

# Online Media data 2024

www.trillium.de | Newsletter Trillium Diagnostik and Trillium Krebsmedizin

– valid from 01.01.2024 –



Trillium GmbH Medizinischer Fachverlag  
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Executive Director: Dipl.-Kfm. Martin Hoffmann

### Advertise online at [www.trillium.de](http://www.trillium.de)

For more than 25 years, Trillium-Fachverlag has stood for high-quality specialist journalism in medicine. As a "biomarker publisher," it has earned a unique selling point among the **more than 25,000 readers** of its journals, which has made it the preferred point of contact for its advertising customers for personalized diagnostics and therapy - one of the leading topics for 21st century medicine.

The publishing house has also been present on the Internet at [www.trillium.de](http://www.trillium.de) for over 20 years. In the last 12 months (as of September 2021), the high-quality and free specialist information has been honored by more than **500,000 visi-**

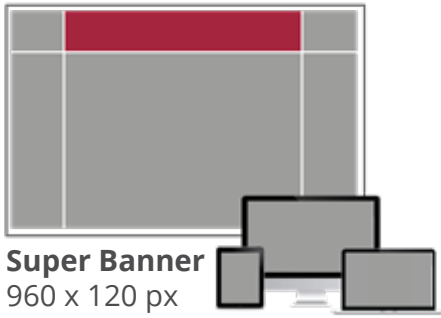
**tors with 1,6 Mio page views** - with a strong upward trend. Therefore, use our online portal, either alone or in combination with our print media, for effective advertising to high-quality target groups with high decision-making authority.

You can choose from various ad formats, from the horizontal "Super Banner" which is also displayed as a "Mobile Banner" on cell phones and tablets, via the vertical "Wide Skyscraper" and the "Medium Rectangle" through to "In Content Ads", which can be in various sizes and display formats directly in the specialised articles.

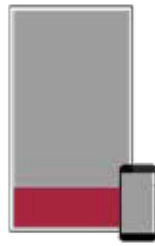
On the next page you will find all formats at a glance.



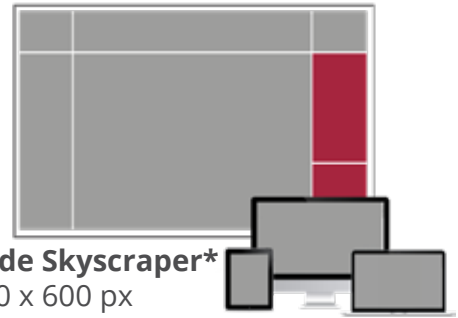
## Super Banner in combination with Mobile Banner



**Super Banner**  
960 x 120 px  
**TKP 95 €**

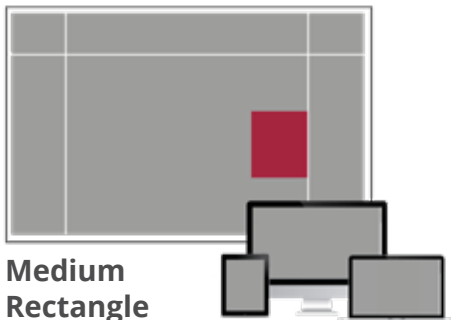


**Mobile Banner**  
580 x 75/80/85 px

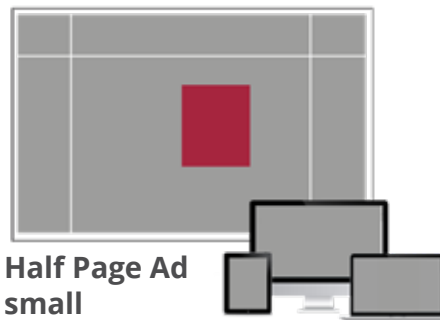


**Wide Skyscraper\***  
160 x 600 px  
**TKP 95 €**

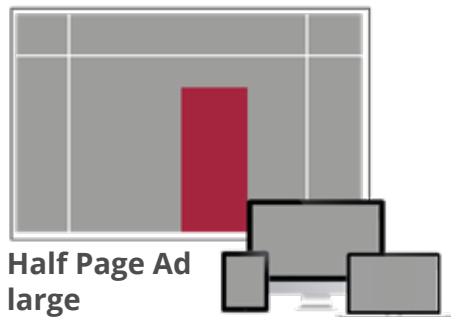
*\* will not be played on mobile devices*



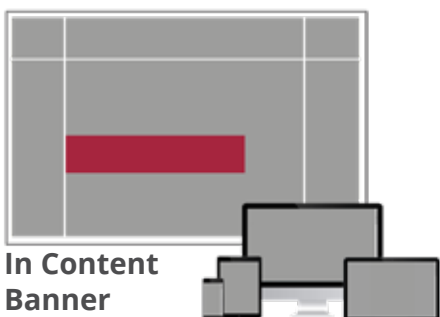
**Medium Rectangle**  
275 x 300 px  
**TKP 95 €**



**Half Page Ad small**  
300 x 250 px  
**TKP 95 €**



**Half Page Ad large**  
300 x 600 px  
**TKP 95 €**



**In Content Banner**  
620 x 90 px  
**TKP 95 €**

### FAQs Online advertising

**Minimum term:**  
1 month

**File formats:**  
GIF, JPEG, HTML, Flash

The website offers space for two „Wide Skyscrapers“, which are displayed one below the other. The position of the advertising spaces is determined on a "first come, first served" basis.

**TKP = Tausend-Kontakt-Preis (Thousand contact price)**

Ad impressions in the entire display area of [www.trillium.de](http://www.trillium.de)

*\* Advertising formats according to IAB standards*

All prices are quoted as a price per thousand contacts (TKP) in the entire display area, measured in terms of ad impressions, plus statutory value-added tax.

Online advertising		
Advertising form	Format/Pixel	Price (TKP, entire display area)
Super Banner in combination with Mobile Banner	W 960 x H 120 W 580 x H 75 / 80 / 85	95 €
Mobile Banner	W 160 x H 600	95 €
Medium Rectangle	W 275 x H 300	95 €
Half Page Ad small	W 300 x H 250	95 €
Half Page Ad large	W 300 x H 600	95 €
In Content Banner	W 620 x H 90	95 €

## Profile & Distribution List Newsletter

The newsletters from Trillium Diagnostics and Trillium Cancer Medicine are still among the young digital media in medicine, which in a few years have established to a information platform with a continuously increasing number of recipients. All recipients are registered in compliance with the GDPR via double opt-in, the mailing list is regularly checked and adjusted.

Under the scientific direction of Prof Georg Hoffmann, the editor publisher of both journals, and the editors-in-chief Dr. Sabine Ramspott (Trillium Diagnostics) and Sabrina Kempe (Trillium Cancer Medicine), a renowned team of experts reports every 14 days on new on a fortnightly basis on new developments in infectiology, immunology, laboratory medicine, pathology, oncology, infor-

mation technology and many other innovative areas of medicine. Use this contemporary form of online advertising to reach your target groups regularly and at short intervals. The main advantages of banner advertising in the Trillium newsletter are

- Target group specific sending
- Opening rates of almost 50 %
- Very low unsubscribe and bounce rates
- DSGVO and HWG conformity
- Verification of medical professional affiliation
- Professional tracking options

A sample with details of the available advertising space can be found on the next page.

### Subscriber numbers (as of July 2024)

**1.600**  
Trillium Diagnostik

**1.100**  
Trillium Krebsmedizin

### Trillium Diagnostik

The Trillium Diagnostik newsletter presents current topics in laboratory medicine for an interdisciplinary specialist audience in a concise and comprehensible manner: Focal points are new diagnostic methods, molecular and individualized therapy, advances in information and automation technology, and management concepts to increase effectiveness and efficiency.

#### Content focus:

- Selected review articles and expert interviews
- Guideline, compensation and legislative changes
- Newly available test and system overviews from the *in-vitro*-diagnostics constantly in view
- CME: Certified advanced training articles

### Trillium Krebsmedizin

The Trillium Krebsmedizin newsletter takes a holistic look at innovative therapeutic approaches from the perspective of personalized medicine: from research into new targets and mechanisms of action to the development of drugs and biomarker tests to current clinical trials and bioinformatic evaluation strategies.

#### Content focus:

- Selected review articles and expert interviews
- Editorially prepared congress highlights (ASH, SABCS, DGHO, ASCO, EHA etc.)
- Series "From biomarker to therapy" (RAS, MET, CD33, MSI, TMB etc.)
- Latest news: guidelines, new drug approvals and -indication extensions
- CME: Certified advanced training articles

### Development of the number of recipients:



### The newsletters of Trillium Diagnostik and Trillium Krebsmedizin are reserved for medical professionals.

Healthcare professionals are physicians and pharmacists as well as all members of the medical, dental, pharmaceutical or other health care professions and all other persons who prescribe or use human medicinal products in the course of their professional activities or who trade them in a permitted manner..



## Format

### Format 1:

pure banner advertising (image with a link)  
Format: W 560 x H 140 px

### Format 2:

Image/text combination  
Image optionally on the right/left (image format 1:1)  
Format: 560 x 560 px  
or above the text (image format 3:1)  
Headline: max. 60 characters  
Text element: max. 250 characters  
2 links in text or in headline and text  
possible

- Linking to company websites, landing pages, video, etc.
- Supported file formats: JPG/JPEG, PNG, GIF

### Animated GIF:

- recommended frame rate 15-24 FPS
- Most important content in first frame

## Trillium Diagnostik

Format 1: 950,- € net  
Format 2: 1.150,- € net  
(Graduated discount 3 x 5%, 5 x 10%, 10 x 15%,  
agency commission if applicable)

## Trillium Krebsmedizin

Format 1: 790,- € net  
Format 2: 950,- € net  
(Graduated discount 3 x 5%, 5 x 10%, 10 x 15%,  
agency commission if applicable)

### Newsletter Trillium Diagnostik: Publication dates 2024

Publication frequency		14-days										
January		February		March			April	May		June		
25.01.		08.02.	22.02.	07.03.	21.03	11.04	25.04	16.05	–	06.06.	20.06.	
Nr. 1		Nr. 2	Nr. 3	Nr. 4	Nr. 5	Nr. 6	Nr. 7	Nr. 8	–	Nr. 9	Nr. 10	
July		August		September			October		November		December	
04.07.	18.07.	–		–	19.09.	10.10.	24.10.	07.11.	21.11.	05.12.	19.12	
Nr. 11	Nr. 12				Nr. 13	Nr. 14	Nr. 15	Nr. 16	Nr. 17	Nr. 18	Nr. 19	

Please send us your data two days before the publication date.

### Newsletter Trillium Krebsmedizin: Publication dates 2024

Publication frequency			Per issue 3 newsletters		
<b>Issue 1/2024 — News from ASH und SABCS</b> Publication date 20.02.2024			<b>Issue 2/2024 — Breast cancer</b> Publication date 23.04.2024		
14.02.	21.02.	28.02.	17.04.	24.04.	30.04.
Nr. 1	Nr. 2	Nr. 3	Nr. 4	Nr. 5	Nr. 6
<b>Issue 3/2024 — Melanoma</b> Publication date 04.06.2024			<b>Issue 4+5/2024 — News from ASCO and EHA</b> Publication date 13.08.2024		
29.05.	05.06.	12.06.	07.08.	14.08	21.08.
Nr. 7	Nr. 8	Nr. 9	Nr. 10	Nr. 11	Nr. 12
<b>Issue 4/2024 — Colorectal cancer</b> Publication date 08.10.2024			<b>Issue 6/2024 —Leukaemia and Myelodysplastic Syndrome (MDS)</b> Publication date 10.12.2024		
02.10.	09.10.	16.10.	04.12.	11.12.	18.12.
Nr. 13	Nr. 14	Nr. 15	Nr. 16	Nr. 17	Nr. 18

Please send us your data two days before the publication date.



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The following General Terms and Conditions (GTC) shall also apply to all future advertising orders, both for printed products of the publisher and for all other forms of publication (e.g. the publisher's website or digital data carriers). Therefore, the formulations of these GTC with regard to the printed products always correspondingly include all other forms of publication.

**Conclusion of contract:**

If a customer places an advertising order, he acts in his own name and for his own account, unless otherwise declared. The prices and discounts shown in the price list can be calculated uniformly for all customers. Contractual contents are exclusively determined in writing (as a rule via the order confirmation). Ancillary agreements of any kind, including those with representatives or employees of the publisher, are considered non-binding preliminary discussions and are not the subject of the contract until they have been confirmed in writing by the publisher.

Cancellations of advertisements, supplements and bound inserts after the advertising deadline specified in the currently valid media data or agreed individually will be charged at the full agreed rate.

If special advertising formats or preferential placements are cancelled four weeks or less before the advertising deadline, the customer/agency will be charged 50% of the agreed remuneration as cancellation costs. For cancellations two weeks or more before the advertising deadline, the full agreed remuneration will be charged.

Discounts shall not apply if the customer does not accept agreed advertisements, unless the non-performance is the fault of the publisher.

**Mutual rights and obligations:**

The client is responsible for the timely delivery of advertisement orders in complete form or returned proofs no later than the respective closing date for advertisements, about which the client must inform himself by consulting the advertisement scheduling department. If data defects are not detected immediately, but only during the printing process, warranty claims of any kind will not apply. Rectifications, e.g. in electronic media, will be carried out as quickly as possible following a complaint by the client.

The publisher only guarantees the technically correct reproduction of the advertisement in accordance with the usual print quality within the framework of the given technical possibilities and the paper quality used.

The customer shall indemnify the publisher against all possible claims by third parties, in particular for reasons of copyright or competition law. He shall bear the costs of a counterstatement caused by an advertisement in accordance with the applicable advertisement rates.

In the event of incorrect, illegible or incomplete reproduction and if the advertisement is not published at all or not published on time or in the agreed place, the client shall be entitled to a reduction in payment or a replacement advertisement to the extent that the purpose of the advertisement has been impaired.

Claims for damages on legal grounds of any kind are excluded except in cases of intent or gross negligence on the part of the publisher, its legal representative or its vicarious agents. The same applies to the absence of warranted characteristics. Complaints must be made no later than four weeks after receipt of the invoice. In the case of repeat advertisements, all warranty claims shall lapse if the client fails to point out the error in good time before the next advertisement goes to press. In the case of orders placed orally or by telephone and changes communicated at short notice, the publisher accepts no liability for the correctness of the reproduction.

As a rule, proofs are only supplied upon express request for an appropriate expense allowance. There is no entitlement to this. If the client does not return the proof provided to him within the set period, the consent to printing or publication in accordance with the proof shall be deemed to have been tacitly granted.

**Delivery and performance:**

No guarantee is given for the inclusion of advertisements in specific numbers, issues or in specific places in the magazine, unless the client has expressly made the validity of the order conditional on this, acknowledges a corresponding place surcharge and explicit written confirmation to this effect is given by the publisher. If the issue structure or the scope of the magazine changes, the publisher has the right to cancel the order. The customer can only cancel advertisements in writing up to the editorial deadline for the respective issue in writing.

Advertisements which are not or only with difficulty recognizable as advertisements due to their editorial design may be marked accordingly by the publisher. The publisher is authorized to reject orders for advertisements, supplements or bound-in inserts, even if confirmed as binding, in accordance with uniform, objectively justified principles of the publisher, if, in the publisher's due discretion, their content violates applicable legal standards, official regulations or good morals, or if their publication is unacceptable to the publisher. The publisher can only decide whether to accept a print order after a sample has been submitted.

Unless special size specifications have been agreed, the advertisement shall be set by the publisher in the format customary for this purpose and the actual print height shall be used as the basis for calculating the price.

The publisher is authorized to order the printing material required for the advertisements at the expense of the customer. Additional costs incurred as a result of changes requested by the customer to the originally agreed design shall be borne by the customer.

In the case of box number advertisements, the publisher shall be liable for the safekeeping and timely forwarding within the scope of due commercial care. For the forwarding of any offers or messages, customary means of transmission (e.g. by post) shall apply without special costs (e.g. for accelerated processing).

In the event of loss or delay in the transmission of offers, warranty claims and claims for damages are excluded to the extent permitted by law. The publisher reserves the right, in the interest of the customer, to open incoming offers for checking purposes in order to protect against misuse of the numbering service.

**Invoicing, due date, payment, default:**

Unless otherwise agreed, invoices are payable within 14 days of the invoice date without deductions. The date of receipt of payment by the publisher shall be decisive for compliance with the deadline. If the deadline is exceeded, interest on arrears and necessary collection costs of any kind will be charged.

In the event of late payment, the publisher may defer further execution of the order until payment has been made and may demand advance payment for any further advertisements. This shall also apply mutatis mutandis in the event of reasonable doubt as to the solvency of the customer.

Agencies that order advertisements in their own name and for their own account, but for third parties, are jointly and severally liable for all claims arising from this order. In addition to the invoice, the publisher will provide an advertisement voucher on request.

**Place of performance:**

For both parties, the place of performance is the registered office of the publisher in Grafrath. The place of jurisdiction is the competent local court in Fürstentfeldbruck nearest to Grafrath. This also applies to non-merchants. The law of the Federal Republic of Germany shall apply as it applies among German residents. The application of any deviating international conventions is excluded.

**Data storage:**

With the publication of an article in the print medium, the client agrees to the article being placed in the Internet archive at [www.trillium.de](http://www.trillium.de) for retrieval. Furthermore, the client agrees that data necessary for contacting him/her will be processed and stored by Trillium GmbH. A passing on of (order-) data to third parties by Trillium does not take place. The publisher is entitled to destroy all data of the advertisements after 24 months. In the event of any loss before the expiry of this period, the publisher shall only be liable in the event of gross negligence.

**Pricing:**

The prices listed in the media data apply. In the case of longer running orders, the new prices come into effect in the event of changes - unless other agreements have been made.

**Severability clause:**

Should individual provisions of a contract be or become invalid, this shall not affect the remaining provisions or the validity of the contract as a whole. Only the (void) provision in question shall be replaced by a provision that comes closest to the meaning and purpose of what both parties intended by the contract.