

ZWP Zahnarzt Wirtschaft Praxis

For more than 27 years, the ZWP Zahnarzt Wirtschaft Praxis has been the business magazine for dentists. As a general interest title, ZWP covers the entire spectrum of successful practice management. With twelve issues per year (two double issues) and a circulation of 40,800 copies, it is one of the titles with the highest frequency and circulation and is undoubtedly one of the most respected sources of information in the dental market. The very high level of awareness and above-average frequency of use is equally transferred to the topic-specific supplements ZWP *spezial* and ZWP *extra*. For years, the ZWP family has occupied a leading position among advertising media in the dental market in terms of annual advertising volume. The success of ZWP online gives the ZWP brand additional meaning and enables consistent online and offline networking of all content and advertising.

ZWP

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Target group: dental surgeries
Print run: 40,800 copies (IVW 2/2024)
Frequency: 10 issues/year
Format: 210 x 297 mm
Special feature: Leading business magazine for dentists

Sections:

- – Editorial
- ① – Wirtschaft & Recht
- ② – Praxis: Fachbeiträge aus
Wissenschaft & Forschung,
Patientenfälle, Studien und
Anwenderberichte
- ③ – Dentalwelt: Interviews,
Firmenporträts, Statements
und Branchennews
- ④ – Produktneuheiten



WISSEN, WAS ZÄHLT
 Geprüfte Auflage
 Klare Basis für den Werbemarkt

Mitglied der Informations-
 gemeinschaft zur Feststellung der
 Verbreitung von Werbeträgern e.V.

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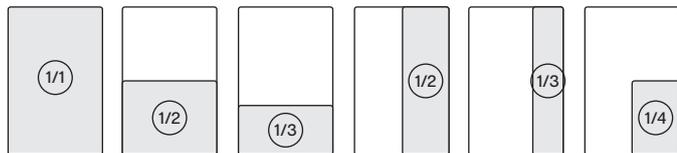
ePaper

Dates subject to change. All rates are for 4-colour ads. All rates are exclusive of VAT. All dimensions in millimeters (mm). Please inquire about other formats, services, and rates.
 Our media data are available online at www.oemus.com/mediadaten

Ausgabe	ED*	AD*	PD*	Topic
1+2/2025	30Dec24	17 Jan	07 Feb	Implantology
3/2025	27 Jan	14 Feb	07 Mar	Periodontology Prophylaxis
4/2025	18 Feb	14 Mar	11 Apr	Digital workflow - interface between practice and laboratory
5/2025	24 Mar	17 Apr	09 May	Restorative dentistry
6/2025	28 Apr	22 May	13 Jun	Paediatric dentistry Prevention
7+8/2025	23 Jun	18 Jul	08 Aug	Tooth preservation Endodontics
9/2025	28 Jul	22 Aug	12 Sep	Geriatric dentistry
10/2025	25 Aug	18 Sep	10 Oct	Prosthetics – cooperation between practice & laboratory
11/2025	22 Sep	17 Oct	07 Nov	AI-supported diagnostics
12/2025	20 Oct	14 Nov	05 Dec	Sustainability Practice hygiene

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

Ads	1/1	1/2	1/3	1/4
Dimensions	210 x 297	210 x 148 (horiz.) 105 x 297 (vert.)	210 x 99 (horiz.) 70 x 297 (vert.)	
Dimensions Type area	170 x 242	170 x 121 (horiz.) 82 x 242 (vert.)	170 x 81 (horiz.) 55 x 242 (vert.)	105 x 148 (vert.)
Rate	€5,750	€3,550	€2,950	€2,550



Please inquire for other formats.

Premium placement	
Cover page	On request (or CME package)
Outside cover	€1,500
Inside cover (2 nd Cover page)	€1,000
Inside cover (3 rd cover page)	€850 EUR
Inserts (max. size: 200 x 290 mm, min. size: 90 x 145 mm)	
Up to 25 g	€95 per '000 (plus postage)
More than 25 g	Please inquire
Sticky inserts (max. size: 170 x 210 mm)	
Postcards	€65 per '000 (plus postage)
Bound inserts (2 pages)	
Up to 115 gsm	€195 per '000
Up to 150 gsm	€205 per '000
Bound inserts (4 pages)	
Up to 115 gsm	€260 per '000
Up to 150 gsm	€305 per '000

Agency commission: 10% of client's net. No agency commission on loose inserts, sticky inserts, or surcharges. All rates exclusive of VAT.