

76. JAHRGANG

ORTHOPÄDIE
TECHNIK
SANITÄTSHAUS · REHA-TECHNIK

die OT



März 2025

Die besondere
Versorgung

Handprothese mit
Spielzeugcharakter

Cybersicherheit im
Gesundheitswesen

SONDERSEITEN
Kompression
Spezial
Seite 27

Fachartikel mit
PEER REVIEW

die OT  Newsletter JOBLETTER 

Media data 2026

OTWorld
Year

5 YEARS
 OTWORLD

Exclusive media
partner of

 Verlag
Orthopädie.Technik



Verlag
Orthopädie.Technik

Offiziell Fachorgan des Bundesverbands für Orthopädie.Technik
Offiziell Fachorgan der ISPO Deutschland e.V.

Table of contents



The image shows a tablet on the left displaying a digital magazine spread, and an open magazine spread on the right. The tablet screen features an article titled "Orthese statt Operation" with a sub-headline "Gesunde Entwicklung für Sprunggelenk und gesamtes Knie". It includes a photo of a woman, a photo of a person's knee, and a photo of a person running. The right page of the magazine spread has a large photo of a man in a white shirt and blue jeans walking up a wooden staircase, holding a camera. The text on the right page includes "Die bewegliche Verriegelung", "Immer ein Schritt vorwärts", and "Knöchelgelenk". The top right corner of the magazine spread has the number "2".

Die bewegliche Verriegelung

Immer ein Schritt vorwärts

Knöchelgelenk

Die Lebensgeschichte von
Dominic Kirchhoff ist be-
sonders. Als Kind ist be-
i einer Vergiftung gelähmt,
nimmt der 29-Jährige nun
an extremen Wandertouren
teil – alles Dank seiner
Wertmittelpflege. Und
weil in die Orthopädie
Technik so begeisterte, hat
er sich für eine berufliche
Karriere im Fach entschie-
den.

Die bewegliche Verriegelung

2

OT – THE brand in the field of technical orthopaedics

Verlag Orthopädie-Technik has been the media companion for orthopaedic technology for over 75 years. In the meantime, an entire "brand family" has emerged. As our media partner, you can reach decision-makers in the orthopaedic technology industry via our channels: from the OT trade magazine and the website to the live video talk and our newsletters.

Our core topics are **current forms of care, innovations in prosthetics, orthotics, rehabilitation technology, medical supply stores, compression therapy, orthopaedic footwear technology and home care.**

New developments in the digitalisation of the skilled trades, such as **additive manufacturing, AI, e-regulation, first-hand information on health and professional policy personnel news and the latest industry news** are also firmly established.

Our readers appreciate „**Die besondere Versorgung**“ (Special care), the practical and advice-oriented series, the special pages as a magazine-within-a-magazine and, last but not least, the centrepiece: the **specialist articles**.

What distinguishes the trade journal OT from other trade media in particular are the **scientific articles** on all important areas of the trade. Three to four new specialist articles appear in each issue of OT, in which recognised experts from workshops and specialist retailers, from science and research, from clinics and industry share their knowledge and experience in a practical and well-founded manner.

The Orthopädie-Technik publishing house endeavours to have a scientific advisory board that assesses the specialist articles in a review process and thus ensures their high professional quality. The specialist articles enjoy a high reputation in the industry and are used by orthopaedic technicians for ongoing training.

[Click here for the OT reading sample](#)



Our reach

Of those orthopaedic technicians and medical supply store clerks who ...

The OT - The trade magazine

3,000 print subscribers

200 e-paper subscribers

3,000 and more readers

- The magazine is passed on
- The magazine is available at many events

Website

Ø 12,500 website visitors/month

Ø 25,000 website accesses/month

Period under review 08/2024 to 07/2025

OT Newsletter

approx. 2,300 recipients (status 09/2025)

Opening rate Ø 46%

- + 8.5% compared to the same period of the previous year

Period under review 01/2025 to 07/2025

LinkedIn

2,900 followers (status 09/2025)

+ 25% compared to the previous year

OT Job Letter

approx. 2,200 recipients (status 09/2025)

Opening rate Ø 43%

- + 6% compared to the same period of the previous year

Period under review 01/2025 to 07/2025

Total reach per month of a crossover campaign:

30,500 impressions

(1 x banner for 4 weeks on the website, 1 x banner in a newsletter, 1 advert in the OT)

73% read OT

regularly read a specialised journal:

6% read MTD

8% read GP

40% read OT

regularly read a newsletter:

8% read MTD

7% read GP

31% use OT

7% read MTD

7% read GP

use a web portal/online trade journal:



Verlag OT as a unique media partner for technical orthopaedics

Through proximity to the information advantage

We provide up-to-date content of indispensable value for day-to-day work, making OT the leading specialist medium for workshops and management.

Official journal
of BIV-OT

Direct exchange with the
BIV Contract Department

Exclusive media partner
of OTWorld

Direct exchange
with WvD

The OT is on site

OT is displayed at: OTWorld, Rehakind Congress, Expolife, VSOU Annual Conference, ISPO Congress, D.A.F. Annual Conference, REHAB, FOT, DKOU, Formnext and Confairmed Seminars

The OT is present in the classroom and at BUFA master celebrations

The OT is partly relevant for teaching in **vocational schools**

Further training

Scientific articles

Documentation of
authentic care process

What you should know about our readers*



Profession & Position

82.9% of our readers are orthopaedic technicians or managing directors; 48.8% of these are master craftsmen.

82,9%

Influence on purchasing decisions

61.1% of our readers are decision-makers and recommenders when making purchasing decisions.

61,1%

Reading behaviour

56.9% read every issue of OT; 27.5% read 6 - 10 issues/year.

56,9%

Distribution of OT in the company

For 38.5%, the OT is gradually passed through the company; for 28.8%, it is in the break room.

38,5%

Brand perception

For 43.7%, the perception of brands companies is influenced by adverts in the OT; 7.2% of these are strongly influenced.

43,7%

Interest in advert content

74% are interested in product adverts, 76% in adverts for training events and 76.4% in event adverts.

74,0%

Adverts as a source of information

70.6% find **adverts** in the OT helpful for obtaining information/preparing for trade fair visits/for use in everyday working life; 19.2% of these find them very helpful.

70,6%

Topics and schedule January to June 2026

EDITION	THEMES	BOOKING DEADLINE	DEADLINE FOR PRINTING DOCUMENTS	PUBLICATION DATE
January	Focal points: Compression / paediatric rehab Special page: Compression Newsletter Special: OTWorld / Rehakind Congress	2 Dec. 2025	9 Dec. 2025	2 Jan. 2026
February	Focal points: Prosthetics: focus on osseointegration / foot and shoe: insoles	15 Jan. 2026	22 Jan. 2026	10 Feb. 2026
March	Focal points: Materials & substances / Digitalisation: additive manufacturing to management software	10 Feb. 2026	17 Feb. 2026	6 March 2026
April	Focal points: Orthotics / sensor technology Special pages: OTWorld	11 March 2026	18 March 2026	7 April 2026
May	Focal points: Prosthetics: Focus on fitting parts / neuroorthotics Special pages: OTWorld Newsletter Special: OTWorld	10 April 2026	16 April 2026	6 May 2026
June	Focal points: Rehabilitation: focus on interim care - adaptation to billing / back care: scoliosis, herniated discs	11 May 2026	19 May 2026	6 June 2026

The editorial team reserves the right to make changes to the topic plan.

Schedule of topics and dates from July to December 2026

EDITION	THEMES	BOOKING DEADLINE	DEADLINE FOR PRINTING DOCUMENTS	PUBLICATION DATE
July	Focal points: Biomechanics: Gait analysis and measurement technology / Pain therapy: Osteoarthritis and sports injuries Series: AI in healthcare	11 June 2026	18 June 2026	7 July 2026
August	Focal points: Dysmelia: prosthetics, orthotics, orthoprosthetics / compression Newsletter Special: "AI in healthcare" series	13 July 2026	20 July 2026	6 Aug. 2026
September	REHACARE FOT Focal points: Rehab technology: Sitting, positioning, steering / orthotics Series: AI in administration	11 Aug. 2026	18 Aug. 2026	4 Sep. 2026
October	Focal points: Hoe care / wound care: Ulcus cruris, stoma Newsletter Special: Series "AI in administration" / Rehacare Special edition: Additive manufacturing	11 Sep. 2026	18 Sep. 2026	6 Oct. 2026
November	FORMNEXT Focal points: Additive manufacturing / sustainability: workshop and medical supply store Special pages: Additive manufacturing Newsletter Special: Formnext	13 Oct. 2026	20 Oct. 2026	6 Nov. 2026
December	Focal points: Prosthetics: socket and liner / app-supported rehabilitation Series: AI in communication Newsletter Special: Series "AI in communication"	10 Nov. 2026	17 Nov. 2026	4 Dec. 2026

The editorial team reserves the right to make changes to the topic plan.

Advertising formats and prices for print magazine and e-paper

	Size	Prices 4c	in the section*	in the print space
Title		EUR 4,665	–	130 x 155mm
Inside title page		EUR 4,444	–	Horizontal: 210 x 150mm
1/1		EUR 3,739	210 x 297mm	–
Cover page 2, 3		EUR 4,058	210 x 297mm	–
Cover page 4		EUR 4,315	210 x 297mm	–
Double page		EUR 5,397	420 x 297mm	–

	Size	Prices 4c	in the section*	in the print space
Table of contents		EUR 3,017	vertical: 103 x 297mm	vertical: 90 x 265mm
Table of contents		EUR 3,347	–	horizontal: 380 x 93mm
1/2		EUR 2,760	vertical: 103 x 297mm horizontal: 210 x 148mm	vertical: 90 x 265mm horizontal: 185 x 130mm
1/3		EUR 2,111	vertical: 70 x 297mm horizontal: 210 x 105mm	vertical: 54 x 265mm horizontal: 171 x 90mm
1/4		EUR 1,720	horizontal: 210 x 82mm corner: 103 x 147mm	horizontal: 185 x 65mm corner: 83 x 130mm

*2 mm bleed on all sides with crop marks



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

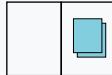
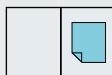
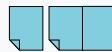
Not discountable:
Title page,
cover page 2–4
Table of contents

Please note:
Special placements
on request and with
a surcharge of 10%
on the regular ad price

For the April and May 2026 issues,
an OTWorld surcharge of 10% will be
levied on the regular advertising rate
due to increased circulation, attention
and display at OT-World.

Special advertising formats for the print magazine

OTWorld issues
April and May 2026

	Format	Maximum weight	Placement	Print run	Price	Print run	Price
Bound insert 	- firmly connected to the magazine - eye-catching positioning	2-sided 4-sided	150 g/m ²	in the inside pages	3,200 EUR 5,180 EUR 7,780	4,800	EUR 5,700 EUR 8,560
Inserts 	- intensive address - no time mismatch	max. width 200 x height 290mm	up to 25 g up to 50 g	in the inside pages	3,200 EUR 3,970 EUR 4,240	4,800	EUR 4,370 EUR 4,660
Glued advertising material 	- on your advertisement - readers can take out product/info directly - high level of attention	on 1/1 carrier display	25 g	in the inside pages	3,200 EUR 5,290.00	4,800	EUR 5,820
Folding card 	- high level of attention by placing directly on the title - opportunity for large-area advertising on thicker paper	on request	-	Fold-out on the cover pages	3,200 on request	4,800	on request

Bound inserts, normal inserts, glued inserts and any manual costs that are incurred are not eligible for discount.

Further
special forms
of advertising
on request

Data delivery: one week before the print deadline **Mailing address for inserts, bound inserts, glued inserts:**

Silber Druck GmbH & Co. KG
Mr Matthias Schmelz
"Beilage OT XX/2026"
Otto-Hahn-Strasse 25
D-34253 Lohfelden

Advertisorial formats for print magazine and e-paper

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. Use this to spread your advertising message. We design your message in an editorial style.

Formats:

1/4 page

An image or logo are possible.

Image size 35 x 35mm,
number of characters including spaces 1,000 *.



1/2 page

Two images/logos are possible.

Image size 80 x 45mm and 35 x 35mm,
number of characters incl. spaces 1,500 *.

1/1 page

Three images/logos are possible.

2x image size 80 x 45mm and 1x 35 x 35mm,
number of characters incl. spaces 3,000 *.

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

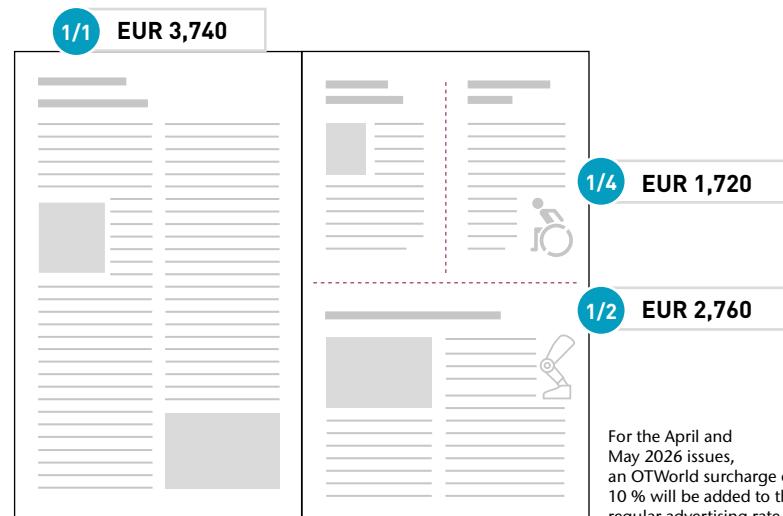
Other formats on request.

Data delivery:

until the booking deadline.

Please note:
limited places per issue

YOUR BENEFIT:
Advertisorials are
also published at
www.360-ot.de and
in the e-paper.



For the April and
May 2026 issues,
an OTWorld surcharge of
10 % will be added to the
regular advertising rate.

Trade fair innovations and highlights

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.

Our cross-media gift to you:



We will publish your advertorial three times:

- in the printed edition of OT and in the e-paper
- at www.360-ot.de and
- in the special newsletter for the respective event

Publication dates for the following trade fairs

OTWORLD	OT issue: July Booking deadline: 11 June 2026
REHACARE	OT issue: November Booking deadline: 13 Oct. 2026
FORMNEXT	OT issue: January 2027 Booking deadline: week 45, 2026

1/1 EUR 3,900

1/2 EUR 2,880

1/4 EUR 1,800

Please note: limited number of places per issue



To enlarge:
Click and hold

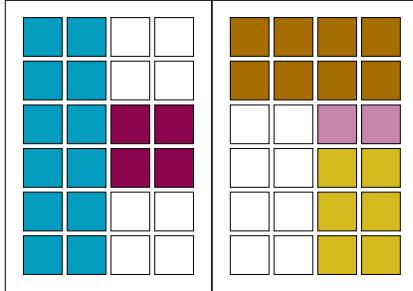
Job and classified ad market in the print magazine

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.

Don't miss out on this high sector-specific reach.

The job adverts in the printed OT and in the e-paper appear under the heading Job vacancies. We have illustrated examples of different advertisement sizes on the right.

Various **module sizes** are available for the placement of job adverts in portrait and landscape format.



When you book a job advert for four or more modules, we will give you an additional gift:

- Publication of your advert for four weeks at www.360-ot.de/jobs,
- Your advert once in the Job Letter
- with a total value of **EUR 160,-**

Achieve **7,300 impressions** with one booking

Stellenanzeigen

Zu verkaufen:

Symphonie Aqua System Compact, Modelljahr: Beamer 2024, NEU Euro 10.000,- VPI: € 10.000,-

Dieses hochwertige System hat ca. 20.000 Stunden Laufzeit und ist leicht und kompakt. Es wird direkt vom Verkäufer, da wir auf digitale Plattformen verzichten.

Der Verkauf erfolgt nur zur Abholung in Herisau/Schweiz

Bei Interesse kontaktieren Sie uns unter: info@myomo.ch oder 070 100000 Schweiz oder per E-Mail: info@schatz.ch

Business Development Manager

• Rhein-/Nordbaden
• Nordbayern / Franken

Wiederholende Anwendung MyPro®
MyPro® ist ein innovatives System zur
verbesserten Anwendung von Myom®.
MyPro® ist eine Anwendung, die die
verbesserte Anwendung von Myom® ermöglicht.

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Orthopädietechnikermeister* (m/w/d)

Schwerpunkt Fachärztlich
Individuelle Orthopädie

Die Orthopädietechnikermeister für die individuelle
Orthopädie sind für die Herstellung von individuellen
Gesundheitsgeräten in Münden (Sitzungs- und
Tragegeräte) sowie für die Montage und
Bewerfung von Sitz- und Tragegeräten zuständig.

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Stellenanzeigen

Orthopädie-Schuhmacherin in Berlin zu verkaufen

Elabedine Orthopädie-Schuhmacherin
Herrsching bei München (Hausverkauf)
(HOS) bei AllergikerInnen abgezogen.

Komplett eingerichtet mit Werkstatt-
und Ausbildungsmöglichkeiten
und einer kleinen Ausstellung von Hefeschuhen.

Übergabe ist möglich, um die Produktion
machbar - oder für beherrschende Betriebs-
rechte zu verhandeln.

Kontakt: Beamer oder Schatz
per E-Mail an rikke@schatz.ch

SANITÄRHAUS IM BAUM ULM/ NEU-UMLAUF ZU VERKAUFEN

HOCHWERTIG, NEU, IN GUTER WELTSTELL

• modern eingerichtet
• großes Kundenspektrum
• über 100000 € Umsatz pro Jahr

• Park- und Logistikraum
• geringe Anzahl an Betriebsräumen
• flüssiges Ablaufdesign an den Prozessschritten

Vertrag: C2, Cofee 01.04.2025
Postfach 10000, 8901 Ulm, Deutschland

Die Schule für Bauwesen und Technik

Gründung: 1814, Durchdringung
der gesamten Region mit
hochwertigen Bildungseinrichtungen

Fachbereich: B.I. Betriebswirtschaft
und Betriebswirtschaftliches
Management

Wissenschaftliche Leiter:
Prof. Dr. rer. oec. habil. Dr. phil.
Andreas W. Schäfer

Wissenschaftliche Mitarbeiter:
Dr. rer. oec. habil. Dr. phil.
Andreas W. Schäfer

Wissenschaftliche Mitarbeiter:
Dr. rer. oec. habil. Dr. phil.
Andreas W. Schäfer

Wissenschaftliche Mitarbeiter:
Dr. rer. oec. habil. Dr. phil.
Andreas W. Schäfer

Wissenschaftliche Mitarbeiter:
Dr. rer. oec. habil. Dr. phil.
Andreas W. Schäfer

Wissenschaftliche Mitarbeiter:
Dr. rer. oec. habil. Dr. phil.
Andreas W. Schäfer

Wissenschaftliche Mitarbeiter:
Dr. rer. oec. habil. Dr. phil.
Andreas W. Schäfer

Wissenschaftliche Mitarbeiter:
Dr. rer. oec. habil. Dr. phil.
Andreas W. Schäfer

Wissenschaftliche Mitarbeiter:
Dr. rer. oec. habil. Dr. phil.
Andreas W. Schäfer

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GEPRÄGTE TECHNIK 2025

GEPRÄGTE TECHNIK 2025

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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 euros, regardless of the number of modules.

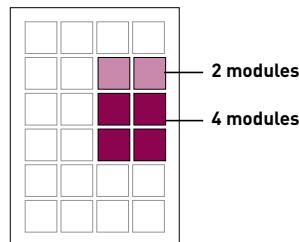
Design:

You can choose whether we set your advertisement 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 advert for viewing and approval before publication. Typesetting costs per module: EUR 14.90.

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 EUR 9.95.

	horizontal	vertical	Price
2	85 x 40mm	–	EUR 199.50
4	175 x 40mm	85 x 85mm	EUR 399.00
6	130 x 85mm	85 x 130mm	EUR 598.50
8	175 x 85 mm	85 x 175 mm	EUR 798.00
10	–	85 x 220 mm	EUR 997.50
12	175 x 130 mm	85 x 265 mm	EUR 1,197.00
24	–	175 x 265 mm	EUR 2,394.00



If you book a job advertisement with at least four modules, we will give you an additional gift:

- Publication of your advert for four weeks at www.360-ot.de/jobs
- Your advert once in the Job Letter
→ with a total worth of **EUR 600.**

A **placement request** is not possible in the job and classified ad market. 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 job market at www.360-ot.de and in the Job Letter

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

In the job market section at www.360-ot.de, we offer the most important job exchange for specialists in the field of orthopaedic technology, rehabilitation technology and medical supply retail. In addition, we send

out a monthly job letter to over 2,200 recipients, informing them about the latest vacancies.

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

**By booking a digital job advert,
you can achieve:**

- Ø 1,900 page impressions from www.360-ot.de/jobs
+ 27% compared to the same period last year
- 2,200 Job Letter recipients;
Opening rate: Ø 43%

Period under review 01/2025 to 07/2025

→ at a total price of EUR 600



We need

- your job offer/application and job title in text form
- the place of employment
- your company name
- your company logo 200 x 200 px
- the link to your website



OT job letter

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.

	Formats	Size/Data	Price
	Text teaser	Photo/logo 235 x 310 px, text with max. 600 characters incl. empty spaces	EUR 570
	Banner	620 x 150 px	EUR 450
 <small>NEW</small>	Supersize banner	620 x 420 px	EUR 800



Frequency of publication:
monthly

Target group: our profession – from journeymen to master craftsmen to the boss – and all those who are involved and/or interested in the quality-assured provision of medical aids to patients

Recipients: approx. 2,200 (status 09/2025)

Opening rate: Ø 43%

Period under review 01/2025 to 07/2025

Data delivery: two days before the date of sending

Dispatch:
every Thursday after publication
of the OT

Banner advertising at the website www.360-ot.de

OTWorld
Period
April and May 2026

Formats	Size	Price/4 weeks	Price/4 weeks
1 pop-up - exclusive <small>NEW</small>	620 x 420 px	EUR 1,900	EUR 1,900
2 Banner in the header	620 x 150 px	EUR 950	EUR 1,045
3 Full banner	620 x 150 px	EUR 500	EUR 550.00
4 Skyscraper S incl. start page	120 x 600 px	EUR 550.00	EUR 605
5 Skyscraper L incl. start page	300 x 600 px	EUR 750	EUR 825
6 Medium rectangle incl. start page	300 x 250 px	EUR 650	EUR 715
7 Supersize banner <small>NEW</small>	620 x 420 px	EUR 650	EUR 715



- Ø 12,500 visitors/month
- Ø 25,000 website accesses/month

Period under review 08/2024 to 07/2025

In April and May of the OTWorld years, we recorded + 23 % more hits and + 15 % more users at www.360-ot.de

- Places can be booked several times in the same period and then run in rotation (max. 3 different ones). The user sees the various banners when changing pages.



File types:
JPG, PNG, animated or static GIF

Calendar of events at 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

850 page views/month of
www.360-ot.de/veranstaltungen



+ 25% compared to the same period of the previous year
reporting period 08/2024 to 07/2025



OT newsletter

Wednesday is OT newsletter day

We send out the latest and most exciting news from the industry in our weekly newsletter. Take your chance and reach your target group with your messages with pinpoint accuracy. Our newsletter has an outstandingly high **opening rate of up to 55%** and **click rates of up to 9%** (bot-adjusted).

Publication frequency: weekly

Target group: our profession – from journeymen to master craftsmen to the boss – and all those who are involved and/or interested in the quality-assured provision of medical aids to patients

Recipients: approx. 2,300 (status 09/2025)

Opening rate: Ø 46%

+ 5% growth compared to the same period of the previous year

Period under review 01/2025 to 07/2025



Book early, as advertising space is limited and in high demand.



Click to enlarge:
Click to enlarge



OT newsletter

Formats	Size/Data	Price
Header banner	620 x 420 px	EUR 1,155
Text teaser	Image/logo: 190 x 250 px, text: max. 600 characters incl. spaces	EUR 595
Full banner	620 x 150 px	EUR 475
Supersize banner	620 x 420 px	EUR 840

Data preparation:

File types:

JPG, PNG, animated or static GIF



Data delivery:

two days before dispatch date

Header banner



Text teaser



Full banner



Supersize banner



+ Click to enlarge: [Click to enlarge](#)

Do you want exclusivity?

Subscribe to our stand-alone newsletter.

We create a layout with your content and send it to our newsletter recipients.

- Exclusivity: No other advertising partners, only your own content
- Design and implementation included: Graphic preparation and optimisation of your content for maximum impact and click incentives (call-to-action) by our graphics department
- Tracking and reporting: We provide you with opening and click rates
- Timing: dispatch takes place after consultation with you - necessary lead time 5 to 7 working days
- Price: EUR 2,490 (including design, shipping and reporting)



Newsletter
STAND-ALONE

Newsletter reach: 2,300 recipients

Opening rate: Ø 46%



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

The live video talk is an interactive format in which industry experts discuss a current topic.

The audience is involved, e.g. through surveys or questions.

As a sponsor, you can work with the editorial team to get your message across.

We bring your topic to the live video talk stage.



The media package includes the following services

Before the event

Your logo as our media partner for the entire promotion of the event in the OT, in the publisher's newsletters, on the website and on social media.

During the event

Optional participation of your own expert as an active member of the panel or recommendation of other experts. Inclusion of own contributions such as film material or practical examples.

After the event

Recording of the event and placement on the YouTube channel of Verlag

Orthopädie-Technik. 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 mention of our media partner.

Package price Sponsoring Basic:

EUR 4,990 (plus VAT)

Package price Sponsoring Lead Generation:

From EUR 9,890 (plus VAT)

In addition to the basic package, you will receive the participants' data after the event.

This is what you can achieve with us:

- Between **60 and 160 registrations** per live video talk
- Average **visiting time** of participants: **83%** of all participants stay connected from start to finish
- **440 views** of the recording of the live video talk "Making the most of 3D printing" on YouTube

Data: Status 09/2025

With OT on the OTWorld stage.

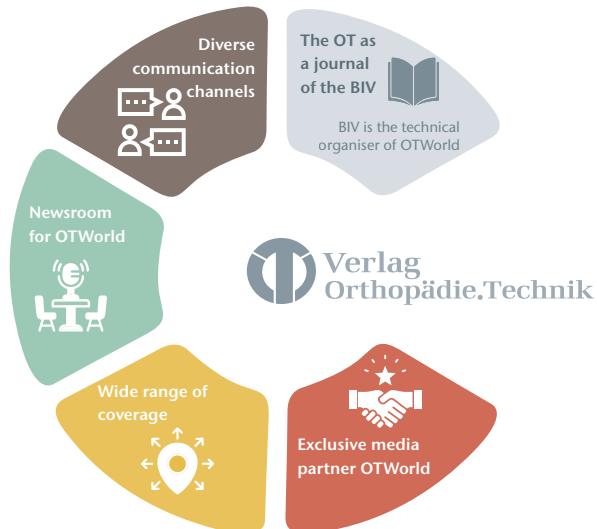
We stage you and your messages at OTWorld.

OTWorld is the largest and most important industry gathering in the world. The industry is focusing on this event like nowhere else. No other orthopaedic technology event receives as much media and international attention as the World's Leading Trade Fair and World Congress in Leipzig.

Verlag Orthopädie-Technik offers you a wide range of opportunities to put yourself and your messages in the spotlight. You will find these clearly summarised in the **OTWorld 2026 media data**.



[View OTWorld 2026 media data here.](#)



Verlag Orthopädie-Technik is the best partner for your communication regarding OTWorld.

Technical data related to OT

Printing method:	Offset
Cover paper:	200 g matt coated photo print (FSC-certified)
Paper for 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.

Trimming

- 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: 2 mm bleed on all sides
- job advertisements do not require bleed difference



*Sustainable -
environmentally
friendly and climate
neutral paper!*

What do the others say about us?

"Orthopaedic training for doctors has been neglected over the last 20 years. The OT was able to close some of the gaps. **The technical contributions are of a high standard** – the interdisciplinarity is enriching. New technical innovations can be transported to the medical profession via OT."

Prof Dr med Martin Engelhardt

Congress President of OTWorld 2022

"For me personally, OT has been a reliable source for almost 30 years when I want to find out the latest news on professional policy, law, craft technologies and vocational training. Time and again, I discover the proverbial "aha" effect when **I receive competent suggestions and their implementation ultimately enriches my daily work.**"

Ingo Pfefferkorn

Former President of the Training Association for Orthopaedic Technology (FOT)

Quota-
tions

"OT has accompanied the industry and its protagonists for decades. Professionally and politically curious people as well as those interested in science can use this medium to inform and educate themselves.

This makes it **the most important mouthpiece for technical orthopaedics** in German-speaking countries and an international institution for orthopaedic technology, which we should continue to actively support and utilise in the future."

Dipl.-Ing. (FH) Merkur Alimusaj

Congress President of OTWorld 2022

"OT has been part of my everyday working life since my apprenticeship. **Every BUFA student receives a copy every month** and can thus find out about current developments in the subject. Of course, the layout has changed over the years, but the OT has always kept up with the times. In terms of content, it represents the development of technology".

Stefan Bieringer

Former director of the Federal College for Orthopaedic Technology (BuFa)

I. General information:

1. These General Terms and Conditions apply to all our offers and services.
2. Any other general terms and conditions of the client shall not apply and shall not be accepted, even if we do not expressly object to them.
3. No verbal agreements (including by telephone) exist.

II. Conclusion and content of the contract:

1. The receipt of an order by branch offices, publishing house representatives and other acceptance points does not constitute acceptance of the order. A contract shall only come into existence through the separately declared acceptance (order confirmation).
2. The exclusion of competitors of a client is not possible.
3. Advertisement orders (print) must be processed within two months of conclusion of the contract, unless otherwise agreed.
4. If we are unable to fulfil advertising orders or cannot do so on time due to force majeure, both we and the client may withdraw from the contract. In general, cancellation by the client after conclusion of the contract is not possible.
5. Placement requests (with regard to the specific position in a printed edition) of the client are merely non-binding details that do not become part of the contract. Nevertheless, we endeavour to implement the client's placement requests as far as possible, but no guarantee is given for the implementation of the placement requests.
6. Print documents and files must fulfil the specifications stated in the "Technical Data" in order to reproduce an order correctly. Unsuitable or damaged print documents/files will be returned to the client.
7. Advertisements that are not recognisable as such due to their design will be clearly marked by the publisher with the word "advertisement".
8. If print documents, files or advertising copy are not delivered by the client by the agreed deadline, we reserve the right to reject them.
9. Colour proofs are not provided. Proofs sent by e-mail must be checked for correctness by the client and returned corrected within 3 working days. Otherwise the authorisation to print is deemed to have been granted.

10. On request, the publisher will supply a copy of the printed advertisement free of charge after publication of the advertisement.

11. The publisher assigns a box number for each box number advertisement, which is shown in the advertisement instead of the client's name. In the case of box number advertisements, the publisher will exercise the due care of a prudent businessman when receiving, storing and forwarding incoming mail. Incoming mail will only be forwarded to the customer by normal post. A box number fee is charged for this according to the price list. The publisher reserves the right to open incoming offers for verification purposes in order to eliminate misuse. The publisher is not obliged to pass on commercial advertisements or brokerage offers.

12. In the case of banner advertising in digital newsletters, the positioning shall take place within the framework of the freely available space as selected by the client. If the customer does not make a selection in this regard, the placement is at the publisher's discretion.

13. The advertising banner can be linked to the client's website with a hyperlink if desired. The website communicated and linked by the client is called up when the advertising banner is activated with a mouse click. No guarantee is given by the publisher for the content of the linked website. The publisher distances itself from all contents of the linked pages.

14. The advertising banner must not be designed in such a way as to simulate a system message.

15. Any misleading information about the advertising purpose of the banner is not permitted.

16. The date of publication of the banner is agreed as the start of the performance obligation (start of utilisation).

17. The client is obliged to keep the target page to which the banner advert is linked available for the entire term of the contract.

18. Should the client discover any faults in the linking of the advertising banner, the client shall inform the publisher of these faults without delay.

19. The client undertakes to observe applicable law when designing the advertising banner and to ensure that no third-party rights of any kind are infringed. Should the client subsequently discover that the advertising banner violates applicable law and/or the rights of third parties, the publisher must be informed immediately. The client undertakes to indemnify the publisher against all third-party claims

arising from the illegality of the advertising banner and/or the infringement of third-party rights. This obligation also includes, in particular, indemnification against all legal fees and court costs arising from any necessary legal defence.

20. The publisher is authorised to remove or deactivate the advertising banner immediately if there are indications that the banner and/or the linked target page of the client are illegal and/or infringe the rights of third parties. Indications of unlawfulness and/or an infringement of rights exist in particular if authorities and/or third parties announce or take measures of any kind against the publisher or the client and the measures are based on the allegation of unlawfulness or infringement of rights.

III. Labelling of advertisements/advertorials:

Advertisements or advertorials that are not recognisable as advertisements or paid content due to their editorial design will be clearly identified as such by the publisher in a legally permissible manner. Delivery of content for advertorials: In the case of advertorials, the client delivers the relevant content (such as image and/or text templates) on which the advertorial is to be based in good time. Indemnification: The client guarantees that the rights of third parties are not infringed by the content supplied and that the client is authorised to dispose of this content without restriction and free from the rights of third parties. In this respect, the client shall indemnify the publisher in full against all third-party claims, including the costs of legal defence and/or prosecution.

IV. Prices and payment:

1. The discounts specified in the price list will only be granted for advertisements by a client that appear in print within one financial year (1 January to 31 December) - but for a minimum period of four months from the conclusion of the contract. Retroactive discounts for adverts/banners that have already appeared are not granted for extended orders.
2. Cash discounts are not granted.
3. In the event of default of payment by the client or in the event of circumstances which become known to us after conclusion of the contract and which call into question the creditworthiness of the client (e.g. an application for the opening of insolvency proceedings against the assets of the client, the initiation of out-of-court debt settlement proceedings, a suspension of

payments or other circumstances which significantly reduce the client's creditworthiness] and which jeopardise our claim for consideration, we shall be entitled to declare all claims due with immediate effect and to execute outstanding advertising orders only against advance payment or provision of security.

V. Liability:

1. With the exception of injury to life, body and health and the breach of essential contractual obligations which make the execution of the contract possible in the first place and on the fulfilment of which the client may therefore rely [cardinal obligations], our liability is limited to damages which are attributable to intentional or grossly negligent behaviour. This limitation of liability also applies to our employees and other vicarious agents.
2. Obvious defects (e.g. colour deviations) must be reported within a period of 4 weeks after receipt of the document section by the client and shall otherwise be deemed approved.
3. The client warrants to be the owner of all necessary rights in respect of the content of the advertising orders placed or that it has obtained the necessary rights from the owner of the rights in advance. The client shall indemnify us against claims by third parties which are raised in connection with the contractual fulfilment of the advertising orders with regard to the materials provided by the client. Reimbursable costs shall also include the reasonable costs of legal defence incurred by us in the defence against third-party claims. However, we will inform the client immediately of any legal defence measures to be taken. In such disputes with third parties, we may only conclude settlements after consultation with the client. Otherwise, we shall bear all costs of the dispute ourselves. In the event of a claim by third parties, the client is obliged to provide us immediately, truthfully and completely with all information necessary for the examination of the claims and a defence.
4. We shall not be liable for the fault of vicarious agents or third parties engaged by us. This applies in particular to power failures or the failure of telecommunications and/or data processing equipment over which we have no control. In this respect, we do not guarantee one hundred per cent availability or accessibility of the advertising banners.

5 We guarantee the best possible reproduction of the advertising banner in accordance with the usual technical standard.

VI. Data protection:

1. The contracting parties undertake to treat as confidential all information and data which they receive from the contracting party in connection with the performance of this contract. The obligation extends beyond the termination of the contract.
2. All personal data will be treated confidentially and your interests worthy of protection will be strictly taken into account in accordance with the legal requirements. The data required for business processing is stored and, if necessary, passed on to our affiliated companies or our service partners as part of order processing.
3. The careful handling of your personal data has the highest priority. We comply with the legal provisions of the European General Data Protection Regulation (GDPR) when collecting, processing and using data. We reserve the right to amend this privacy policy from time to time so that it always complies with current legal requirements or to implement changes to our services in the privacy policy, e.g. when introducing new services. The new privacy policy will then apply to your next visit.

VII. Consent to the use of data

1. The personal data collected when you order goods or services will be used by us to manage your customer account and to fulfil and process your order and will also be passed on to Confairmed GmbH for the purpose of product information. This data is also used within the framework of the legal provisions. We will then inform you by e-mail about interesting offers relating to the same or similar goods or services. If you do not wish to receive such e-mail information, you can informally object to this at any time with effect for the future by contacting Verlag Orthopädie-Technik (e.g. by telephone at +49 (0)231 557050-50 or by e-mail to info@360-ot.de). You will not incur any costs in excess of the transmission costs according to the basic tariffs as a result of such an objection. For further information, please refer to our privacy policy.
2. I agree that Verlag Orthopädie-Technik may send me information and offers on other products from its range by e-mail for the purpose of advertising.
3. By registering for the live video talk, I agree that my data may be passed on to Verlag Orthopädie-Technik and third

parties and that I may be sent information about the respective companies' own similar goods and services. I can object to this use of my contact data at any time, either as a whole or for individual measures, e.g. by e-mail or letter (contact address: Verlag Orthopädie-Technik, info@360-ot.de, Reinoldistr. 7-9, D-44135 Dortmund) without incurring any costs other than the transmission costs according to the basic rates.

VIII. Offsetting/assignment:

1. Set-off against our claims is excluded unless the counterclaim is undisputed, legally established or recognised by us.
2. We are authorised to assign to third parties the claims to which we are entitled from the business relationship with the customer; insofar as the assignment of a claim is not excluded by law.
3. The client is only authorised to assign claims against us to third parties with our consent.

IX. Final provisions:

1. The law of the Federal Republic of Germany shall apply.
2. If the customer is a merchant, a legal entity under public law or a special fund under public law, our registered office shall be the exclusive place of jurisdiction for all disputes arising directly or indirectly from the contractual relationship. The same applies if the customer does not have a general place of jurisdiction in the Federal Republic of Germany, if a customer moves his domicile or usual place of residence abroad after conclusion of the contract or if his domicile or usual place of residence is unknown at the time the action is filed.
3. Should any provision of these GTC be or become invalid, this shall not affect the validity of the remainder of the contract.

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**Sign up for our
newsletter now!**

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- OT Job Letter
- OT Media Letter



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www.360-ot.de

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Dortmunder Volksbank

IBAN DE86 4416 0014 2501 7263 00

BIC GENODEM1DOR

I will be happy to
advise you on our offer.

**Simply make an
appointment with me.**



Contact: Jocelyn Blome

