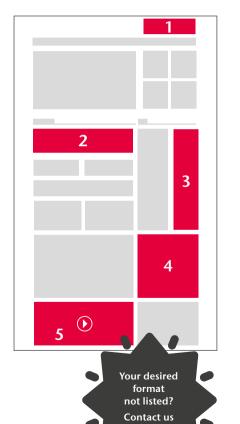
You can choose whether you would like a **box number advertisement**, i.e. if you wish to remain anonymous as the addressee of the advertisement. Readers of the advertisement send their messages to us stating the box number code, and we will forward these messages to you. Additional costs per advertisement €9.95.

	Size W x H mm			
Sketch of job section	Modules	horizontal	vertical	Module price
	2	85 x 40 mm	_	€199.50
	4	175 x 40 mm	85 x 85 mm	€399.00
2 modules	6	130 x 85 mm	85 x 130 mm	€598.50
4 modules	8	175 x 85 mm	85 x 175 mm	€798.00
	10	-	85 x 220 mm	€997.50
	12	175 x 130 mm	85 x 265 mm	€1,197.00
	24	-	175 x 265 mm	€2,394.00

No placement request is possible in the job and classifieds marketplace. Job advertisements cannot be discounted. In the event of cancellation of an advertisement placed by us, we will at least charge the typesetting costs that have been incurred.

Digital

Banner ads on the specialist portalwww.360-ot.de



	Format	Price/4 weeks	Price/4 weeks in the period April – May
1 Banner in the header	560 x 90 px	€800.00	€1,060.00
2 Full banner	728 x 90 px	€400.00	€530.00
3 Skyscraper S incl. start page	120 x 600 px	€400.00	€530.00
Skyscraper L incl. start page without representation on the left	300 x 600 px	€600.00	€800.00
4 Medium rectangle incl. start page	300 x 250 px	€500.00	€660.00
5 Content Ad Video	1280 x 720 px	€700.00	€805.00

All prices are subject to VAT

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



- → On average **22,900** users/month in the period between 08/2022 and 07/2023
- → Our websites are built in responsive design and as such, they also look good on mobile devices.

jocelyn.blome@biv-ot.org · 0231 557050-61

1

Job marketplace on the specialist portal www.360-ot.de and in the Jobletter

Our digital home for your job offers / application requests. Here, professionals in the sector are the first to be informed about new job offers.

With our job advertisements section on our specialist portal www.360-ot.de, we offer the most important job exchange for professionals in the field of orthopaedic technology, rehabilitation technology and the medical supplies trade. In addition, we send out a monthly job letter to over 2,000 recipients, informing them about the latest vacancies.

Find new specialists in a targeted manner with our media that is specialised in the OT sector.



→ Average number of page views from www.360-ot.de/jobs in the period 8/2022 to 07/2023 per month: **1,300**

Job offer/Application request on www.360-ot.de

€700.00

Job offer/Application request in the Jobletter

Book your job offer/application request onwww.360-ot.de/jobs

We place and maintain your advert.

We need your job offer/application request as a PDF or in text form and your company logo 200 x 200 px.

Book the additional sending of your job offer / application request via our Jobletter for only €100.00 extra.

Book your job offer – in the monthly Jobletter (approx. 2,100 recipients).

We place your advert.

We need

- the job title
- the place of employment
- your company name
- your company logo 200 x 200 px
- the link to your website



All prices are subject to VAT

Further information can be found on the job letter on page 18.





Events calendar on the specialist portal www.360-ot.de

Our calendar of events provides an overview of all the important dates in the industry. Seminars, trade fairs, workshops, congresses, conferences and symposiums can be found using the search option. Inform the industry about your dates. Book your entry.

An entry includes:

- period and place
- title with a link to your event landing page or similar
- short description





OT newsletter

Wednesday is OT newsletter day

On a weekly basis, the editors of theOrthopädie-Technik publishing house edit the current and most important news from the industry in the newsletter. Maximise your chance and accurately reach your target group with your messages as a full banner, text teaser and our new supersize banner format.

Discover the options early on. The advertising space is limited and very popular.

Data delivery: two days before the shipping date



Please click for



Frequency of publication: weekly

Target group: Specialists – from assistants to master craftsmen and executives – and all those involved in the quality-assured supply of medical aids to patients and/or interested parties.

Recipients (08/2023): approx. 2,100

Opening rate: Ø 36.16 %

	Advert format	Size / Data	Price	Prices Period April – May
	Text teaser	Photo / Logo 190 x 250 px, Text with max. 600 characters incl. empty spaces	€550.00	€587.50
	Full banner	560 x 90 px	€350.00	€437.50
NEU	Supersize banner	560 x 395 px	€800.00	€920,00

All prices are subject to VAT

OT thematic newsletter

On a monthly basis, the editors of the publishing house dedicate themselves to a special topic in the field of technical orthopaedics. These thematically concentrated contributions are summarised in a newsletter and sent out every third Thursday of the month. Often, current articles by experts are included, which readers can read free of charge for four weeks. Take advantage of this focus for your advertising message. Discover the topics and formats early on. The advertising space is limited and very popular.

Data delivery: two days before the shipping date

Торіс	Shipping date
Specialists and training	18.01.2024
Additive manufacturing	15.02.2024
Contracts and accounting	21.03.2024
Medical supply stores	18.04.2024
Orthotics	16.05.2024
Compression	20.06.2024
Travel and mobility	18.07.2024
Prosthetics	15.08.2024
Sustainability	19.09.2024
Paediatric orthopaedics	17.10.2024
Foot and shoe	21.11.2024
Inclusion	19.12.2024



Frequency of publication: monthly

Target group: Specialists – from assistants to master craftsmen, executives and all those involved in the quality-assured supply of medical aids to patients and/or interested parties.

Recipients (08/2023): approx. 2,100

Opening rate: Ø 37.11 %



	Advert format	Size/Data	Price
	Text teaser	Photo/Logo 190 x 250 px, Text with max. 600 characters incl. empty spaces	€550.00
	Full banner	560 x 90 px	€350.00
NEU	Supersize banner	560 x 395 px	€800

All prices are subject to VAT

OT job letter

Contact: Jocelyn Blome jocelyn.blome@biv-ot.org · 0231 557050-61



Make your job offer stand out!

With our monthly job letter, specialists in the industry are the first to be informed about new job offers. Present your company and your products in this concentrated environment with a full banner, text teaser or our new supersize banner format.

Data delivery: two days before the shipping date

Shipping: first Thursday after publishing date of OT (see page 5)

	Advert format	Size / Data	Price	Prices Period April – May
	Job offer/ application request	200 x 200 px (job title, place of work, company name, company logo, link to website)	€400.00	€460.00
	Text teaser	Photo/Logo 190 x 250 px, Text with max. 600 characters incl. empty spaces.	€550.00	€587.50
	Full banner	560 x 90 px	€350.00	€437.50
NEU	Supersize banner	560 x 395 px	€800	€920,00



Frequency of publication:

monthly

Target group:

Specialists – from assistants to master craftsmen and executives – and all those involved in the quality-assured supply of medical aids to patients and/or interested parties.

Recipients (as of 08/2023):

approx. 1,937

Opening rate: \emptyset 36.36 %

All prices are subject to VAT

HOW TO TREAT is the official English language trade magazine in the field of technical orthopaedics

PRINT & DIGITAL

In terms of content, it is the counterpart to OT. It contains relevant information and specialist articles concerning prosthetics, orthotics, rehabilitation technology, medical supply stores, compression therapy and homecare. HOW TO TREAT is published once a year, when OTWorld and the ISPO World Congress occur.

As an English-language magazine, HOW TO TREAT is aimed at an international target group. Reach the international OT industry beyond German-speaking countries with your advertisement.

Distribution:

At OTWorld, HTT will be published in a printed edition **(4,000 copies)** and will be distributed at the trade fair.

It is also published as a PDF via the digital mailing lists of the OT publishing house, the organisers of OTWorld and ISPO Congresses, Human Study and the trade fair Leipzig channels **50,000 addressees**.



Browse through the published editions of HOW TO TREAT here at: https://360-ot.de/howtotreat/

Detailed media informationmedia information for HOW TO TREAT can be found at: https://360-ot.de/wp-content/uploads/2023/02/HowToTreat_media-data_2023.pdf



Live video talk – the digital stage for representatives in the field of technical orthopaedics



With the live video talk, we are establishing a new, modern format to discuss hot topics in the field of technical orthopaedics with experts and viewers. Use the direct contact to your target group during the event and establish a high level of reach both before and after the event. Be a sponsor of a live video talk.

Our topics for 2024:

1st half of 2024: Additive manufacturing

2nd half of 2024: Medical supply store

Further information on request

THE MEDIA PACKAGE INCLUDES THE FOLLOWING SERVICES

BEFORE THE EVENT

Your logo as our media partner:

- on all event advertisements published in the OT
- featured on all event banners in the OT newsletter, OT job letter, BIV-direkt and Confairmed newsletter
- on a banner, which is displayed on www.360-ot.de at least four weeks before the start of the event (placement: header)
- media accompaniment of the event on Linkedin und Xing

- on the registration page created for the event
- in the registration confirmation e-mail, reminder e-mail and follow-up e-mail to the event
- your banner in the programme information on the 360° specialist portal

DURING THE EVENT

 a representative of your company is one of the invited guests and actively takes part in the talk

AFTER THE EVENT

- recording of the event and placement on the specialist portal www.360-ot.de and the YouTube channel of the publisher OT
- your banner embedded in the follow-up reporting, placed on the specialist portal www.360-ot.de
- follow-up report in the OT edition with the naming of our media partner

Package price: €4,990 (plus VAT)

Sponsoring at the world congress

The exclusive addition to your trade fair presentation

Contact: Jocelyn Blome

jocelyn.blome@biv-ot.org // 0231 557050-61





Enjoy maximum and highly exclusive reach at the world's largest and most important industry get-together – OTWorld. We offer you a host of

attractive formats so that you can present yourself in an eye-catching way on and around the big, international stage of the industry. A special highlight includes the various sponsorship opportunities in the congress area.

At the World Congress, experts from all over the world will examine the most important aspects of current trends and developments from an interdisciplinary perspective. Leading orthopaedic technicians, orthopaedic shoemakers, engineers, medical professionals and therapists will provide reports concerning industry developments in various lectures and workshops.

The congress participants are a highly specialised and qualified target group consisting of: orthopaedic technicians, orthopaedic shoemakers, rehabilitation technicians, medical supply retailers, employees who pay for costs, physicians and primarily owners/managers with decision-making authority.

As an exclusive sponsor in the congress area you have the following options:

- → Have your logo printed on congress bags or fill congress bags with your giveaways and flyers
- → Brand the lymphology goodie bag especially for the target group (medical supply store staff) or fill it with giveaways and flyers.
- → Advertisements in front of the congress halls
- → Prominent branded mobile phone charging points
- → Book floor graphics
- → Sponsor the catering in the speakers' lounge and set up roll-ups with your message.

Further detailed information will be available shortly in our media information for OTWorld 2024 and media informationmedia information for the OTWorld 2024 sponsoring congress. As soon as they are available, we will send them to you.

Feel free to contact me if you have your own ideas. We will then develop a tailor-made offer according to your wishes.



The congress in figures:

2,100 congress participants from **51 countries** and **300 speakers** from **29 countries** at OTWorld 2022



Technical data related to OT

Printing method:	offset
Cover paper:	200 g matt coated photo print (FSC-certified)
Paper content:	100 g matt coated photo print (FSC-certified)
Processing:	adhesive binding
Colours:	CMYK (no special colours)
Colour profile used:	PSO Coated v3
Print data resolution:	300 dpi
File format:	preferably PDF/X-4 file
Data submission:	by e-mail to jocelyn.blome@biv-ot.org
Data service:	Your print data will be checked before printing by our graphics team free of charge. If there are any errors, we will notify you.



- All text and image elements at risk of bleed should be placed at least 10 mm away from the bleed
- In the case of a bleed format: 2mm bleed on all sides
- job advertisements do not require a bleed



Sustainable environmentally friendly and climate neutral paper!