

today at IDS

SAVE
your space!

RATE CARD **2025**

Dentalshow.today

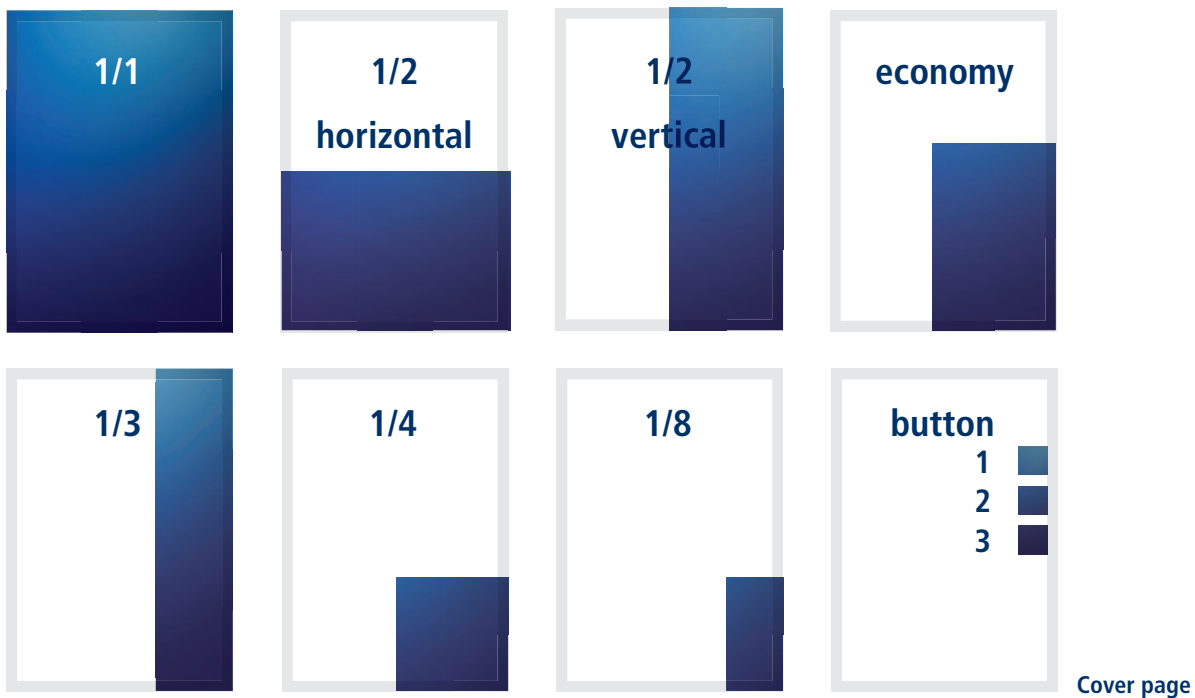
today

@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

Bleed: 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

Type area: 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.

today
Wednesday 26.3. updated daily
41th International Dental Show • Cologne • 25-29 March 2025

Photo gallery
Impressionen von der IDS 2025
Impressions from IDS 2025

Product focus
Innovationen: Willkommen beim NSK Studio
Innovation art: Welcome to the NSK Studio

Product focus
Zahn mit neuem Zahnpasta-Reihe vor
10% launches new toothpaste range

Partners in excellence. United by smiles.
Visit us @IDS | Hall 4.2 Stand G-080 J-089

Exocad präsentiert neue Software-Releases
Exocad presents new software releases
Weltpremiere und viele Innovationen von exocad auf der IDS.
World premiere and many innovations from exocad at IDS.

■ Exocad, ein Unternehmen von Allige Technology und führender Anbieter von dentaler CAD/CAM-Software, bietet Teilnehmenden der IDS mehrere neue Produkte und Serviceangebote, zwei befristete Präsentationsstände auf Seitenwegen und ein breites Spektrum an Live-Bildungsangeboten. Mit elf Demonstrationen und vier Workshops werden den Smile Design Sessions lädt ein: Besucherinnen und Besucher unter dem Motto „Imagine the CADabilities“ ein, die zahlreichen Softwarelösungen für Labore und Präzisen an dem neu gestalteten Stand des Unternehmens in Halle 1.2 zu entdecken.
Die Smile Creator Experience von exocad steht dabei im Mittelpunkt: In einer Live-Vorführung wird die Verwendung des Smile Creator Software für Labore und Präzisen an dem neu gestalteten Stand des Unternehmens in Halle 1.2 zu entdecken.
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■ Exocad is a technology company and a leading dental CAD/CAM software provider, has multiple new products and service offerings, two limited-time software displays and a full spectrum of live education opportunities for the IDS attendees. With 11 demonstrations and four workshops, exocad is inviting attendees to “Imagine the CADabilities” and discover its many software solutions for laboratories and clinics at the company’s newly branded booth in Hall 1.2.

People of today
Bei News Medien wir alles, was Sie für die Implementierung Ihrer Patienten benötigen. Alles unter dem Dach unserer effizienten digitalen Workflows und unserer intelligenten Simply-Ethos.
“At News, we provide everything you need to lead your patients well: patients – all under the umbrella of our efficient digital workflow and intelligent simplicity ethos.”

Digitales Universum
Digital Universe
Dentiply Sirona zeigt digitale und nachhaltige Lösungen.
Dentiply Sirona showcases digital and sustainable solutions.

■ IDS Besucher sind eingeladen, das Digital Universe auf dem beeindruckenden 1.900 m² großen Stand von Dentiply Sirona zu erleben. Der Stand in Halle 11.2 zeigt das gesamte Produkt- und Lösungsportfolio des Unternehmens, das die Besucherinnen und Besucher bei Produkt-Demonstrationen und Live-Präsentationen in Aktion sehen können.

■ IDS visitors are invited to explore the digital universe at Dentiply Sirona’s immense 1,900 m² booth. Situated in Hall 11.2, the booth features the company’s entire portfolio of products and solutions which visitors will be able to see in action through product demonstrations and live presentations.

„Das Beste aus beiden Welten“
“The best of both worlds”
GC zeigt analoge und digitale Innovationen.
GC shows analogue and digital innovations.

■ Am Dienstagvormittag stellte das Unternehmen GC unter dem Motto „Das Beste aus beiden Welten“ seine innovativen analogen und digitalen Workflows im Rahmen seiner Pressekonferenz zur IDS in Köln vor.
■ On Tuesday morning, GC presented its new, innovative analogue and digital workflows at its IDS press conference in Cologne under the motto “The best of both worlds”.
“We are delighted to be at IDS again this year to celebrate”

ssshape
Experience the power of simple. The world’s most advanced dental scanning technology. **simply. TRIOS 5**
Historical scanning that simply makes sense.

today	SHOW PREVIEW INTERNATIONAL	SHOW PREVIEW	SHOW PREVIEW FLOORPLAN 1	TODAY SHOW DAILIES						SHOW REVIEW	SHOW REVIEW INTERNATIONAL	
	English	German	German	1 st	2 nd	3 rd	4 th	5 th	6 th	FLOORPLAN 2	German	English
Language	English	German	German								German	English
Print run	20,000	20,000	20,000								20,000	20,000
Ad deadline	27 January 2025	18 February 2025	18 February 2025								2 April 2025	7 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	April 2025
Ad prices 1/1 page	€ 3,950	€ 3,950	€ 3,950								€ 3,950	€ 3,950
1/2 page	€ 3,450	€ 3,450	€ 3,450								€ 3,450	€ 3,450
Economy	€ 3,250	€ 3,250	€ 3,250								€ 3,250	€ 3,250
1/3 page	€ 2,950	€ 2,950	€ 2,950								€ 2,950	€ 2,950
1/4 page	€ 2,450	€ 2,450	€ 2,450								€ 2,450	€ 2,450
1/8 page	€ 1,950	€ 1,950	€ 1,950								€ 1,950	€ 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



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3

IDS **SAFEDENTAL** löst Wasserscherzen I ♥

BLUE SAFETY Die Wasserpurten

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

Innovations-Halle 2.2 Stand A 30 B 49



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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.

3 Newsletter banner*

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

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

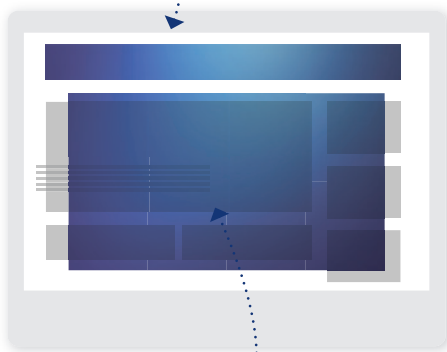
* Bookable for advertising customers only.

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

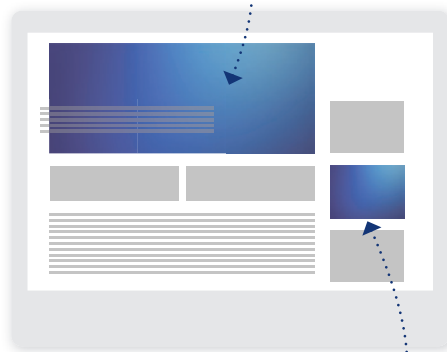
Advertising on ZWP ONLINE

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.

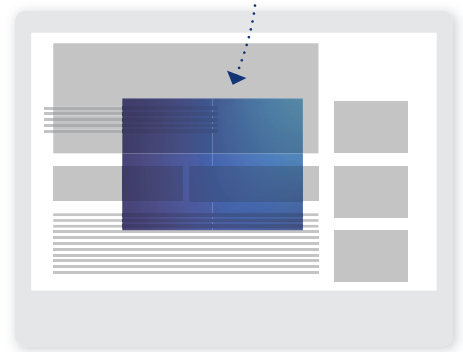
A Fullscreen



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.

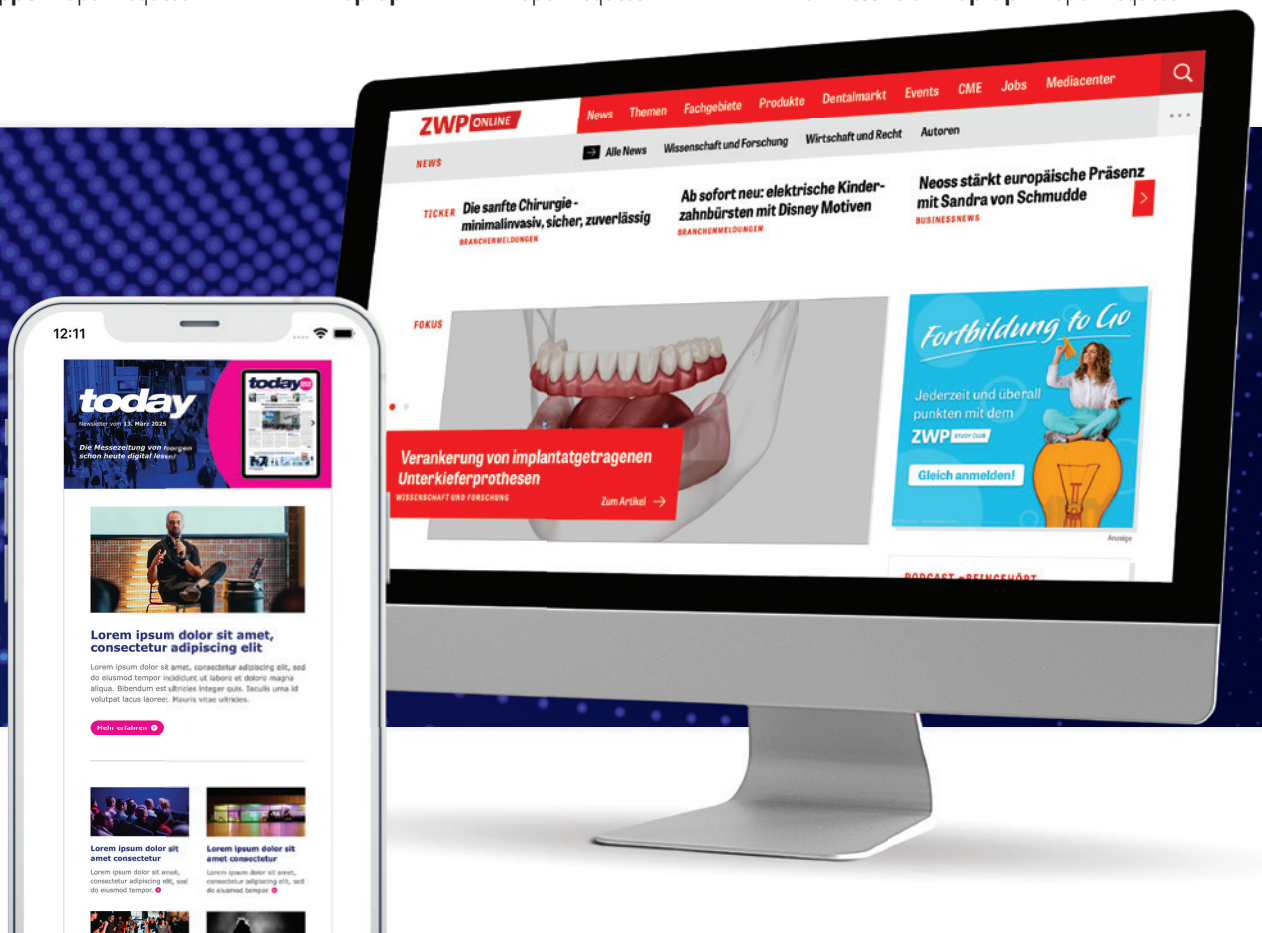
Prices

- 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.

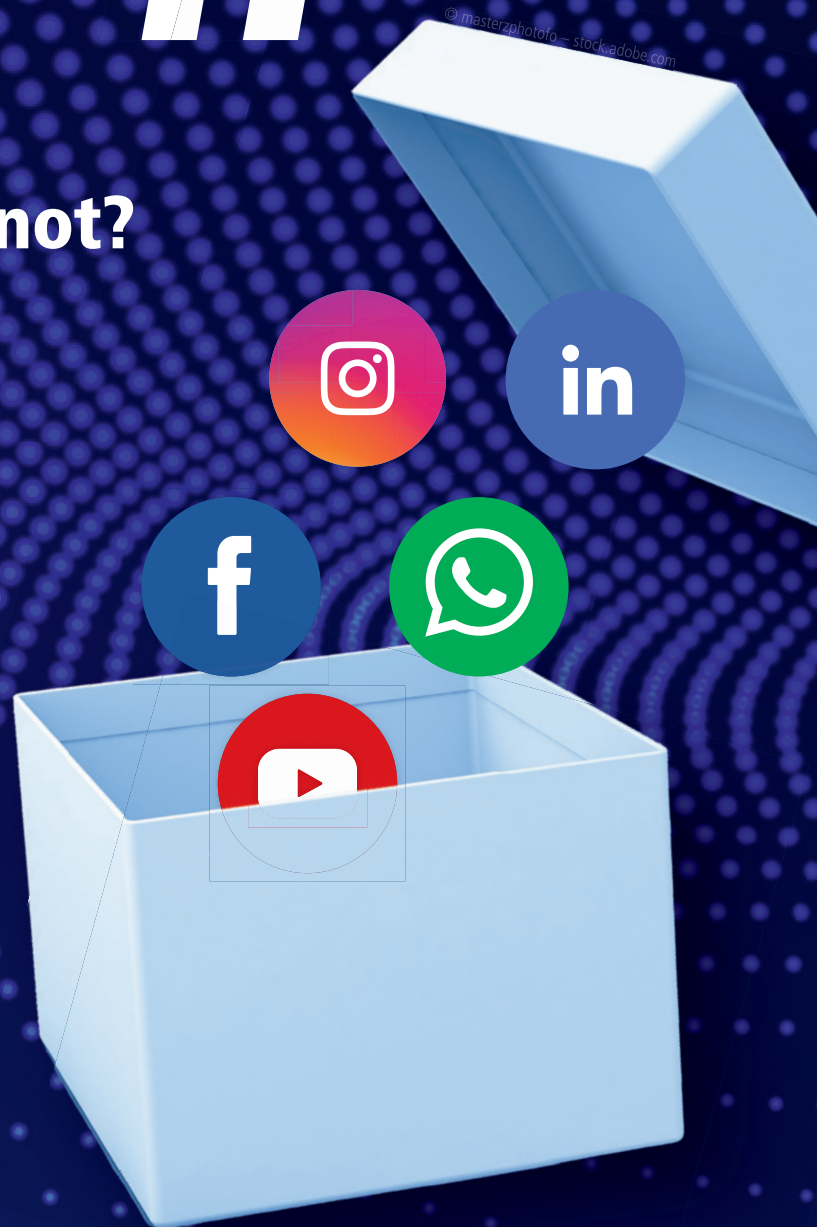
90,000 ?!

Impressions

Well, why not?

If requested we will create your customised social media campaign.

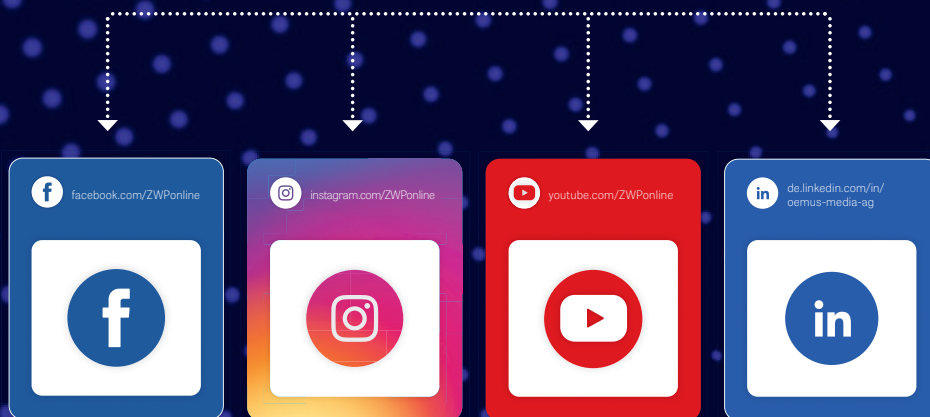
Price upon request.



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



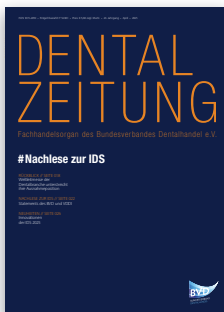
ZWP spezial Preview to IDS

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



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+49 341 48474-450