

# ZWP

6.22

ZAHNARZT WIRTSCHAFT PRAXIS

**SCHWERPUNKT**

**Kinderzahnheilkunde**

/// 30

**WIRTSCHAFT**

**Mit gekonntem Video-  
Storytelling aus der  
Masse hervorstechen**

/// 8

**KINDERZAHNHEILKUNDE**

**Nur noch zweimal  
schlafen, dann darfst  
du zum Zahnarzt!**

/// 36

**PLUS**

Praxis Backstage 46

Zahnbekenntnisse 60

ZWP spezial Beilage

**DIE ZWP IM NETZ: [zwp-online.info](http://zwp-online.info)**

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# RATE CARD 2023

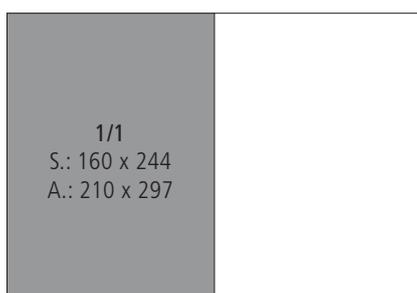
Prices valid from 1 January 2023



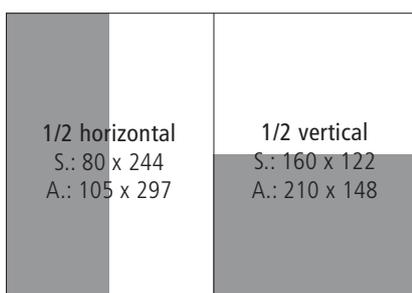
# Frequency

ISSUE	EDITORIAL DEADLINE	ADVERTISING DEADLINE	RELEASE DATE	SPECIALITY
1+2   2023	13 January	20 January	10 February	Implantology
3   2023	10 February	17 February	10 March	Periodontics   Prophylaxis
4   2023	17 March	24 March	14 April	Digital Dentistry
5   2023	14 April	21 April	12 May	Implantology vs. conventional therapies
6   2023	19 May	26 May	16 June	Paediatric Dentistry
7+8   2023	14 July	21 July	11 August	Endodontics   Tooth Prevention
9   2023	18 August	25 August	15 September	Geriatric Dentistry
10   2023	15 September	22 September	13 October	Prosthodontics
11   2023	13 October	20 October	10 November	Diagnostics
12   2023	11 November	17 November	08 December	Practice Hygiene   Quality Management

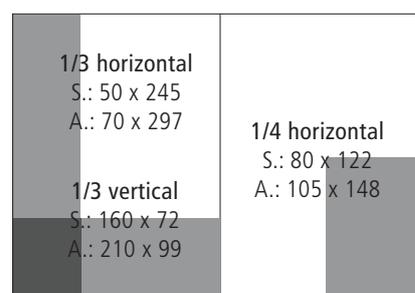
## Formats | Prices (More formats: upon request)



1/1: € 5.450



1/2 horizontal/vertical: € 3.250



1/3 horizontal/vertical: € 2.650 1/4 horizontal:  
€ 2.250

### Premium positions

Cover picture	upon request
Back cover	€ 1.350
Inside cover	€ 850

Special formats: upon request

Agency commission: 10% from customer net  
No agency commission will be granted on inserts/flyers/brochures, and glued-in items. This also refers to any other surcharges.

### Inserts/Flyers/Brochures

Price up to 25 g	Maximum format
copies per thousand € 89*	200 x 290 mm
Price for more than 25 g upon request	Minimum format
	90 x 145 mm

### Glued-in inserts/glued-in samples

Post cards	Maximum format
copies per thousand € 59	170 x 210 mm

### Bound inserts

2-page	
Paper weight up to 115 g/sq m	€ 185 per thousand
150 g/sq m	€ 190 per thousand
4-page	
Paper weight up to 115 g/sq m	€ 240 per thousand.
150 g/sq m	€ 280 per thousand

# Packages

<b>ZWP</b>	<b>Basic</b>			<b>Premium</b>		<b>Premium Plus</b>	<b>Exclusiv</b>
	€ 5.950	€ 3.750	€ 3.150	€ 7.950	€ 5.750	€ 9.500	€ 18.500
1/1 page advertisement in ZWP	YES			YES		YES	YES
1/2 advertisement (horizontal/vertical) in ZWP		YES			YES		
1/3 advertisement (horizontal/vertical) in ZWP			YES				
Press release (1.000 characters incl. 1 picture)	YES	YES	YES	YES	YES	YES	YES
Press release at ZWP online				YES	YES		
Editorial in ZWP-newsletter				YES	YES		
Editorial (i.e. interview, company portrait, case report); 6.000 characters incl. pictures						YES	
Editorial in ZWP-newsletter incl. social media posting (Facebook & Instagram)						YES	
Exclusive CME-article (9.000 characters incl. pictures)							YES
Editorial support/service by OEMUS MEDIA AG							YES
CME-tutorial or Live-OP incl. comprehensive promotion package (online & print)							YES
Announcement in ZWP-newsletter, CME-newsletter & in CME section at ZWP online & all social media channels							YES
Pop-up-banner (20.000 impressions) to promote for CME-tutorial or Live-OP							YES

# Contacts



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