



Dental Tribune Switzerland is part of the Dental Tribune format, which is published worldwide in the respective national language. Coverage focuses on the transfer of knowledge and information about current developments in science and practice. In addition to opinion leaders, the main target groups are dentists and active members of professional associations. In German-speaking Switzerland, all dentists, dental technicians and dental hygienists receive *Dental Tribune*. *Dental Tribune Switzerland* is directly linked to the largest German-language professional and information portal www.zwp-online.info, which offers daily news, information and links to dental video content. Our local editorial team enables us to deliver your information to our readers in a timely and targeted manner.

Dental Tribune Switzerland

Target group: Dentists in Switzerland
Print run: 6,000 copies
Frequency: 8 issues/year
Format: 280 × 400 mm
Special features: Includes D-A-CH section

Sections:

- ❶ – Science and research articles, clinical cases, user reports
- ❷ – Industry and product news
- ❸ – Corporate profiles
- ❹ – Interviews and service articles
- ❺ – Event reports

Issue	ED*	AD*	PD*	Main topics
1/2024	8 Jan	15 Jan	5 Feb	Digital dentistry
2/2024	13 Feb	19 Feb	11 Mar	Practice hygiene
3/2024	25 Mar	2 Apr	22 Apr	Prosthetics Dental technology
4/2024	23 Apr	30 Apr	21 May	Restorative Dentistry Geriatric dentistry
5/2024	3 Jun	10 Jun	1 Jul	Endodontics
6/2024	19 Aug	26 Aug	16 Sep	Prophylaxis
7/2024	23 Sep	30 Sep	21 Oct	Implantology
8/2024	28 Oct	4 Nov	25 Nov	Periodontology

* ED = editorial deadline, AD = advertising deadline, PD = publication date

Ads	1/1	1/2	1/3	1/4
Dimensions	280 × 400	280 × 200 (horiz.)	280 × 135 (horiz.)	162 × 166
Bleed area		162 × 400 (vert.)	112 × 400 (vert.)	(vert.)
Dimensions	249 × 342	249 × 171 (horiz.)	249 × 114 (horiz.)	147 × 147
Type area		114 × 342 (vert.)	85 × 342 (vert.)	(vert.)
Rate	€3,150	€2,350	€1,850	€1,550

Ads	Cover, small	Cover, large	Economy
Bleed area			162 × 227 (vert.)
Type area	97 × 55 (horiz.)	97 × 147 (vert.)	147 × 208 (vert.)
Rate	€650	€1,350	€2,050

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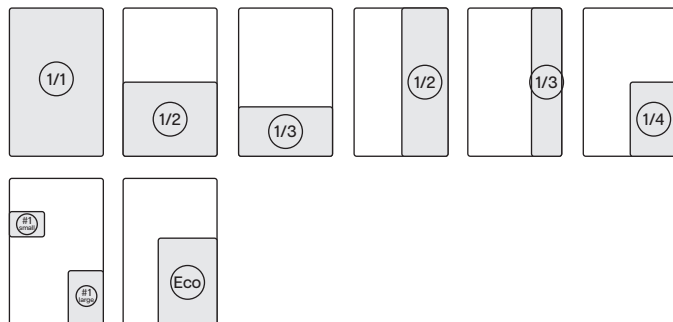


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