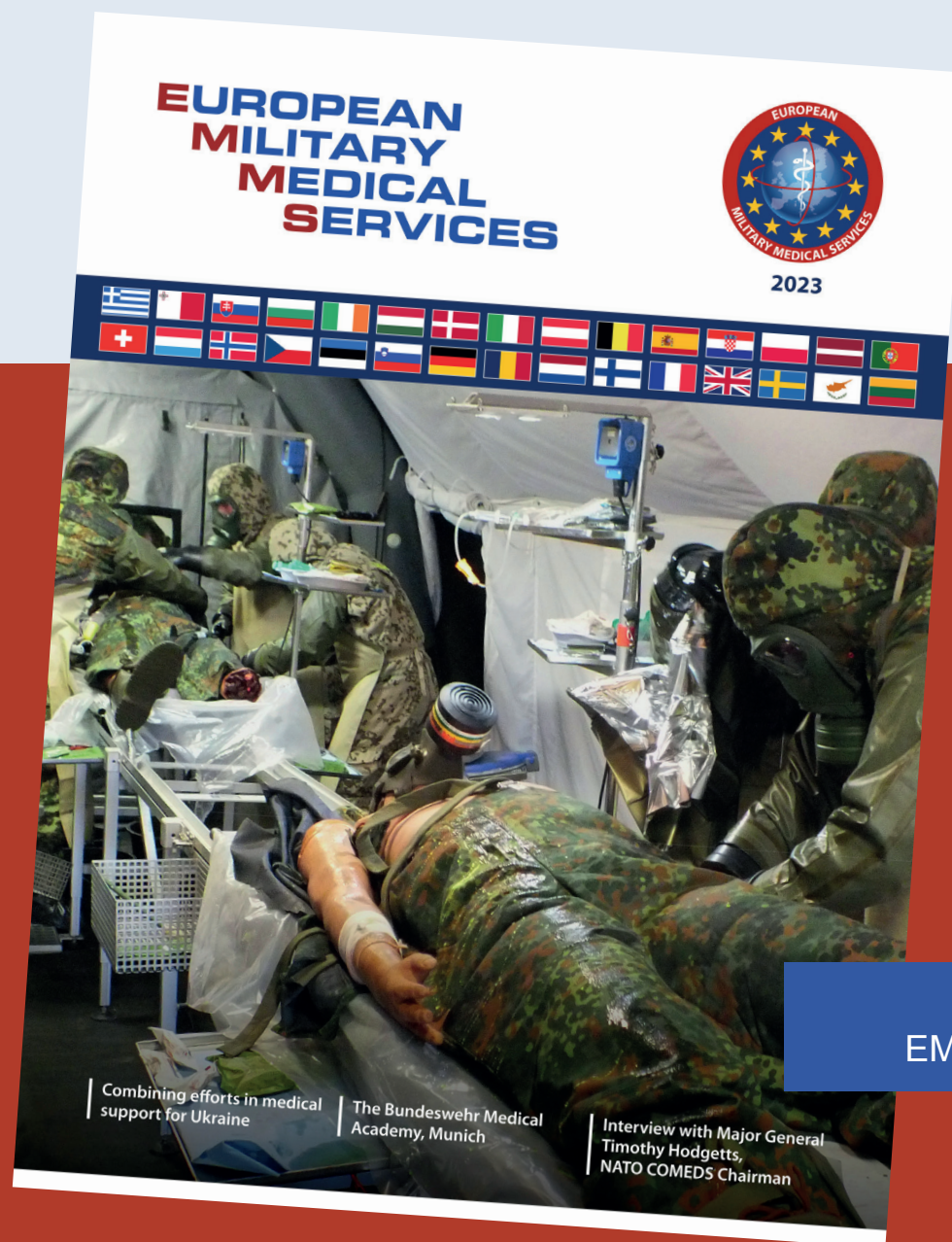


EUROPEAN MILITARY MEDICAL SERVICES



MEDIA DATA 2024

valid from December 2023

European Military Medical Services (EMMS) – Issue 2024



The EUROPEAN MILITARY MEDICAL SERVICES (EMMS) magazine is published by Beta Publishing, providing a useful format for informing European defense health and health care practice and an easily accessible forum for promoting broad understanding in common areas of interest, not least in European military medical cooperation.

It delivers high-quality organizational and clinical content at the intersection of defense and security on the one hand and health policy and healthcare practice on the other, to a wide range of military healthcare professionals, medical officers, planners, executives etc. and the Euro-Atlantic military medical community as a whole.

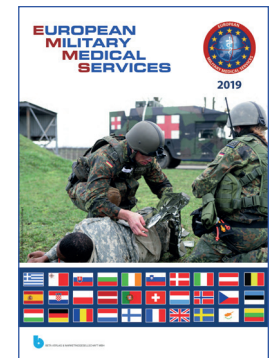
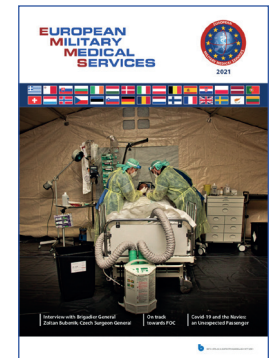
For that purpose, the EMMS magazine offers its readers an overview and update of current European cooperation initiatives in the field of military medicine with reports of joint European exercises and meetings and presentations of relevant institutions, such as for example military hospitals or government, and corporate entities.

Edition	2024
Print	8,000 printed copies
Online	As E-paper on www.military-medicine.com and www.wehrmed.de
Language	English
Publication (expected date):	May 2024
Advertising and Printing material	to be submitted by 5th April

Editor-in-chief



Dr. Erwin Dhondt, MD
Brigadier General (ret)
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Co-Chairman of DIMiMed
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Tentative Content

Welcome Address

Lieutenant General (MC) Dr. Ulrich Baumgärtner, MD
Surgeon General of the Bundeswehr

Topics

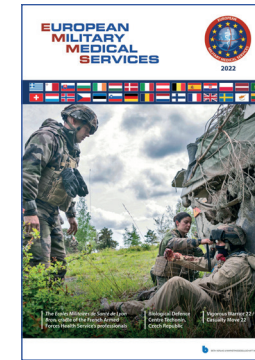
- 1st German/Netherlands Corps
- Multinational Medical Coordination Centre – Europe (MMCC-E)
- Medical Service of recently joined NATO member states, e.g. Finland and/or Sweden
- Focus on Comprehensive Soldier's Fitness
- Digitalization & Innovation

Target Readership

- Surgeons Generals of the European Defense Forces
- Medical officers – also in education and training – such as physicians, dentists, veterinarians, pharmacists, including their respective assistants/technicians, nursing staff, psychologists, etc.
- Medical planners, IT specialists,
- Defense Health and Healthcare executives (from e.g. military hospitals and MTF's, medical training or research centers, etc.)

Distribution

- To the relevant commands and agencies in all European countries
- At numerous national and international events such as:
 - AMSUS – the Annual Meeting of the US Society of Federal Health Professionals <https://www.amsus.org/events/annual-meeting-2/>
 - CMC – the Combat Medical Care Conference (Special Operations Medical Support personnel) https://www.cmc-conference.de/cmc_paris.php
 - COMEDS – the Committee of the Chiefs of Military Medical Services in NATO https://www.nato.int/cps/en/natohq/topics_175736.htm
 - DiMiMED – the International Conference on Disaster and Military Medicine <https://events.military-medicine.com/dimimed/>
 - ICMM – the International Committee of Military Medicine World Congress & Regional Congresses <https://www.cimm-icmm.org/en/>



Background

Europe is coming closer together, which also applies to the European Armed Forces and, in particular, to the cooperation between the military medical services.

None of the nations is capable of ensuring the provision of all facets of medical support required for a NATO- or EU-led operation on its own. The „Permanent Structured Cooperation (PESCO)“ initiative was adopted by the European Council to specifically strengthen Europe’s security and defense.

One of the first PESCO projects in 2018 was the European Medical Command (EMC), coordinated by the Bundeswehr Medical Service. In parallel in autumn 2018 the Surgeons General of the Medical Services of NATO and EU called for an additional coordinating medical organization.

MMCC/EMC, which merged the EU PESCO project EMC and the NATO FNC initiative MMCC into one organization in 2019, fills this capacity gap. At the end of November 2023, the 18 participating nations announced the change and simplification of their organization’s name: Multinational Medical Coordination Centre - Europe (MMCC-E).

MMCC-E achieved full operational capability (FOC) in July 2022.

<https://www.bundeswehr.de/en/organization/bundeswehr-medical-service-/multinational-medical-coordination-centre-is-operational-5441152>

Multinational Medical Coordination Center Europe (MMCC-E) Participating Nations



Belgium, Kingdom of



Czech Republic



Estonia



French Republic



Germany, Federal Republic of



Greece (Hellenic Republic)



Hungary, Republic of



Italian Republic



Lithuania



Luxembourg, Grand Duchy of



The Netherlands, Kingdom of



Norway, Kingdom of



Poland, Republic of



Romania, Republic of



Slovak Republic



Spain, Kingdom of



Sweden, Kingdom of



United Kingdom of Great Britain And Northern Ireland

Multinational Medical Coordination Center Europe (MMCC-E)



The MMCC-E is located in Koblenz (DEU).

Germany – and the German Military Medical Service – is the framework nation and provides the Host Nation Support

It offers the following services:



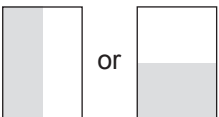

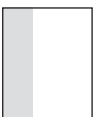

- Supporting the multinational medical coordination efforts to cohere participating nations and EU/NATO organizations;
- Increasing the operational readiness of medical C3 and medical units and formations through exercises and wargaming;
- Improving medical civil-military interaction and networking;
- Coordinating medical capability enhancement, on request of nations and organizations.

The Ebola crisis has shown that the interdependencies between public health protection and external and internal security are increasing. One of the main goals of the MMCC-E is civil-military interaction and interface, especially with the organizations and institutions of the EU states and bodies.



Director:
Brigadier, (Medical Corps)
Dr. Stefan Kowitz

Advertising Rates

	Formats	W x H (mm) in the type area	W x H (mm) in the bleed	w4-colour
	2/1 page	X	420 x 297*	€ 6.810,- plus VAT
	1/1 page	185 x 270	210 x 297*	€ 4.146,- plus VAT
 or 	1/2 page	90 x 270 185 x 135	100 x 297* 210 x 145*	€ 2.908,- plus VAT
 or 	1/3 page	58 x 270 185 x 90	68 x 297* 210 x 105*	€ 2.495,- plus VAT

*plus 3 mm circumferential bleed

Cover Pages

Cover page 2 (4C)	€ 4.464,-	plus VAT
Cover page 3 (4C)	€ 4.282,-	plus VAT
Cover page 4 (4C)	€ 4.505,-	plus VAT

Publication date for the 2024 issue

May 2024

Publication Frequency

Annually

Printing Deadline

5th April 2024

Printed Circulation

8,000

Language

English

Digital Print Data

Please send us a printable PDF with all required fonts and images embedded. A resolution of 300 dpi is required for images.

Colour advertisements / documents / proofs

The publisher accepts no liability for the accuracy of the colour reproduction without a colour-binding proof. The requested creation of missing proofs will be charged for on a time and work basis.

Data Transfer

Email: thorsten.menzel@beta-publishing.com

Telephone: +49 (0)228 / 91937-29

Printing Process

Sheet-fed offset up to 60 screens

Typesetting, motif production and other technical costs, as well as digitally transmitted data, will be invoiced after the external costs have been paid. The publisher accepts no liability for the use of digitally transmitted data.

International publications

National publications



- 4 issues per year
- The International Committee of Military Medicine (ICMM) is an international and intergovernmental organisation with members from over 120 countries, founded in 1921 and based in Belgium.
- Serves to promote the medical knowledge and skills of all military services across borders through, among other things, the specialist journal "International Review of the Armed Forces Medical Services".
- The readership consists of worldwide members



WORLDWIDE MILITARY-MEDICINE.COM



The most important information about military medicine at a glance:

- Military Medical Corps Worldwide ALMANAC (Overview of the structures of medical services worldwide)
- JOURNAL & INTERVIEWS (including interviews at inspector level)
- EVENTS
- BUSINESS FORUM (Presentation opportunities for our industry partners)



und Wehrpharmazie Wehrmedizin

- 4 issues per year
- The only journal with current military medical topics from the specialist fields of operational, human, dental and veterinary medicine as well as pharmacy.
- Readership: Active medical officers, medical officer candidates and medical officers of the reserve who work as doctors in private practice, dentists, veterinarians and pharmacists or in clinics, etc.



The WM specialist portal (www.wehrmed.de):

As a unique specialist portal, in addition to the print edition we also offer extended content, specialist articles and e-papers that are specially tailored to members of the military medical profession and thus support the necessary exchange of experience and transfer of knowledge in this special field beyond the specialist congresses.



CRISIS PREVENTION

Das Fachportal für Gefahrenabwehr, Innere Sicherheit und Katastrophenhilfe

- 4 issues per year
- Topics related to emergency response, internal security and disaster relief.
- Readership: Heads of service, decision-makers and disseminators from authorities and organisations with security tasks (BOS), the Federal Armed Forces, federal authorities, aid organisations, operators of critical infrastructures as well as from ministries and administrations



Our website (www.crisis-prevention.de):

Compared to the CP trade magazine, the CP specialist portal offers an extended range of editorial content with the latest news and reports. Furthermore, the CP trade magazine is available free of charge as an ePaper without registration, also for members of the voluntary sector.



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Military medical events organised by Beta Publishing

Beta Publishing organizes various events in the field of international military medicine throughout 2024.

One of them is the 12th DiMiMED “International Conference on Disaster and Military Medicine”, which takes place in Düsseldorf, Germany, as a unique side event of the MEDICA Fair, the world’s largest gathering of the medical industrial sector.

We cordially invite you to become an active part of our first-class scientific program and present yourself to our trade audience at the industrial exhibition during the conference.

The EMMS magazine is distributed at this conference.

Click here (<https://events.military-medicine.com/dimimed/>) for more information about our DiMiMED conference and other events.



SAVE THE DATE

12th DiMiMED
INTERNATIONAL CONFERENCE ON DISASTER AND MILITARY MEDICINE

November 11 - 12, 2024
MEDICA Trade Fair Duesseldorf, Germany

Chairmen

Dr. Gerald M. Kerr
Colonel (ret)
Former Surgeon General &
Director Medical Corps
Irish Defence Forces

Dr. Erwin Dhondt
Brigadier General (ret)
Former Director General
Health & Well-being
of the Belgian Defence Forces

Registration and further information: www.dimimed-duesseldorf.de

Beta Verlag & Marketinggesellschaft mbH
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Within the framework of: **MEDICA**

For more information,
please contact our event team!

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www.wehrmed.de



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General Terms and Conditions for Advertising Sales



1. For reasons of organizational effectiveness, economic considerations and our determination to treat our customers fairly and equally, the following General Terms and Conditions cannot be altered or modified and shall also prevail if the other party is using different or contrary terms and conditions. This Clause shall only be applied in legal dealings with an enterprise, a legal entity under public law or a special fund under public law. The General Terms and Conditions in the version valid on the day of the conclusion of the contract shall apply.

2. Advertising sale means any contract concerning the publication of one or more advertisements on behalf of a commercial enterprise in a periodical publication for distribution purposes. Pull-out and fly leaf supplements are considered advertising for the purpose of these Terms and Conditions.

3. Advertising orders are legally binding for the client, whether they have been submitted personally, by phone, by mail, by fax or by email. If the client exercises his right to withdraw from the contract, the publisher or his advertising agent must be notified at least eight weeks before the date of release. If the order has been submitted through telecommunication channels, this provision shall only apply in legal relations with an enterprise pursuant to § 14 BGB (the German Commercial Code).

4. An advertising sale shall be considered binding for the Contractor once the written confirmation has been issued. Orders for pull-out and fly leaf supplements can only become binding for the advertising department after a sample has been received and approved. If the advertising department does not receive an objection from the Client within 10 days, the order shall be fulfilled as stated in the confirmation. The objection period for urgent orders (including those received by phone) which need to be processed immediately by the advertising department is 24 hours.

5. The publisher shall be entitled to refuse advertisements on the basis of their content, or their technical form in compliance with standard procedures and reasonable publishing policies – even after a contract has been concluded – if the content is unlawful or immoral or if it violates official regulations or if a publication would be unacceptable for the publisher. The same applies to pull-out and fly leaf supplements. They can also be refused if their format and presentation seem intended to create the impression that they are an integral part of the magazine or paper.

6. No guarantee can be provided for the publication of advertisements or supplements in certain places. The publisher reserves the right to modify the content and/or the layout of his publication at any time. Circulation figures are provided without obligation or guarantee.

7. The publisher guarantees the faithful print reproduction of the advertisement as provided by the Client. Minor deviations of the final print or colours from the original are possible and shall not be considered as deficiencies under § 633 BGB (German Civil Code). If the printed advertisement has serious flaws, the Client shall be entitled to a reduction. In the event of grave defects which significantly undermine and impair the purpose of the

advertisement, the Client shall be entitled to the publication of a faithfully reproduced replacement advertisement. If this replacement advertisement again turns out flawed, the Client shall have the right to reduce his payment or to cancel the order. The Client shall be responsible for the quality of the printmasters. The Contractor shall not be liable for defects or deficiencies which result from defects or deficiencies of the print masters. This shall also apply in the event that any defects or deficiencies of the print masters have not been immediately recognized or become apparent only in the printing process. No guarantee can be given for the faithful reproduction of advertisements and/or modifications ordered by telephone. Advertisements which have been designed in such a way that their nature as commercial messages is not immediately apparent may be signposted as such by the advertising department.

8. The Client shall be responsible for the timely delivery of all printing documents and masters to the publisher's premises. The Client shall assume all costs for the production of made-to-order designs, printing blocks, lithographies and fair copy drawings. Test prints shall only be provided on the Client's special request. If the Client fails to return the test print within the period specified in the written order confirmation (provided the test print has been submitted to him on time), it shall be assumed that he has given his approval. After the advertisement has been published, the Client shall be provided with a voucher copy or a print-out of the page. Print masters will be only returned to the Client on his special request. The publisher's safekeeping duty expires three months after the publication date. The Client shall be responsible for the correctness of the result when supplying digital data. Any resulting technical and handling costs shall be charged to the Client.

9. Advertising orders must be fulfilled within one year of the contract date. If the Client has been given the right to call off individual advertisements, the order must be fulfilled within one year of the publication of the first advertisement. The Client shall be entitled to call off additional advertisements within separately agreed periods. The tariff chart valid at the time shall be considered a part of the agreement. The discounts specified shall only apply to the advertisements published within a period of one year. If the order is extended within the course of the insertion year, the higher discount rate will be retroactively applied to the advertisements already published. If the order is reduced, the lower rate will be correspondingly applied.

10. Warranty and compensation claims based on obvious defects shall be ruled out unless they have been duly and formally notified in writing within four weeks of the publication date. § 639 BGB shall not be affected. In the event that the order cannot be fulfilled due to reasons beyond the responsibility of the publisher, the Client shall be obliged to reimburse the publisher for his costs (typesetting, film production etc.). If the purchased advertisements have only been partially published due to reasons beyond the responsibility of the publisher, the Client shall have to make an appropriate pro-rata payment. Discounts shall be calculated on the basis of the number of actually published advertisements. In cases of ordinary negligence on the part of the Contractor, his legal representatives or vicarious agents,

any compensation claims of the Client due to the non publication or delayed publication of his purchased advertisements shall be limited to immediate damages which may be deemed foreseeable and typical for agreements of this kind. The Contractor shall not be held liable by enterprises in cases of ordinarily negligent violations of immaterial contractual duties. These limitations of liability shall not apply to damages caused intentionally or through gross negligence and personal injuries.

11. Invoices must be paid in full within 30 days after the invoice date. If the Client has failed to make his payment by the due date, the publication of any additional advertisement can be made conditional upon the pre-payment of the respective fee and the settlement of all outstanding invoices, notwithstanding the originally agreed term of payment. If the Client exceeds the term of payment, all payable amounts will become due immediately, including the fees for advertisements currently in print which have not yet been formally invoiced. The advertising department demands pre-payment for recruitment ads and occasional ads. The advertisements will only be inserted after the invoiced amount has been received. If the invoice address is different from the Client's postal address, this address will need to be identified as such.

12. Delayed and deferred amounts are subject to an interest rate of 8 percent above the basic interest rate plus the collection costs. Reminders will be issued at a charge of €5 each. The Contractor reserves the right to fulfill an order only after he has received the corresponding payment. In the event that the Client requests insolvency proceedings to be opened or that his assets are otherwise charged or forfeited, all demands shall become due immediately. This also includes demands for advertisements which have as yet not been published.

13. All contracts are subject to German Law. Place of performance is Bonn. Place of jurisdiction for all rights and obligations including those emanating from bills and cheques is Bonn, in as much as the Client is a full trader, a legal entity under public law or a special fund under public law.

14. Contracts between autonomous subsidiary publishers in other countries and their customers are subject to the laws of the country where said subsidiary has been duly registered. Place of performance and place of jurisdiction is the domicile. Any divergent provisions must be confirmed in writing.

15. We point out that the personal data required for purposes of distribution and the performance of contractual duties have been stored by us or by third parties.

16. If for certain reasons some of these terms and conditions were found to violate legal regulations, the other terms would continue to be valid. In all business dealings with enterprises, any wholly or partially invalidated provision shall be replaced by a regulation which reflects the economic purpose and intention of the original provision as faithfully as possible.