



# ZWP spezial

Each issue of ZWP Zahnarzt Wirtschaft Praxis contains a monothematic supplement that provides a comprehensive overview of current trends in dentistry and offers advertisers with an ideal editorial environment for the placement of topic-specific advertising messages. ZWP Spezial contains current and informative articles and product information to keep dentists up-to-date with the latests trends and innovations for their daily practice.

# ZWP

SPEZIAL

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**Target group:** Dental practices  
**Print run:** 40,800 copies  
**Frequency:** 10 issues/year  
**Format:** 200 × 280 mm  
**Special features:** Monothematic supplement to  
*ZWP Zahnarzt Wirtschaft Praxis*

**Sections:**

- ❶ – Statement
- ❷ – Editorial
- ❸ – Science and research  
articles, clinical cases, user reports
- ❹ – Interviews,  
company portraits
- ❺ – Industry news
- ❻ – Product news

## Contact data



**Stefan Thieme**  
 Head of Productmanagement  
 +49 341 48474-224  
 s.thieme@oemus-media.de



**Marlene Hartinger**  
 Editorial team  
 +49 341 48474-133  
 m.hartinger@oemus-media.de



**ePaper**

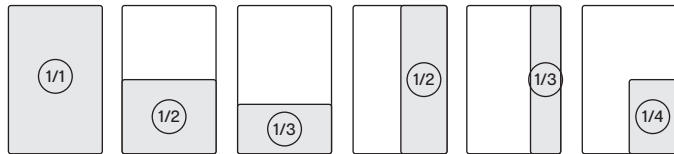
Dates subject to change. All rates are for 4-colour ads. All rates are exclusive of VAT. All dimensions in millimeters (mm). Please inquire about other formats, services, and rates.

Our media data are available online at [www.oemus.com/mediadaten](http://www.oemus.com/mediadaten).

Issue	ED*	AD*	PD*	Main topics
<b>1+2/2025</b>	30 Dec 24	17 Jan	<b>07 Feb</b>	Starting a practice – update
<b>3/2025</b>	27 Jan	14 Feb	<b>07 Mar</b>	Preview IDS 2025
<b>4/2025</b>	18 Feb	14 Mar.	<b>11 Apr</b>	Practice setup and organization
<b>5/2025</b>	24 Mar	17 Apr	<b>09 May</b>	
<b>6/2025</b>	28 Apr	22 May	<b>13 Jun</b>	Billing and accounting   The path to practice success
<b>7+8/2025</b>	23 Jun	18 Jul	<b>08 Aug</b>	Implantology and digital workflow
<b>9/2025</b>	28 Jul	22 Aug	<b>12 Sep</b>	2024 Design Award
<b>10/2025</b>	25 Aug	18 Sep	<b>10 Oct</b>	ZWP goes female
<b>11/2025</b>	22 Sep	17 Oct	<b>07 Nov</b>	Prophylaxis
<b>12/2025</b>	20 Oct	14 Nov	<b>05 Dec</b>	Endodontics

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

Ads	1/1	1/2	1/3	1/4
<b>Dimensions</b>	200 × 280	200 × 140 (horiz.)	200 × 94 (horiz.)	100 × 140
<b>Bleed area</b>		100 × 280 (vert.)	68 × 280 (vert.)	100 × 140 (vert.)
<b>Dimensions</b>	165 × 221	165 × 111 (horiz.)	165 × 74 (horiz.)	83 × 111
<b>Type area</b>		80 × 221 (vert.)	52 × 221 (vert.)	83 × 111 (vert.)
<b>Rate</b>	€5,750	€3,550	€2,950	€2,550



Please inquire for other formats.

Premium placement	
<b>Cover page (200 × 177 mm)</b>	€9,000
<b>Outside cover</b>	€1,500
<b>Inside front cover</b>	€1,000
<b>Inside back cover</b>	€850
Loose inserts (max. size: 200 × 280 mm, min. size: 90 × 145 mm)	
<b>Up to 25 g</b>	€95 per '000 (plus postage)
<b>More than 25 g</b>	Please inquire
Sticky inserts (max. size: 170 × 210 mm)	
<b>Postcards</b>	€65 per '000 (plus postage)

\*\* 9/2025 cover page not available.

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