

# **today** at IDS

**SAVE**  
*your space!*

RATE CARD **2025**

Dentalshow.today

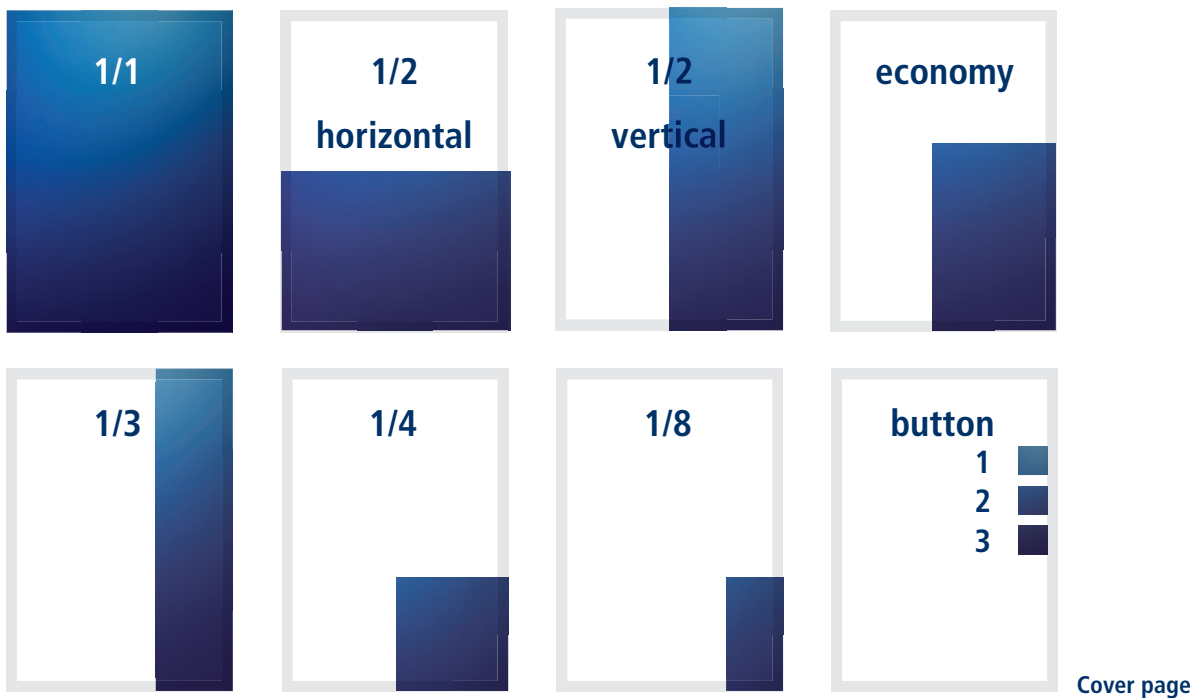
# today

@ids2025

Our  
best  
ad formats

## Advertisement formats and prices

Width x Height



	1/1	1/2 horizontal	1/2 vertical	ECONOMY	1/3 vertical	1/4	1/8	BUTTON
<b>Bleed:</b>	280 x 400 mm	280 x 200 mm	162 x 400 mm	162 x 227 mm	112 x 400 mm	162 x 166 mm	97 x 147 mm	46 x 46 mm
<b>Type area:</b>	249 x 368 mm	249 x 170 mm	147 x 338 mm	147 x 208 mm	97 x 338 mm	147 x 147 mm		
Reproduction formats for data delivery + 3 mm, when format in bleed								

\* Button is bookable only in combination with an advertisement booking.

Be hot or be not: *today* is the most spread and most read trade show newspaper at the world's biggest dental fair International Dental Show (IDS). Superlatives are entirely appropriate here: No other publication sums up the day-to-day happenings of the number one dental event so specifically – no matter whether it is interviews, product news or trade show news. Live on site, the daily trade fair newspaper *today* serves as the ultimate IDS trade fair companion for visitors and exhibitors, both in the form of the haptic print edition and in e-paper format. In addition, the dispatch of the *today* newsletter to our worldwide database every day ensures that visitors and interested parties hear about your trade fair highlights in a targeted manner and with high added value.

<i>today</i>	SHOW PREVIEW INTERNATIONAL	SHOW PREVIEW	SHOW PREVIEW FLOORPLAN 1	TODAY SHOW DAILIES						SHOW REVIEW	SHOW REVIEW INTERNATIONAL
	English	German	German	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	5 <sup>th</sup>	6 <sup>th</sup>	German/English	English
Language	English	German	German							German/English	English
Print run	20,000	20,000	20,000							10,000 (per issue)	20,000
Ad deadline	27 January 2025	18 February 2025	18 February 2025							10 February 2025	2 April 2025
Release date	February 2025	11 March 2025	11 March 2025	24/3	25/3	26/3	27/3	28/3	29/3	24 – 29 March	23 April 2025
Ad prices   1/1 page	€ 3,950	€ 3,950	€ 3,950							€ 19,450	€ 3,950
1/2 page	€ 3,450	€ 3,450	€ 3,450							€ 17,450	€ 3,450
Economy	€ 3,250	€ 3,250	€ 3,250							€ 16,250	€ 3,250
1/3 page	€ 2,950	€ 2,950	€ 2,950							€ 15,450	€ 2,950
1/4 page	€ 2,450	€ 2,450	€ 2,450							€ 13,450	€ 2,450
1/8 page	€ 1,950	€ 1,950	€ 1,950							€ 11,450	€ 1,950
Button (Ad Specials)				upon request							
Trend Index**				€ 399 first booking, € 199 every further Index booking							

Placements are awarded in order of booking receipt. We therefore ask you to reserve advertising space and editorial material in a timely manner. | All prices are subject to value added tax at the statutory state. Prices in Euro.  
 \*\* Color coding in the floorplan according to dental subject.



# today newsletter

## Newsletter at the IDS

Publication: 1 per day  
Recipients: 55,000

Read tomorrow's trade show newspaper digitally today: The *today* newsletter delivers the latest trade show highlights and news from IDS directly to the virtual mailbox of all ZWP online newsletter recipients. The editors of OEMUS MEDIA AG are in Cologne around the clock on behalf of the latest dental news and prepare them daily informative and descriptive. At the click of a button, the *today* newsletter informs trade fair visitors and those at home about IDS events clearly and conveniently on all end devices. Thanks to the integrated *today* e-paper edition of the following day, readers can already review the most exciting trade show news the evening before.



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Mehr erfahren

## 1+2 Editorial\* & Top article\*

- 1x Teaser photo (2,400 x 1,184 px):** JPEG, PNG or TIFF in horizontal format
- 1x Teaser text (Editorial article):** max. 130 characters
- 1x Teaser text (Top article) :** max. 300 characters
- 1x PR text:** max. 2,000 characters
- 1x Headline:** max. 54 characters

Please refrain from direct address in the text.



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## 3 Newsletter banner\*

- Pixel:** 1,200 x 400 px
- File formats:** JPEG, PNG or TIFF-format

**IDS** SAFEDENTAL löst Wasserscherzen I ♥

13 komplexe Wasser-Hygiene-probleme lösen & bei mehr Umsatz bis zu 10.000 € p.a. sparen.

**BLUE SAFETY** Die Wasserperten

Innovations-Halle 2.2 Stand A 30 B 49



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Format	1 Top article	2 Editorial article	3 Newsletter Banner
Price	€ 4,950	€ 3,950	€ 2,950

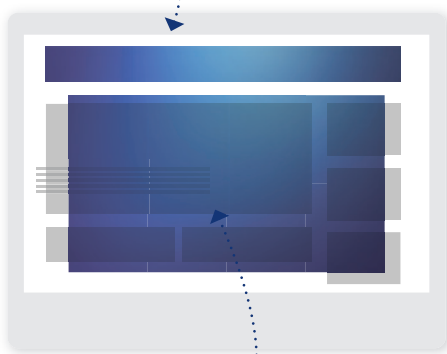
\* Bookable for advertising customers only.

All prices are subject to value added tax at the statutory state. Prices in Euro.

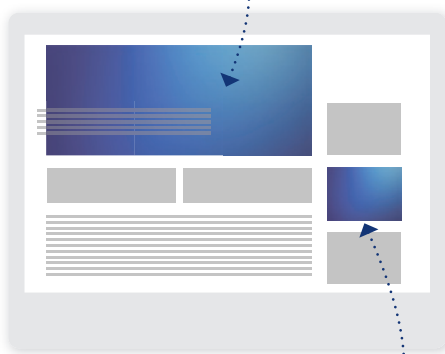
# Advertising on ZWP ONLINE

Content first, responsive first: ZWP online, the leading news and information portal for the dental market, reports in real time on the trends at IDS as well as dental industry news, focusing above all on two things: absolute speed and clear visuals. Powerful images meet informative content – so that your message gets across in a big way. Whether a wide variety of banner formats from fullscreen to pop-up, theme specials or e-blasts – just contact us, because there's no such thing as a can't do. With 7 million page impressions and almost 4 million sessions per year, ZWP online cannot call itself the market leader for nothing.

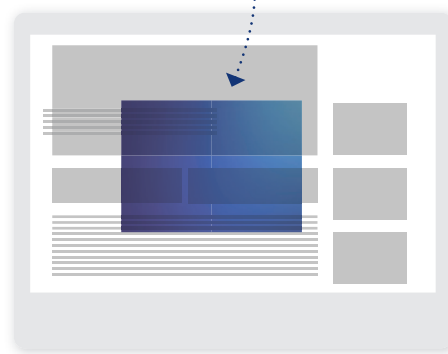
**A Fullscreen**



**D Slider banner**



**E Pop-up\***



**C Curtain Dropper**

**B Rectangle**

\* upon request only

All prices are subject to value added tax at the statutory state. Prices in Euro.

## Prices

- A Fullscreen:** € 1,950 per day
- B Rectangle:** € 1,450 per day
- C Curtain Dropper:** upon request

- D Slider banner (Topnews):** € 1,950 per day
- E Pop-up** upon request

## Pop-up

- E Static Pop-up** upon request
- E Autorun Pop-up** upon request
- E Max Attention Pop-up** upon request



# Social Media Marketing

Communication on all channels and in the best hands: Our ever-growing number of followers and subscribers on the popular platforms Facebook, Instagram, Twitter, YouTube and LinkedIn has long enjoyed the status of dentfluencers. Not only do we keep you up to date on IDS via the Facebook presence *today* at IDS – See you in Cologne, but the ZWP online channels are also used to distribute must-know news on trade fair events to specific target groups. Use this for your social media campaign: If you wish, we will be happy to create a customised communications solution for your content – whether it's an introduction of a new product to the world, an anniversary or industry insider knowledge.

# 90,000 ?!

Impressions

Well, why not?

If requested we will create your customised social media campaign.

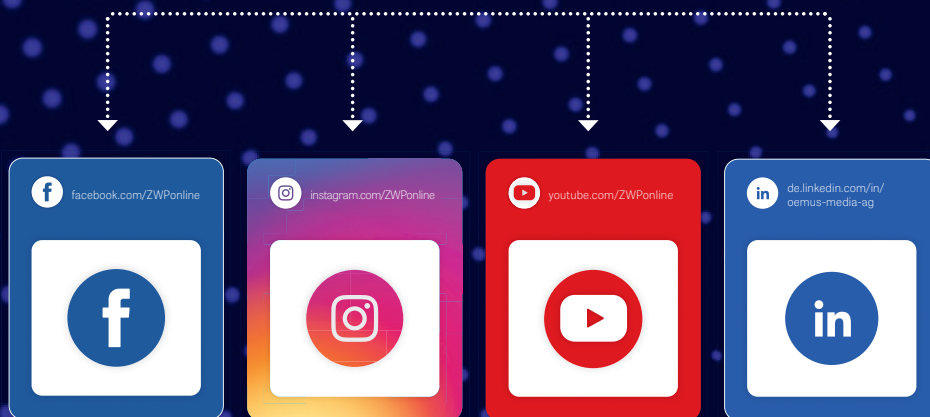
Price upon request.



# Moving pictures

Right in the middle, instead of just being there: Nothing is as real as streams in real time! For the International Dental Show, the competent team of OEMUS MEDIA AG offers professional on-site support for press conferences as well as product presentations that are broadcasted live or time-delayed on the Internet. We put you and your company in the right light and skillfully put your advertising message in the limelight.

## Let's go viral...



### Product film with sound bite\*

During the entire IDS, OEMUS MEDIA AG will be present with several film teams. Present your company and put your latest innovations into the right light. Your speaker may present your booth and product. Within approximately 24 hours\*\* you will receive your own and personal video footage for a target-related presentation. The standard length of the video will be approximately 2 minutes. The XL-version will have a 3 minutes length and a focus-product may be presented and explained more precisely.

**Price standard: € 2,950 / Price XL: € 3,450**

plus social media film per format:

€ 650 without subtitles, € 850 with subtitles

### Product film without sound bite\*

The classic product film puts the booth, its discussing visitors, and the desired product in focus. Its style and composition is fresh and modern. Previously discussed content and information will be presented by an off-speaker. The 2 minute video will be developed and provided until the next day\*\* and may be distributed via your far-reaching media channels as well as via ZWP online.

**Price with subtitles: € 3,450**

**Price without subtitles: € 2,450**

plus social media film per format:

€ 650 without subtitles, € 850 with subtitles

### Social Media\*

Get positively viral with all your topics in the social medias! In addition to your sound bite film or separately from it you will get a short version of your footage perfectly adjusted for social media use. The 60 to 90 second length movie will be produced in a responsive 1:1-form. The typical "social media look" is being generated via dynamic picturing and effects. The clip will be produced and provided until the next day\*\*. You may feed your Facebook and Instagram channels accordingly. Furthermore, the clip will be distributed via all fan pages of ZWP online and today at IDS as well as the ZWP online Instagram channel.

**Price with subtitles: € 2,450 / Price without subtitles: € 1,950**

\* All videos are published on ZWP online, on the ZWP online Facebook profile. Further distribution options such as newsletters, other social media channels or on the ZWP online homepage on request.

\*\* after your approval

All prices are subject to value added tax at the statutory state. Prices in Euro.

# IDS Previews and Reviews

Whether top-secret product highlights with a lock-up period or the big bang at release: With the *ZWP spezial Preview to IDS* and the *today Show Preview to IDS*, we offer you the opportunity to inform our readers in advance about your promotions and special offers at Koelnmesse. At the International Dental Show, our editorial team is non-stop on the pulse of the dental industry and reports live on ZWP online and in the daily editions of today. Afterwards, the fol-

low-up issue *today Show Review to IDS* provides the ideal stage for your product innovations and bring them directly to the practices. Exciting new products from the companies that sell through the specialist dental trade in Germany are presented in the review issue of *DENTALZEITUNG*. OEMUS MEDIA AG's comprehensive reporting is supplemented by the parallel publication of all news on our digital channels as well.

## IDS Preview issues



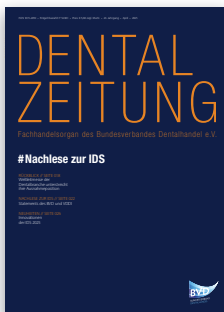
### ZWP spezial Preview to IDS

**Distribution Germany:** direct distribution to dentists  
**Print run:** 40,800 copies  
**Language:** German  
**Ad deadline:** 14 February 2025  
**Release date:** 7 March 2025



### today Show Preview to IDS

**Distribution Germany:** direct distribution to innovative, pre-selected dentists  
**Print run:** 20,000  
**Language:** German  
**Ad deadline:** 18 February 2025  
**Release date:** 11 March 2025



### Dentalzeitung Review to IDS

**Distribution Germany:** direct distribution to dentists  
**Print run:** 35,000 copies  
**Language:** German  
**Ad deadline:** 7 April 2025  
**Release date:** 28 April 2025



### today Show Review to IDS

**Distribution Germany:** direct distribution to innovative, pre-selected dentists  
**Print run:** 20,000  
**Language:** German  
**Ad deadline:** 2 April 2025  
**Release date:** 23 April 2025



### today Show Review international

**Distribution:** international  
**Print run:** 20,000  
**Language:** English  
**Preview Ad deadline:** 27 Januar 2025  
**Release date:** February 2025  
**Review Ad deadline:** 7 April 2025  
**Release date:** April 2025

## Contact



Please send your request to  
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+49 341 48474-450