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Vol. 7 • Issue 1/2015

# laser



international magazine of laser dentistry

1 2015



| **research**

Modification of tooth neck dentin with a diode laser for desensitisation

| **case report**

Laser assisted crown lengthening in the anterior maxilla

| **industry report**

The TwinLight® approach to periimplantitis

0377113

# RATE CARD 2015

Prices valid from 1 January 2015

# laser

international magazine of laser dentistry

## Profile

Print Run: 4.000

In cooperation with the German Association for Laser Dentistry (DGL) under Prof Gutknecht and the World Federation for Laser Dentistry (WFLD), laser – international magazine of laser dentistry addresses all of those dental professionals worldwide who are using or are interested in dental laser technology. Published four times a year, the high quality, bilingual (English & German) magazine provides regular updates from the world of international laser dentistry in the form of user-orientated case studies,

scientific reports as well as custom-made product information focusing on the international and German laser market. Additionally, the magazine includes reports from international scientific congresses and symposia and keeps the reader up-to-date concerning the international activities of the WFLD and the DGL. Laser combines both – an international scientific scope with all-English articles and German summaries and a particular attention to the German market with a German section.

## Contacts



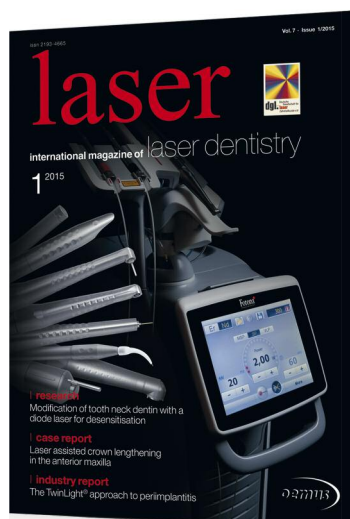
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## Sections

- EDITORIAL
- 1 ARTICLES FROM SCIENCE & RESEARCH, CASE & USER REPORTS
- 2 PRODUCTS
- INTERVIEWS AND COMMENTS
- 3 EVENT REPORTS
- 4 NEWS FROM INDUSTRY AND PRODUCT NEWS



# Frequency

| Issue  | Editorial Deadline | Ad Deadline | Release Date | Preview   Review     |
|--------|--------------------|-------------|--------------|----------------------|
| 1 2015 | 23 January         | 20 February | March        |                      |
| 2 2015 | 10 April           | 04 May      | June         |                      |
| 3 2015 | 14 August          | 21 August   | September    |                      |
| 4 2015 | 02 October         | 24 October  | December     | Review: DGL- Session |

# Formats | Prices

Please check-mark your desired format. We are looking forward to guiding you!

☐ 1/1: 2,250€

☐ 2/3: 1,850€ ☐

☐ 1/2 horizontal: 1,650€

☐ 1/2 vertical: 1,650€ ☐

☐ 2/1: 4,450€

☐ 2 x 1/2 horizontal: 2,850€ ☐

☐ 2 x 2/3: 3,450€

☐ 1/3 vertical/horizontal: 1,500€

☐ 2/6: 1,450€ ☐

☐ 1/6 vertical: 1,150€

☐ 1/6 horizontal: 1,150€ ☐



# Discounts, Additional Charges, Supplements

| Frequency Scale                                                                  | Quantity Scale |      |
|----------------------------------------------------------------------------------|----------------|------|
| For multiple bookings of classified ads within the same order year (= 12 months) |                |      |
| Release within same format, minimum of:                                          | 4 Ads          | 5 %  |
|                                                                                  | 6 Ads          | 10 % |
| Terminations minimum of:                                                         | 4 pages        | 5 %  |
|                                                                                  | 6 pages        | 10 % |

Individual agreements upon request.

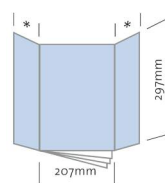
| Agency Commission                                                                                                                           |
|---------------------------------------------------------------------------------------------------------------------------------------------|
| <b>10 % of Client Net</b>                                                                                                                   |
| No agency commission will be granted for supplements and glued-on supplements as well as on preferential placements and additional charges. |

| Additional Charges                                                                                                   |
|----------------------------------------------------------------------------------------------------------------------|
| Special colors (other spot colors, HKS, Pantone) additionally to standard color charges per special color: 1.559,— € |

| Preferential Placement                                                       |                         |              |
|------------------------------------------------------------------------------|-------------------------|--------------|
| Cover page                                                                   |                         | upon request |
| Back Cover                                                                   | (1 1 page ad required): | 500.— €      |
| Inside Front Cover                                                           | (1 1 page ad required): | 250.— €      |
| Inside Back Cover                                                            | (1 1 page ad required): | 250.— €      |
| Title on the Spine                                                           | (one line, 20 pts.):    | upon request |
| The net invoiced amount is subject to the statutory rate of Value Added Tax. |                         |              |

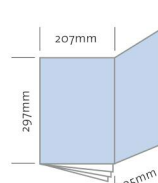
## Special Advertisement Forms<sup>1</sup>

**Altar fold** (cover, inside)  
(requirement 1/1 DIN A4, integration of post cards possible)

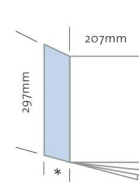


\*variable

**Fold-out flap**  
(2/1 DIN A4, inside, integration of post cards possible)



**Fold-out flap**  
(1/2 DIN A4, inside, integration of post cards possible)



<sup>1</sup>Prices upon request

## Supplements

Magazine supplements are loosely inserted flyers, cards or brochures that can have, if requested, postcards or product samples attached to it. Content and layout of the supplement must be coordinated with the publisher before print. Depending on the client's requirements, the supplement can either be provided by OEMUS MEDIA AG or by the client himself. Prices for the production of supplements are available from the publisher upon request.

| Prices in €                                                      |                    |                    |                                       |
|------------------------------------------------------------------|--------------------|--------------------|---------------------------------------|
| Valid for releasing already fabricated and delivered supplements |                    |                    |                                       |
|                                                                  | up to 25 g         | more than 25 g     | specs in mm                           |
|                                                                  | 440,— per thousand | price upon request | maximum 200 x 290<br>minimum 90 x 145 |
|                                                                  | 350,— per thousand | price upon request | maximum 200 x 290<br>minimum 90 x 145 |

2-page supplements must have a paper weight of a minimum of 150 g/m<sup>2</sup>.

## Glued-On Supplements

Supplements such as postcards, brochures, envelopes (with/without content), product samples etc. can also be placed (glued) on carrying ads. Content and layout of those supplements have to be coordinated with the publisher before print. A carrying ad on an A4 page in the full print run of the corresponding issue/publication, is the prerequisite for placing a glued supplement. Depending on the client's requirements, the glued supplements (postcards, brochures) can either be provided by the publisher or by the client himself. Prices for the production of glued supplements are available from the publisher upon request.

Bound-in inserts are print products/brochures which are bound (glued) within a magazine. Depending on the client's requirements, the bound-in inserts can either be provided by OEMUS MEDIA AG or — ready to insert — by the client himself. Prices for the production of bound-in inserts are available from the publisher upon request. For press law reasons, content and layout have to be coordinated with the publisher beforehand. Bound-in inserts whose design does not make them clearly recognizable as advertising must be marked with the word "advertisement" (minimum 6 pt. capital letters).

|         |                                         | Prices in €        | Specs in mm                                                                                |
|---------|-----------------------------------------|--------------------|--------------------------------------------------------------------------------------------|
| 2 pages | paper-weight up to 115 g/m <sup>2</sup> | 485.— per thousand | uncut, (w) 216 mm, (h) 309 mm; bleed 3 mm: left, right & bottom; top bleed 9 mm            |
|         | 150 g/m <sup>2</sup>                    | 545.— per thousand |                                                                                            |
| 4 pages | paper-weight up to 115 g/m <sup>2</sup> | 600.— per thousand | uncut, 1x fold to (w) 216 mm, (h) 309 mm; bleed 3 mm: left, right & bottom; top bleed 9 mm |
|         | 150 g/m <sup>2</sup>                    | 660.— per thousand |                                                                                            |

Calculated print run is 4,000 copies plus 5% overprint for adjusting the printer. The completion of the print run is priority towards the supplement whenever potential production problems of the supplement occur.

The ad-disposition department needs 3 mandatory pre-samples for technical assessment whether or not the pre-samples are stand-/fold-/format-binding, as soon as possible, latest due is the ad deadline. The order is binding after presenting the pre-samples and the confirmation of those by the publisher. All supplements, glued-on supplements, as well as inserts have to be delivered to the print partner of OEMUS MEDIA AG. Please ask the ad-disposition department for the correct delivery address.

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