

# MEDIA INFORMATION 2026\_ZENTRALSTERILIZATION



ZENTRAL  
**STERI**  
LIZATION



# SHORT PROFILE

Zentralsterilization is an international journal focusing on the latest topics relating to medical device decontamination and sterile supplies, in particular to verification and standardisation of sterilisation processes as well as to automated cleaning and disinfection. The entire journal is published in English and German.

It is intended for the managers and employees of Central Sterile Supply Departments, infection control experts, medical directors, administrative directors, technical managers, nursing services and the relevant industry.

## **Official Publication**

Official Publication of the German Society Sterile Supply  
Deutsche Gesellschaft für Sterilgutversorgung (DGSV e.V.®)



(Credit: Instruclean GmbH)

# PUBLISHING INFORMATION



## Publisher

### mhp Verlag GmbH

Postal Address  
Bahnstr. 8  
65205 Wiesbaden , Germany

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Telefax: +49 (06 11) 5 05 93-79

## Editorial Staff

### Editor in Chief

W. Kohnen, Mainz (D)

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### Founding Editor

P. Heeg, Ammerbuch (D)

## Editorial Staff

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## Advertising

### Commercial and Job Advertisements

Thomas Müller, [anzeigen@mhp-medien.de](mailto:anzeigen@mhp-medien.de), +49 (06 11) 5 05 93-32

### Volume

Volume 34, 2026

### Stay up to date:

You will always find the current subscription rates for our journals at [www.mhp-medien.de](http://www.mhp-medien.de), where you can also place your order for subscriptions or individual copies with just a few clicks.

# ADVISORY EDITORIAL BOARD



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# PUBLICATION DATES



Publication schedule		
Issue	Advertising deadline	Release date
1	26.01.2026	10.02.2026
2	02.04.2026	20.04.2026
3	05.06.2026	23.06.2026
4	03.08.2026	20.08.2026
DGSV-Congress*	31.08.2026	17.09.2026
5	07.10.2026	23.10.2026
6	25.11.2026	10.12.2026
Wall Calendar	25.11.2026	10.12.2026
* Abstracts-/Program booklet		



# TOPICS & DISTRIBUTION



Topic overview
Cleaning and disinfection
Reprocessing of endoscopes
Steam sterilization
Low temperature sterilization
Quality management
Manufacturer’s instructions
Requirements for construction of a CSSD
Reprocessing recommendations

Review of circulation				
Analysis of Circulation and Distribution:				
Quarter	2/25	1/25	4/24	3/24
<b>Copies actually distributed</b>	3250	3205	3176	3067
of which abroad	658	1431	748	679
Subscribed copies	2027	2022	2159	2130
of which members’ copies	1479	1473	1570	1546
Retail	209	196	232	223
<b>Copies sold</b>	2236	2218	2391	2353
of which abroad	625	1011	689	631
<b>Free samples</b>	1014	987	785	714



# TECHNICAL INFORMATION

**Trim Size:**

DIN A4, 210 mm width x 297 mm height

**Type Area:**

175 mm width x 257 mm height, 3 columns, 55 mm width each

**Printing Material:**

Data. When delivered in other forms (e.g., artwork, slides, photos, retouches) processing is done at cost price.

**Digital data delivery:**

per email to: [anzeigen@mhp-medien.de](mailto:anzeigen@mhp-medien.de)

**Delivery address for insert deliveries:**

2 weeks before the publication date:

Beck Servicepack GmbH

2Print2Mail Cheshire & More

PRODUKTIONSSTANDORT 016

Object: Zentralsterilisation

Raiffeisenstr. 25, 70794 Filderstadt, Germany

**Publisher:**

mhp Verlag GmbH

Postal address: Bahnstr. 8, 65205 Wiesbaden, Germany

**Advertising department:**

Thomas Müller, Postal address: Bahnstr. 8, D-65205 Wiesbaden

Phone +49/6 11/5 05 93-32, Fax +49/6 11/5 05 93-79

E-Mail: [anzeigen@mhp-medien.de](mailto:anzeigen@mhp-medien.de)

**Terms of Payment:**

Payment within 14 days of receipt of invoice without deduction.

**Payable to:**

Wiesbadener Volksbank (BLZ 510 900 00) 212 822 00

IBAN: DE1151 0900 0000 2128 2200

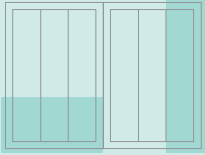
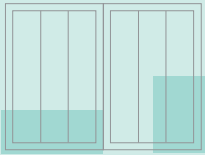
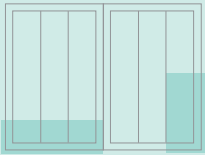
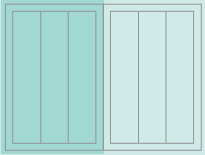
S.W.I.F.T. Code: WIBADE5WXXX

# AD FORMATS

Page format		Advertisement, bleed (width x height in mm + 3 mm bleed on the outer edges)	Advertisement, type area (width x height in mm)	Prices (coloured)
<b>2/1 double page</b>		420 mm x 297 mm	390 mm x 257 mm	5.490 €
<b>1/1 page</b>		210 mm x 297 mm	175 mm x 257 mm	3.590 €
<b>2/3 page</b> (across / high)		across: 210 mm x 198 mm high: 140 mm x 297 mm	across: 175 mm x 170 mm high: 115 mm x 257 mm	2.990 €
<b>1/2 Seite</b> (across / high)		across: 210 mm x 148 mm high: 105 mm x 297 mm	across: 175 mm x 126 mm high: 85 mm x 257 mm	2.490 €

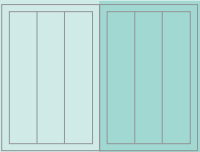
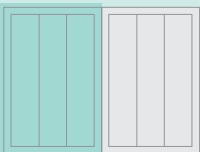




# AD FORMATS

Page format		Advertisement, bleed (width x height in mm + 3 mm bleed on the outer edges)	Advertisement, type area (width x height in mm)	Prices (coloured)
<b>1/3 page</b> (across / high)		across: 210 mm x 99 mm high: 70 mm x 297 mm	across: 175 mm x 83 mm high: 55 mm x 257 mm	2.190 €
<b>1/4 page</b> (across / high)		across: 210 mm x 74 mm high: 105 mm x 148 mm	across: 175 mm x 61 mm high: 85 mm x 126 mm	1.890 €
<b>1/6 page</b> (across / high)		across: 210 mm x 49 mm high: 70 mm x 148 mm	across: 175 mm x 39 mm high: 55 mm x 126 mm	1.790 €
<b>Inside front cover</b>		210 mm x 297 mm	175 mm x 257 mm	3.990 €




# AD FORMATS



Page format		Advertisement, bleed (width x height in mm + 3 mm bleed on the outer edges)	Advertisement, type area (width x height in mm)	Prices (coloured)
Inside back cover		210 mm x 297 mm	175 mm x 257 mm	3.690 €
Outside back cover		210 mm x 297 mm	175 mm x 257 mm	3.990 €
Page to the left of Table of Contents		210 mm x 297 mm	175 mm x 257 mm	3.990 €
Ad on wall calendar			175 mm x 39 mm	2.490 €*  *Preferred placement + 10%

# PRINT SPECIAL



Page format		Advertisement, bleed (width x height in mm + 3 mm bleed on the outer edges)	Advertisement, type area (width x height in mm)	Prices (coloured)	Supplements (Loose inserts):
<b>Banderole + Outside back cover</b>		465 mm x 100 mm		4.990 € Print incl.	Up to 25 g weight / 1 000 550 € Each additional 25 g / 1 000 200 €  postage included Size max. 205 x 290 mm (W x H). No discounts available for supplements. Number of copies required: 3.000
<b>Cover</b>		On demand		On demand	
<b>Advertorial</b>		210 mm x 297 mm Medical Writing plus on demand	175 mm x 257 mm	3.590 €	
<b>Individual Customer magazine</b>		On demand		On demand	

# NEW: ANNUAL PACKAGES 2026



## Annual package „All Inclusive Print“

All regular issues incl. premium placement	23.940 €
All Supplement issues (Congresses, Trends etc.) (incl. premium placement)	3.990 €
Wall calendar	2.490 €
(30% discount compared to separate bookings)	<b>21.294 €</b>

## Annual package „All Inclusive Digital“

Digital (Text/image banner in each Newsletter issue)	50.920 €
(30% discount compared to separate bookings)	<b>35.644 €</b>

## Annual package „All Inclusive Deluxe“ (Print + Digital)

(40% discount compared to separate bookings)	<b>48.804 €</b>
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Our promise: “All-Year Package” = Best Price!\* Be visible all year long in every scheduled issue – for one fixed rate. And the highlight: Even extra issues outside the media data come with our unbeatable all-year package discount.

\*The AE commission is already included in the discounts and can be shown separately on request.

# JOB ADVERTISEMENTS

## Prices for job advertisements (\* per mm height, 85 mm wide)

Job ad, coloured, per mm*	8,00 €
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Job advertisements appear in print & online (at no extra charge)  
All prices plus VAT

### Job advertisements:

mhp Verlag GmbH  
Thomas Müller  
Bahnstr. 8  
65205 Wiesbaden, Germany

Phone +49/6 11/5 05 93-32 · Fax +49/6 11/5 05 93-79  
E-Mail: [anzeigen@mhp-medien.de](mailto:anzeigen@mhp-medien.de)



(Credit: Instruclean GmbH)

# DISCOUNTS



Frequency / Volume:		
3 insertions	2 pages	5%
5 insertions	3 pages	10%
8 insertions	6 pages	15%
12 insertions	10 pages	20%

**Discounts:**  
In the event of acceptance within an insertion year (beginning with the appearance of the first advertisement)

All prices plus VAT



(Credit: Instruclean GmbH)

# GENERAL TERMS AND CONDITIONS



- 1 Advertising orders are to be processed within one year of conclusion of contract, in cases of doubt.
- 2 The discounts stated in the advertising price list are granted for the advertisements of a customer published in a print medium within one insertion year. The deadline commences with the appearance of the first advertisement.
- 3 The Customer has a retroactive claim to the respective discount for advertisements within the period of a year where he has concluded a job order at the beginning of the period that entitles him to a discount from the outset on the basis of the price list; the claim must be pursued within one month following the end of the insertion year.
- 4 If an order fails to be fulfilled for reasons for which the Customer is responsible, he shall, irrespective of any further legal obligations, reimburse the difference between the discount granted and the actual amount procured.
- 5 Costs of amendments to originally agreed layouts shall be borne by the Customer.
- 6 In the event of price increases we reserve the right to extend these to cover existing job orders.
- 7 No guarantee is provided for the publishing of advertisements in specific issues or specific positions in a publication, unless this has been expressly confirmed to the Customer in writing.
- 8 The orderly delivery of the print data is the responsibility of the Customer. The duty to preserve the data carrier ends six months after the end of the job order.
- 9 Proofs shall only be supplied on express request. The Customer bears the responsibility for the correctness of returned proofs. Should the Customer fail to return the proofs sent to him in a timely fashion within the designated period, authorisation for printing shall be deemed to have been granted.
- 10 The unobjectionable printing of advertisements is only possible where unobjectionable print documents are delivered. In the case of wholly or partially illegible, incorrect or incomplete printing of the advertisement, the Customer shall have a right to reduction of payment or a replacement advertisement, but only to the extent that the purpose of the advertisement has been impaired. Further liability for the Publisher is excluded. Complaints must be made within four weeks of receipt of invoice and vouchers. The Publisher assumes no liability for errors of any kind resulting from telephone communication of the advertisement.
- 11 Where possible, the Publisher shall take care to ensure that competing advertisements are placed on different pages and not opposite one another. A claim to exclusion of competitors does not fundamentally exist, however. If the exclusion of competitors is agreed between the Customer and the Publisher, this shall only apply to two opposing pages and for advertisements that are at least 1/2 a page in size. If a job order is bound to a position in the publication, the exclusion of competitors cannot be agreed.
- 12 Advertisements that are not recognisable as advertisements due to their design layout shall be clearly characterised as such by the Publisher with the word „Advertisement“. The Publisher reserves the right to reject advertisement and supplement orders - including individual jobs in the scope of an order - on the grounds of content, origin or technical form, in accordance with the standard principles of the Publisher. This also applies for orders submitted to representatives. Supplement orders only become binding upon the publisher with the presentation of a sample of the supplement and its subsequent approval. The Customer shall be informed of the rejection of an order without delay.
- 13 A decline in circulation shall only have an effect on the contractual relationship where a specific circulation is guaranteed and this declines by more than 20 %.
- 14 The customer guarantees that he is the owner of the copyright and / or the exploitation right of the content being used in the advertisements. The customer exempts the publisher from any claims brought forward by third parties in relation with the publishing of the advertisement, either print or digital.
- 15 Should a publication cease or postpone its publication, the Customer may not pursue claims of any sort for expenses incurred for text, graphics and creation of print data etc. that cannot subsequently be used.
- 16 On request, the Customer shall be provided with a free specimen copy following publication of the advertisement, where the type and scope of the job order justify this. If it is no longer possible to provide a complete specimen copy, a page specimen shall be provided in its stead.
- 17 Invoicing of the advertisements is made on the basis of the respective price lists for the publications that are valid at the time of publication of the advertisement. We reserve the right to undertake any subsequent invoicing or issue credit. Fragments of mm-lines shall be invoiced as full lines.
- 18 If no special size specifications are submitted, the actual print height shall form the basis for invoicing.
- 19 All prices apply for domestic job orders plus VAT, payable on receipt of invoice, immediately, without deduction. In the event of any default in payment, for example also in the event of frustration of contract, the commencement of insolvency proceedings, bankruptcy or similar, any abatement granted shall fall due and be subsequently invoiced; in addition, default interest and reminder and collection costs shall also be invoiced. The completion of job orders may be postponed until complete payment of all arrears. Interruptions to the processing of ongoing job orders as a result of default shall not entitle extension of the acceptance period and entitle the Customer to no right to compensation.
- 20 German law applies, under exclusion of international private law and the UN convention on contracts for the international sale of goods. This also applies for job orders from Austria and Switzerland. In business transactions with business people and legal entities under public law jurisdiction for all legal disputes concerning individual contracts concluded subject to these Terms of Business and under their validity, including bill of exchange and cheque matters, is agreed as Wiesbaden. Place of performance is the registered office of the Publisher. Jurisdiction, unless the law expressly stipulates otherwise, is the registered office of the Publisher, also for the reminder process and cases where the domicile or place of usual residence of the Customer at the time of the suit being filed is unknown or the Customer has moved his domicile or usual residence to a place outside the jurisdiction of the law after signing the contract, the registered office of the Publisher is agreed as the court of jurisdiction.

Note: This is a translation that has been provided for your information. Only the German original has any legal validity.