

ZWP spezial

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:

- ① – Statement
- ② – Editorial
- – Science and research
articles, clinical cases, user reports
- ③ – Interviews,
company portraits
- ④ – Industry news
- ⑤ – Product news

Contact data



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ePaper

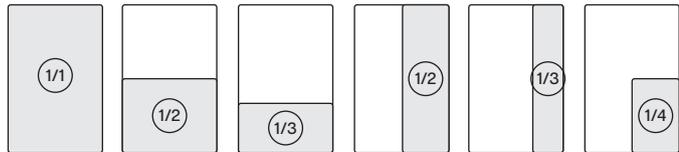
Dates subject to change. All rates are for 4-colour ads. All rates are exclusive of VAT. All dimensions in millimeters (mm). Please inquire about other formats, services, and rates.

Our media data are available online at www.oemus.com/mediadaten.

Issue	ED*	AD*	PD*	Main topics
1+2/2025	30Dec24	17 Jan	07 Feb	Starting a practice – update
3/2025	27 Jan	14 Feb	07 Mar	Preview IDS 2025
4/2025	18 Feb	14 Mar.	11 Apr	Practice setup and organization
5/2025	24 Mar	17 Apr	09 May	
6/2025	28 Apr	22 May	13 Jun	Billing and accounting The path to practice success
7+8/2025	23 Jun	18 Jul	08 Aug	Implantology and digital workflow
9/2025	28 Jul	22 Aug	12 Sep	2024 Design Award
10/2025	25 Aug	18 Sep	10 Oct	ZWP goes female
11/2025	22 Sep	17 Oct	07 Nov	Prophylaxis
12/2025	20 Oct	14 Nov	05 Dec	Endodontics

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

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



Please inquire for other formats.

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