

ZENTRAL STERILISATION



MEDIA INFORMATION 2027

35th volume | Rates valid for 2027

PRACTICAL. INTERNATIONAL. BILINGUAL.

SAFE REPROCESSING RELIABLE PROCESSES

REPROCESSING

STERILISATION

QUALITY



mhp_medien

PROFILE & POSITIONING 2027



International, practical and relevant to safe medical device reprocessing.

PROFESSIONAL POSITIONING

The international journal for medical device reprocessing and sterile supply - bilingual in German and English.

Zentralsterilisation covers current developments in cleaning, disinfection and sterilisation, as well as the monitoring and standardisation of reprocessing processes. Scientific articles, international perspectives and practical experience combine professional depth with direct applicability.

The fully bilingual German-English edition provides additional international visibility.

SCIENCE

PRACTICE

INTERNATIONAL REACH

A credible professional environment for brands, products and services in medical device reprocessing.

OFFICIAL PUBLICATION

German Society for Sterile Supply (DGSV)

The professional society supports quality development, knowledge transfer and professional exchange in medical device reprocessing.

TARGET GROUPS

- CSSD managers and staff
- Infection control, medical management and nursing
- Technical management and administration
- Industry and service providers

PUBLISHING & EDITORIAL INFORMATION 2027



Direct contacts, clear responsibilities and the scientific leadership of Zentralsterilisation.

PUBLISHER	EDITORIAL OFFICE	ADVERTISING SALES
mhp Verlag GmbH Bahnstraße 8 65205 Wiesbaden, Germany Phone +49 611 50593-31 Fax +49 611 50593-79 www.mhp-medien.de	Dr Gudrun Westermann Editorial Office gudrun.westermann@mhp-medien.de +49 611 50593-34	Thomas Müller Commercial and job advertisements anzeigen@mhp-medien.de +49 611 50593-32
SCIENTIFIC LEADERSHIP		
EDITOR-IN-CHIEF	EDITORS	FOUNDING EDITOR
W. Kohnen, Mainz (D)	W. Kohnen, Mainz (D) C. Lambert, Chambéry (F) L. Cordie-Bancroft, Coalville (GB)	P. Heeg, Ammerbuch (D)
SUBSCRIPTIONS & SINGLE ISSUES Current subscription rates and ordering: www.mhp-medien.de		

ADVISORY EDITORIAL BOARD 2027



An international expert panel for medical device reprocessing, sterile supply and process quality.

INTERNATIONAL ADVISORY EDITORIAL BOARD

The Board provides international perspectives, professional quality and continuous exchange between science and practice.

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T. Zanette, Tübingen (D)

Editorially reviewed | Updated July 2026

PUBLICATION DATES 2027



Binding publication schedule with separate booking and advertising/artwork deadlines.

ISSUE	BOOKING DEADLINE	ADVERTISING/ARTWORK DEADLINE	PUBLICATION / DISPATCH
1	25.01.2027	28.01.2027	10.02.2027
2	01.04.2027	06.04.2027	20.04.2027
3	04.06.2027	09.06.2027	23.06.2027
4	02.08.2027	05.08.2027	19.08.2027
DGSV Congress issue	30.08.2027	02.09.2027	16.09.2027
5	04.10.2027	07.10.2027	21.10.2027
6	22.11.2027	25.11.2027	09.12.2027
Wall calendar	28.10.2027	02.11.2027	09.12.2027*

* Dispatched with issue 6

All deadlines fall on working days and have been checked against weekends and public holidays in Hesse.

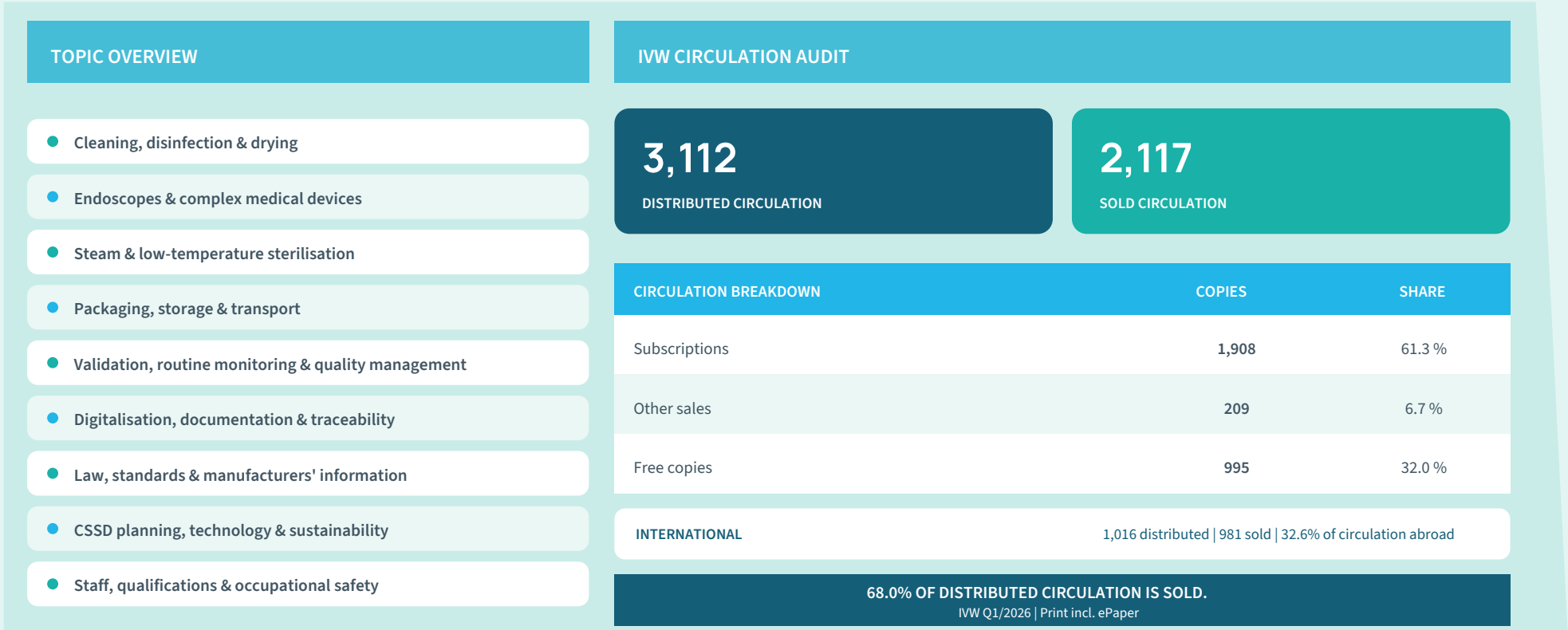


6 ISSUES + DGSV CONGRESS ISSUE
+ WALL CALENDAR

TOPICS & DISTRIBUTION 2027



Key topics and IVW-audited circulation and distribution of Zentralsterilisation.



Source: IVW quarterly circulation report, Zentralsterilisation, Q1/2026; export 16.07.2026. IVW reports circulation and distribution, not person-based reach.

AD FORMATS & RATES 2027



Standard formats for four-colour ads. Clear bleed and type-area dimensions; rates unchanged for 2027.

PAGE FORMAT	DIAGRAM	AD, BLEED	AD, TYPE AREA	RATE
2/1 double-page spread		420 mm × 297 mm	390 mm × 257 mm	€5,490
1/1 page		210 mm × 297 mm	175 mm × 257 mm	€3,590
2/3 page (landscape / portrait)		landscape: 210 mm × 198 mm portrait: 140 mm × 297 mm	landscape: 175 mm × 170 mm portrait: 115 mm × 257 mm	€2,990
1/2 page (landscape / portrait)		landscape: 210 mm × 148 mm portrait: 105 mm × 297 mm	landscape: 175 mm × 126 mm portrait: 85 mm × 257 mm	€2,490

Bleed formats plus 3 mm bleed on all outer edges.

All rates excl. statutory VAT | Valid from 01.01.2027

SMALL FORMATS & PLACEMENTS 2027



Smaller ad formats and high-impact premium placements - rates unchanged for 2027.

SMALL FORMATS		COVER & SPECIAL POSITIONS	
1/3 page (landscape / portrait)  B: landscape 210 × 99 mm portrait 70 × 297 mm T: landscape 175 × 83 mm portrait 55 × 257 mm €2,190		PLACEMENT BLEED TYPE AREA RATE	
		Inside front cover	210 × 297 mm 175 × 257 mm €3,990
		Inside back cover	210 × 297 mm 175 × 257 mm €3,690
		Outside back cover	210 × 297 mm 175 × 257 mm €3,990
		Left of contents	210 × 297 mm 175 × 257 mm €3,990
		Ad on Wall calendar	- 175 × 39 mm €2,490*
1/4 page (landscape / portrait)  B: landscape 210 × 74 mm portrait 105 × 148 mm T: landscape 175 × 61 mm portrait 85 × 126 mm €1,890			
1/6 page (landscape / portrait)  B: landscape 210 × 49 mm portrait 70 × 148 mm T: landscape 175 × 39 mm portrait 55 × 126 mm €1,790			
B = bleed, T = type area. Bleed formats plus 3 mm bleed on all outer edges.		* Preferred wall calendar position +10% All rates excl. statutory VAT Valid from 01.01.2027	

PRINT SPECIALS 2027



Exceptional print options for high impact - from a belly band to a bespoke customer magazine.

SPECIAL ADVERTISING FORMATS					LOOSE INSERTS	
FORMAT	DIAGRAM	BLEED	TYPE AREA	RATE		
Belly band + outside back cover		465 × 100 mm	-	€4,990 incl. printing	Up to 25 g per 1,000 copies	550 €
Special cover		On request	-	On request	Each additional 25 g per 1,000 copies	200 €
Advertorial		210 × 297 mm	175 × 257 mm	€3,590 Medical Writing charged separately on request	Terms: postage included; maximum format 200 × 290 mm (W × H); not discountable. Required quantity for the planned mailing: 3,000 copies. Custom formats, inserts and product samples on request.	
Bespoke customer magazine		On request	-	On request		

Bleed formats plus 3 mm bleed on all outer edges.

All rates excl. statutory VAT | Valid from 01.01.2027

PRINT + DIGITAL PACKAGES 2027



Print and HYGIENE_letter + STERl smartly combined - from entry package to year-round presence.

PRINT + DIGITAL OFFERS

PACKAGE RATES 2027

Crossmedia Start

€4,180

COMPACT ENTRY PACKAGE

- 1/2-page print ad
- 1 guaranteed text/image banner: upper third
- 1 additional text/image banner included**

MEDIA VALUE €5,970 | SAVING €1,790

Crossmedia Plus

€5,280

- 1/1-page ad or advertorial
- 1 guaranteed text/image banner: top position
- 1 additional text/image banner included**
- 1 short industry article (approx. 500 words + 1 image)

MEDIA VALUE €8,260 | SAVING €2,980

Year-round Presence Premium

€24,900

CONTINUOUS VISIBILITY - ANNUAL BUDGET BELOW €25,000

- 6 regular issues with a 1/1-page ad
- 1 premium 1/1-page ad in the DGSV Congress issue
- 1 wall calendar ad
- Premium placement* in 3 issues of your choice
- 2 guaranteed text/image banners: 1 × top, 1 × upper third
- Priority newsletter placement included
- 1 additional text/image banner included**
- 2 short industry articles (approx. 500 words + 1 image each)
- Upgrade: premium placement in all 6 issues + €1,200

STANDARD MEDIA VALUE

€36,670

SAVING

€11,770

ANNUAL PACKAGE INCLUDES: PREMIUM 1/1-PAGE AD IN DGSV CONGRESS ISSUE | WALL CALENDAR AD

All rates net, excl. VAT. Package rates are not eligible for further discounts.

* Premium placement: inside front/outside back cover or left of contents; subject to availability.

** Additional banner within the booking year; date and position subject to availability; non-transferable and non-refundable.

Short industry article: max. approx. 500 words + 1 image, media value €990 each; publication subject to editorial review.

HYGIENE_letter + STERI DIGITAL 2027



Digital visibility among professionals and decision-makers in reprocessing, sterile supply, hygiene and infection prevention.

DIGITAL AD FORMATS				
AD FORMAT	FORMAT / SPECIFICATION			RATE
Text/image banner	1120 × 620 px* + 500 characters			€1,690
Image banner	1120 × 620 px			€1,490
Large image banner	1200 × 1240 px**			€1,690
Text/image banner - top position	directly below the editorial			€1,990
Text/image banner - upper third	prominently placed in the newsletter			€1,790
Standalone mailing	exclusive mailing			€3,490
NEWSLETTER DISCOUNTS	3× 5 %	5× 10 %	8× 15 %	12× 20 %
STANDALONE DISCOUNTS	2× 5 %	3-4× 10 %	from 5× 15 %	

NEWSLETTER | KPI

4,905

SUBSCRIBERS

44 %

OPEN RATE

11 %

CLICK RATE

NEWSLETTER | FREQUENCY

Fortnightly, Thursdays in even-numbered calendar weeks

TARGET GROUPS

(Technical) managers and staff of CSSDs and medical device reprocessing units; sterile supply, nursing services, medical directors and relevant industry; infection control professionals, public health authorities and specialists in hygiene, infectious diseases, microbiology, surgery, internal medicine and paediatrics.

FILES & DELIVERY

gif, jpg or png, static | Delivery 1 week before dispatch to anzeigen@mhp-medien.de

* Display size 560 × 310 px. ** Display size 600 × 620 px. HYGIENE_letter + STERI: average rates 01.01.-25.06.2026; subscriber base at 25.06.2026.
Discounts apply within one insertion year; newsletter placements and standalone mailings are counted separately.
Discount applies from the triggering booking; no retroactive recalculation or combined discounts; package rates excluded.

All rates excl. statutory VAT | Valid from 01.01.2027

TECHNICAL SPECIFICATIONS & CONTACT 2027



All specifications for smooth ad production and direct coordination with the publisher.

PRODUCTION & DELIVERY

DIN A4

210 × 297 mm

TYPE AREA

175 × 257 mm | 3 columns, 55 mm each

PRINTING & BINDING

Offset printing, saddle stitching. Supply as a print-ready PDF. Other reproducible material will be processed at cost.

DIGITAL ARTWORK DELIVERY

anzeigen@mhp-medien.de

INSERT DELIVERY

2 weeks before publication to:
Mail und Print | 2Print2Mail Cheshire & More
Goods receipt (8 am–4 pm) | Publication: Zentralsterilisation
Liebigstraße 25 | 73760 Ostfildern, Germany

PUBLISHER & CONTACT

mhp Verlag GmbH

Bahnstraße 8 | 65205 Wiesbaden, Germany

COMMERCIAL & JOB ADVERTISEMENTS

Thomas Müller

Phone +49 611 50593-32 | Fax +49 611 50593-79
anzeigen@mhp-medien.de

TERMS OF PAYMENT

Payment within 14 days of receipt of invoice, without deduction.

BANK DETAILS

Wiesbadener Volksbank | IBAN DE11 5109 0000 0021 2822 00 | BIC WIBADE5WXXX

Please always label artwork and inserts with the publication, issue and contact person.

JOB ADVERTISEMENTS & DISCOUNTS 2027



Recruiting with additional newsletter reach and transparent savings for planned print series.

JOB ADVERTISEMENTS	PRINT DISCOUNT SCALE	Bookings within one insertion year
COLOUR 85 MM WIDE €8.00 per mm height	1 insertion	Entry0 %
INCLUDED Published in the print edition and in HYGIENE_letter + STERl - at no extra charge.	2 insertions	Series booking10 %
BOOKING & ADVICE Thomas Müller Phone +49 611 50593-32 anzeigen@mhp-medien.de	3-4 insertions	Continuous presence15 %
	5-6 insertions	Extensive series20 %
	7 insertions	full annual volume incl. DGSV30 %
Annual booking: 6 regular issues + DGSV Congress issue = 7 print insertions.		
The DGSV Congress issue counts as a print insertion. The wall calendar ad is a special format and is not included in the discount scale. The discount level applies from the triggering booking to that and all subsequent insertions. No retroactive recalculation, credits or refunds. Discounts cannot be combined. Position surcharges and production costs are charged separately. Not valid for discounted packages. All rates net, excl. VAT.		

TERMS AND CONDITIONS - PRINT & DIGITAL



For business customers | Updated July 2026

TERMS FOR PRINT, DIGITAL AND CROSSMEDIA ADVERTISING

1. Scope and order of precedence These terms apply exclusively to businesses, legal entities under public law and special funds under public law placing advertising orders with mhp Verlag GmbH in print or digital media. They cover, in particular, advertisements, inserts, advertorials, job advertisements, banners, newsletter advertising, standalone mailings and crossmedia packages. The individual order and order confirmation take precedence, followed by the applicable media information and then these terms. The customer's terms apply only if expressly confirmed in text form.

2. Contract and performance A booking is a binding offer. The contract is concluded by an order confirmation in text form, invoicing or performance. Content, scope, period and advertising medium are governed by the order confirmation. The publisher may use suitable service providers.

3. Dates, placement and labelling Publication, dispatch and placement requests are binding only if confirmed. Otherwise, the publisher decides at its reasonable discretion. Competitive exclusion requires express agreement. Advertising not clearly recognisable as such may be labelled 'Advertisement', 'Advertorial' or 'Advertising'. Advertising content does not constitute an editorial recommendation.

4. Advertising material and cooperation The customer must supply complete, technically suitable and legally approved material on time. Late or defective delivery may lead to postponement or rejection; resulting additional costs are borne by the customer. Proofs are supplied only by agreement. If no response is received by the deadline, the proof is deemed approved. Material may be deleted three months after completion.

5. Rejection and removal The publisher may reject, block or remove advertising if its content, origin, link or technical form violates law, official requirements, third-party rights or recognised medical-scientific and publishing standards, or if publication is unreasonable. The publisher does not owe a general legal review. Where reasonable, the customer may provide a replacement. If none is supplied on time for reasons within the customer's control, payment remains due less any expenses saved.

6. Cancellation Cancellations must be made in text form. They are free of charge more than 28 calendar days before the confirmed advertising, dispatch or campaign date. Cancellations 15 to 28 days beforehand are charged at 50%; cancellations 14 days or less beforehand at 100% of the net order value. The customer may prove substantially lower loss. External, production or design costs already incurred and not included in the order value are charged separately.

7. Rates, discounts and payment Confirmed net rates plus statutory VAT apply. Invoices are payable within 14 days of receipt without deduction. Statutory default interest and charges apply to late payment. The publisher may withhold further services until due amounts are paid or request advance payment. If agreed quantities or insertions are not achieved for reasons attributable to the customer, discounts may be recalculated according to actual volume.

8. Rights and responsibility The customer warrants that it holds all copyright, trade mark, personality, data-protection and other rights required for publication and complies with all applicable advertising rules, in particular competition law and German healthcare advertising law. It grants the publisher the non-exclusive, territorially unrestricted rights required for reproduction, distribution, making available to the public, dispatch and necessary technical processing. These rights may be passed to service providers as required.

9. Indemnity The customer indemnifies the publisher against justified third-party claims, including reasonable defence costs, where claims result from a breach attributable to the customer in the advertising or supplied content. The publisher will inform the customer without delay and allow reasonable support of the defence.

10. Print, inserts and circulation Print quality depends on the supplied data and customary technical capabilities. Inserts and special formats become binding only after approval of a sample. No liability is assumed for the loss of individual inserts during distribution. Claims for reduced circulation arise only where circulation was expressly guaranteed and the reduction exceeds 20%; any reduction is based on the extent of impairment.

11. Digital advertising Duration, placement and any booked contacts are governed by the order. Continuous display on every device and specific open, click, response or success rates are not guaranteed. Impairments caused by networks, devices, browsers, spam filters, ad blockers or third-party systems are not defects unless attributable to the publisher. For a material impairment attributable to the publisher, it may provide a replacement placement, extend the term or grant an appropriate reduction. Third-party tracking or pixels require prior approval and must be lawful.

12. Defects and complaints Obvious defects must be reported in text form within 14 days of publication, dispatch or receipt of performance evidence; statutory periods apply to hidden defects. For a justified complaint, the publisher first has the opportunity to remedy it by correction, replacement publication or subsequent performance. If this fails or is unreasonable, the customer may request an appropriate reduction or withdrawal from the affected service.

13. Force majeure and disruption For events outside reasonable control, including force majeure, industrial action, official measures or failures of energy, telecommunications, IT, production or dispatch providers, affected services may be postponed or reasonably replaced. If performance becomes permanently impossible, payment is not due for the unperformed part and payments already made will be refunded accordingly. Further claims are governed by the liability provision.

14. Liability, data protection and final provisions The publisher has unlimited liability for intent and gross negligence, culpable injury to life, body or health and mandatory product liability. For slight negligence in essential contractual obligations, liability is limited to foreseeable loss typical of the contract; otherwise it is excluded. Personal contract data is processed under applicable data-protection law and the publisher's privacy policy. German law applies, excluding the UN Convention on Contracts for the International Sale of Goods. Place of performance and, where permitted under section 38 of the German Code of Civil Procedure, venue is Wiesbaden. If a clause is ineffective, statutory provisions apply.

English translation for information only. In the event of discrepancies, the German original shall prevail.