



G.I.M. [General Interest Media]

P.I.M. [Product Interest Media]

S.I.M. [Special Interest Media]

MEDIA KIT

PRINT 2017



Prices valid as of 1 January 2017





MEDIA KIT 2017

G.I.M. [General Interest Media]



ZWP Zahnarzt Wirtschaft Praxis

PRINT RUN: 40.800



By scanning the QR code the current issue of the publication will be displayed. Find more details at www.oemus.com/mediadaten

ISSUE	EDITORIAL DEADLINE	AD DEADLINE	RELEASE DATE	TOPIC	FORMAT	LIST PRICE
1+2/17	13-Jan	20-Jan	10-Feb	Implantology Market 2017	1/1	5.450,-
3/17	10-Feb	17-Feb	10-Mar	Periodontics Prophylaxis	1/2	3.250,-
4/17	17-Mar	24-Mar	13-Apr	Digital Dentistry	1/3	2.650,-
5/17	13-Apr	21-Apr	12-May	Implantology vs. Conventional Therapies		
6/17	19-May	26-May	16-Jun	Pediatric Dentistry		
7+8/17	14-Jul	21-Jul	11-Aug	Endodontics Tooth Prevention		
9/17	18-Aug	25-Aug	15-Sep	Dentistry 50+		
10/17	15-Sep	22-Sep	13-Oct	Prosthetics - Conventional or Digital		
11/17	13-Oct	20-Oct	10-Nov	Diagnostics in Dentistry		
12/17	10-Nov	17-Nov	08-Dec	Quality Management Practice Hygiene		

PROFILE

For more than 20 years, ZWP Zahnarzt Wirtschaft Praxis has been the leading trade journal for dentists and dental personnel. As a general interest title it covers the entire spectrum of dental practice management. With twelve issues published a year, it is one of the most frequent and highly-circulated titles and among the most valued sources of information on the German dental market. This level of popularity also applies to the title's supplements ZWP spezial and ZWP extra. Both publications cover selected topics and latest trends and developments in the dental industry. Due to the ZWP's core readership of key opinion leaders, primary decision makers and business owners in the dental sector, it provides an excellent advertising environment to reach a highly engaged audience. With regards to its yearly advertising volume, ZWP holds a leading position among other advertising media in the German dental market and earns top ranking among monthly dental journals currently available.

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ZWP spezial

PRINT RUN: 40.800



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ISSUE	EDITORIAL DEADLINE	AD DEADLINE	RELEASE DATE	TOPIC	FORMAT	LIST PRICE
1+2 17	13-Jan	20-Jan	10-Feb	KONS I Esthetic Dentistry	1/1	5.450,-
3 17	10-Feb	17-Feb	10-Mar	Preview at IDS 2017	1/2	3.250,-
4 17	17-Mar	24-Mar	13-Apr	Review at IDS 2017	1/3	2.650,-
5 17	13-Apr	21-Apr	12-May	Practice Equipment		
6 17	19-May	26-May	16-Jun	Practice Hygiene		
7+8 17	14-Jul	21-Jul	11-Aug	Implantology		
9 17	18-Aug	25-Aug	15-Sep	Design Award 2017		
10 17	15-Sep	22-Sep	13-Oct	Bone & Tissue Regeneration		
11 17	13-Oct	20-Oct	10-Nov	Prophylaxis I Oral Hygiene		
12 17	10-Nov	17-Nov	08-Dec	Endodontics		

PROFILE

ZWP Zahnarzt Wirtschaft Praxis comes with the monothematic supplement ZWP spezial. It provides in-depth coverage of latest developments and current trends in the dental sector and offers an ideal platform for issue-related advertisements. Current trends in the dental sector and offers an ideal platform for issue-related advertisements.

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ISSUE	EDITORIAL DEADLINE	AD DEADLINE	RELEASE DATE	TOPIC	FORMAT	LIST PRICE
1117	20-Jan	03-Feb	17-Feb	Prosthodontics I Preview at IDS 2017	1/1	2.950,-
2117	31-Mar	07-Apr	21-Apr	Materials I Review at IDS 2017	1/2	2.150,-
3117	19-May	09-Jun	23-Jun	Esthetics I 20th Anniversary ZWL	1/3	1.750,-
4117	21-Jul	04-Aug	18-Aug	Digital Dentistry		
5117	15-Sep	29-Sep	13-Oct	Lab Equipment		
6117	10-Nov	24-Nov	08-Dec	Function		

ZWL Zahntechnik Wirtschaft Labor

PRINT RUN: 10.000



By scanning the QR code the current issue of the publication will be displayed.

Find more details at www.oemus.com/mediadaten

PROFILE

For more than 20 years, ZWL Zahntechnik Wirtschaft Labor has successfully been the primary source of information for dental lab owners and provided advice for all professional and economic aspects involved in running and sustaining a modern lab. 10,000 German laboratories receive updates on the development and trends in dental technology in six annual ZWL issues. User-oriented specialist articles, market reviews and concise updates from the dental industry provide laboratory owners with the best-possible overview on current trends. In addition, articles on laboratory management and marketing inspire entrepreneurial actions and attitude. 2017 marks the publication's 20th anniversary, causing its editors to take authors and industry on a review of 20 successful years ZWL Zahntechnik Wirtschaft Labor.

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Dental Tribune German Edition

PRINT RUN: 20.000



By scanning the QR code the current issue of the publication will be displayed. Find more details at www.oemus.com/mediadaten

ISSUE	EDITORIAL DEADLINE	AD DEADLINE	RELEASE DATE	SUPPLEMENT	FORMAT	LIST PRICE
1117	01-Feb	13-Jan	04-Jan	Paradontologie	1/1	3.450,-
2117	08-Mar	13-Feb	06-Feb	Digitale ZHK I Preview at IDS 2017	1/2	2.450,-
3117	12-Apr	20-Mar	06-Feb	Bone & Tissue regeneration I Review at IDS 2017	1/3	1.850,-
4117	07-Jun	19-May	08-May	KONS/Esthetics I Zahnärztliche Assistenz	Combination DT German + DT Austrian + DT Swiss	
5117	02-Aug	14-Jul	10-Jul	Prophylaxis	Print run: 32.000	
6117	06-Sep	18-Aug	07-Aug	Endodontics I Bayerischer Zahnärztetag		
7117	18-Oct	29-Sep	18-Sep	Implantologie	1/1	6.700,-
8117	29-Nov	10-Nov	30-Oct	Prothetik I Zahnärztliche Assistenz	1/2	5.000,-
					1/3	3.900,-

PROFILE

Dental Tribune Germany is part of the worldwide dental newspaper family Dental Tribune. In this context, Dental Tribune German Edition is focused on the coverage of national and international know-how-transfer and current developments in science and practice. Dental Tribune Germany is directly linked to Germany's largest dental specialist and information platform www.zwp-online.info, thus providing large-scale in-depth information and crosslinks as well as dental video content, image galleries, user reports and information on exhibitions and congresses.

G.I.M. [General Interest Media]



Zahnärztliche Assistenz | Supplement of DT Germany PRINT RUN: 20.000



By scanning the QR code the current issue of the publication will be displayed. Find more details at www.oemus.com/mediadaten

ISSUE	EDITORIAL DEADLINE	AD DEADLINE	RELEASE DATE	SUPPLEMENT	FORMAT	LIST PRICE
1117	8-May	19-May	7-Jun	Supplement of Dental Tribune German Edition 4 17	1/1	3.450,-
2117	30-Oct	10-Nov	29-Nov	Supplement of Dental Tribune German Edition 8 17	1/2 1/3	2.450,- 1.850,-

PROFILE

Twice a year in June and in November Dental Tribune Germany is accompanied by the Zahnärztliche Assistenz. This publication is aimed at aspirational dental assistants, dental hygienists and practice assistants who wish to pursue a continuous professional development and to keep sight of the constantly changing needs of their profession. It mixes product information with experts' articles, latest news with lifestyle tips and provides up-to-date information regarding learning opportunities and educational events. This innovative format is an excellent platform to reach the highly qualified, engaged and diverse target group of dental personnel.

G.I.M. [General Interest Media]



Dental Tribune Austrian Edition

PRINT RUN: 6.000



By scanning the QR code the current issue of the publication will be displayed. Find more details at www.oemus.com/mediadaten

ISSUE	EDITORIAL DEADLINE	AD DEAD-LINE	RELEASE DATE	SUPPLEMENT	FORMAT	LIST PRICE
1117	04-Jan	13-Jan	01-Feb	Periodontics	1/1	1.950,-
2117	06-Feb	13-Feb	08-Mar	Digital Dentistry	1/2	1.650,-
3117	06-Mar	20-Mar	12-Apr	Bone & Tissue regeneration WID today	1/3	1.350,-
4117	08-Mai	19-Mai	07-Jun	KONS/Esthetics	Combination DT German + DT Austrian + DT Swiss Print run: 32.000	
5117	10-Jul	14-Jul	02-Aug	Prophylaxis		
6117	07-Aug	18-Aug	06-Sep	Endodontics	1/1	6.700,-
7117	18-Sep	29-Sep	18-Oct	Implantology	1/2	5.000,-
8117	30-Oct	10-Nov	29-Nov	Prosthodontics	1/3	3.900,-

PROFILE

Dental Tribune Austria is part of the worldwide dental newspaper family Dental Tribune. In this context, Dental Tribune Swiss Edition is focused on the coverage of national and international know-how-transfer and current developments in science and practice. Dental Tribune Austria is directly linked to Germany's largest dental specialist and information platform www.zwp-online.info, thus providing large-scale in-depth information and crosslinks as well as dental video content, image galleries, user reports and information on exhibitions and congresses.

G.I.M. [General Interest Media]



Dental Tribune Swiss Edition PRINT RUN: 6.000



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ISSUE	EDITORIAL DEADLINE	AD DEADLINE	RELEASE DATE	SUPPLEMENT	FORMAT	LIST PRICE
1117	04-Jan	13-Jan	01-Feb	Periodontics	1/1	2.950,-
2117	06-Feb	13-Feb	08-Mar	Digital Dentistry	1/2	2.150,-
3117	06-Mar	20-Mar	12-Apr	Bone & Tissue regeneration	1/3	1.650,-
4117	08-May	19-May	07-Jun	KONS/Esthetics	Combination DT German + DT Austrian + DT Swiss	Print run: 32.000
5117	10-Jul	14-Jul	02-Aug	Prophylaxis		
6117	07-Aug	18-Aug	06-Sep	Endodontics	1/1	6.700,-
7117	18-Sep	29-Sep	18-Oct	Implantology	1/2	5.000,-
8117	30-Oct	10-Nov	29-Nov	Prosthodontics	1/3	3.900,-

PROFILE

Dental Tribune Switzerland is part of the worldwide dental newspaper family Dental Tribune. In this context, Dental Tribune Swiss Edition is focused on the coverage of national and international know-how-transfer and current developments in science and practice. Dental Tribune Switzerland is directly linked to Germany's largest dental specialist and information platform www.zwp-online.info, thus providing large-scale in-depth information and crosslinks as well as dental video content, image galleries, user reports and information on exhibitions and congresses.

G.I.M. [General Interest Media]



dentalfresh

PRINT RUN: 6.000



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ISSUE	EDITORIAL DEADLINE	AD DEADLINE	RELEASE DATE	TOPIC	FORMAT	LIST PRICE
1 17	03-Feb	10-Feb	09-Mar	IDS Preview Special student offers	1/1	2.650,-
2 17	02-Jun	09-Jun	30-Jun	IDS Review Digitalism - 3D in Dentistry	1/2	1.950,-
3 17	08-Sep	15-Sep	06-Oct	Endodontics	1/3	1.750,-
4 17	10-Nov	17-Nov	15-Dec	Implantology Prosthodontics		

PROFILE

University training and constant updates on the dental market are indispensable for successful dental studies and for the personal future. dentalfresh is to be understood as the official organ of the Federal Association of Dental Students in Germany (BdZM). The magazine is not only a nationwide information and discussion medium for all dental students, furthermore, the association also wants to provide a sustainable wide range of information for future dentists and assistants in order to support them in starting their career.

The magazine offers a one-time opportunity for industry to develop an early brand awareness of different dental products in the students' minds and to create an important basis for future purchase decisions of dental products for the practice. As the communication organ of the BdZM, dentalfresh informs about the association's activities as well as relevant economic and professional topics for students and assistants. dentalfresh stands out as a unique publication, distributed among dental students at all dental universities in Germany. With 6,000 copies and four editions per year, the publication dates are in line with German university semester dates.

G.I.M. [General Interest Media]



Studentenhandbuch Zahnmedizin

PRINT RUN: 2.500



By scanning the QR code the current issue of the publication will be displayed.

Find more details at www.oemus.com/mediadaten

ISSUE	EDITORIAL DEADLINE	AD DEADLINE	RELEASE DATE	FORMAT	LIST PRICE
Winter term 17 18	11-Aug	01-Sep	22-Sep	1/1	1.450,-

PROFILE

The Studentenhandbuch Zahnmedizin offers a wide variety of essential, up-to-date information for dental students nationwide in one guide: it informs about the universities' various fields and study programs, campus life, event dates and options for study financing. Additionally, it's glossary proves particularly helpful for those new in the field of dental studies. Published at the beginning of each winter term and with 3.000 yearly copies in total, the Studentenhandbuch Zahnmedizin provides to industry with an ideal advertising platform to market their brands and products to students at an early stage, effectively molding future purchasing decisions.

G.I.M. [General Interest Media]



ISSUE	EDITORIAL DEADLINE	AD DEADLINE	RELEASE DATE	FORMAT	LIST PRICE
2017	upon request	upon request	upon request	1/1	490,-

Ad Format:	1/1 4c DIN A4
Advertising Deadline:	upon request
Change of Motive:	quarterly
Distribution:	exclusively online via all relevant portals and platforms such as www.oemus.com , www.zwp-online.info , www.facebook.de , www.twitter.com , www.xing.com
Price in :	490,-
Run time:	1 year The agreement is valid for a period of at least one calendar year and will be tacitly extended for one further calendar year in each instance, unless said agreement is terminated by the subscribers one month before end of runtime of contract.
Discounts:	List price cannot be discounted

dental success | Young professionals

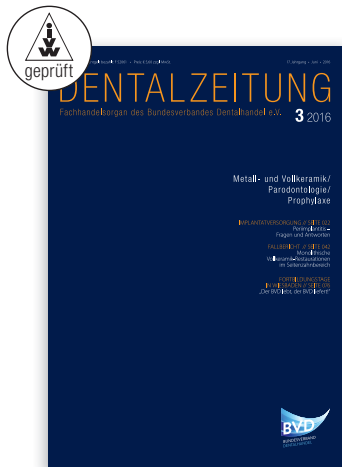


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PROFILE

Aiming at young dentists ready to start their own practice, the eBook dental success offers, in cooperation with the BdZA, career advice and food for thought regarding the successful launch of a practice and answers some of the most pressing questions surrounding the further management of a practice.

P.I.M. [Product Interest Media]



DENTALZEITUNG PRINT RUN: 50.000



By scanning the QR code the current issue of the publication will be displayed. Find more details at www.oemus.com/mediadaten

ISSUE	EDITORIAL DEADLINE	AD DEADLINE	RELEASE DATE	TOPIC	FORMAT	LIST PRICE
1117	03-Feb	13-Jan	03-Feb	Dentistry: Endodontics KONS Labs: Esthetics	1/1	5.850,-
2117	03-Mar	10-Feb	03-Mar	Dentistry: Diagnostic Labs: Implantology	1/2	4.150,-
REVIEW at IDS	28-Apr	07-Apr	28-Apr	Statements from Industry	1/3	3.350,-
3117	09-Jun	19-May	09-Jun	Dentistry: Periodontics Prophylaxis Labs: Metal & Full Ceramics		
4117	01-Sep	11-Aug	01-Sep	Dentistry: Practice Concepts Labs: Lab Concepts & Equipment		
5117	06-Oct	15-Sep	06-Oct	Dentistry: Practice Hygiene Labs: CAD/CAM		
6117	24-Nov	03-Nov	24-Nov	Dentistry: Digital Practice Labs: Digital Lab		

PROFILE

Not only does DENTALZEITUNG start another successful year as the official bulletin for the BVD (Bundesverband Dentalhandel) with its 18th volume in 2017, it also sets new quality standards, taking trade communication into a new era. Established as a cross-regional source of information for the German dental trade, DENTALZEITUNG is among Germany's highest-circulation dental publications with a circulation of 50,000 copies and a large-scale target audience in dental offices, dental laboratories and dental depots. The frequency of six issues per year is adapted to the bimonthly visiting cycle of a dental consultant, providing invaluable resource for specialist trade advisors by supporting their clients' informed purchasing decisions. DENTALZEITUNG features advice for product decisions in dental practices and the laboratory, including new and innovative products by specialist stores, which are extensively discussed in a dedicated section of DENTALZEITUNG. By publishing statements of leading representatives of the dental market, readers can recognise trends and developments fast, and promptly include them in their daily practice. By extensive analysis, research and user reports as well as expert comments, DENTALZEITUNG has become indispensable for trade-oriented product communication, a fact which is acknowledged by decision makers in practice and laboratory as well as sales consultants of dental specialist retailers.

P.I.M. [Product Interest Media]



DENTALZEITUNG *today*

PRINT RUN: 8.000



By scanning the QR code the current issue of the publication will be displayed. Find more details at www.oemus.com/mediadaten

ISSUE	DATE OF SHOW (CONDITIONALLY)	AD EDITORIAL DEADLINE	RELEASE DATE	TRADE SHOW	FORMAT	LIST PRICE
Leipzig	22–23-Sep 17	25-Aug	15-Sep	FACHDENTAL LEIPZIG	1/1	2.650,-
Munich	14-Oct	15-Sep	06-Oct	INFOTAGE DENTAL-FACHHANDEL	1/2	2.150,-
Stuttgart	20–21-Oct 17	22-Sep	13-Oct	FACHDENTAL SÜDWEST	1/3	1.750,-
Frankfurt	10–11-Nov 17	13-Oct	03-Nov	INFOTAGE DENTAL-FACHHANDEL		

PROFILE

The DENTALZEITUNG today is the exhibition newspaper authorized by the specialist trade organization for dental practice and laboratories in the catchment areas of the eight largest dental fairs in Germany. With free delivery to all members of the dental industry, it provides a comprehensive overview on new products, special offers and the latest trade promotions. The paper's custom-made product information and latest news enable economic decision makers from practice and lab to optimally prepare for the trade fair's advisory discussions. An easy-to-read exhibition plan with exhibitor index, practical tips as well as exhibition and street maps make this guide an ideal companion for any dental fair. With the additional distribution of the DENTALZEITUNG live at the dental exhibitions, this practical buyers' guide features not only a wide-range of useful and compact information with high entertainment value but also supports visitors after the trade fair with following-up and future purchasing decisions. DENTALZEITUNG today provides the exhibitor with an effective information and advertising platform and the possibility of having an excellent position within the growing advertising sector.

S.I.M. [Special Interest Media]



Implantologie Journal

PRINT RUN: 15.000



By scanning the QR code the current issue of the publication will be displayed. Find more details at www.oemus.com/mediadaten

ISSUE	EDITORIAL DEADLINE	AD DEADLINE	RELEASE DATE	TOPIC	FORMAT	LIST PRICE
1+217	13-Jan	20-Jan	03-Feb	Implantology – State of the Art Market Overview: Suppliers & Products	1/1	2.950,-
317	03-Feb	17-Feb	03-Mar	Preview at IDS 2017 The healthy Implant: Prevention, Tissue stability & Risk management Market Overview: Systems & Surfaces	1/2	2.220,-
417	03-Mar	24-Mar	07-Apr	Review at IDS 2017 Implant prosthetics Market Overview: Treatment Planning & Navigation	1/3	2.040,-
517	03-Apr	21-Apr	05-May	GBR & GTR in Implantology – Pt. 1 Market Overview: Bone Graft Substitutes		
617	05-May	19. May	02-Jun	GBR & GTR in Implantology – Pt. 2 Market Overview: Membranes		
7+817	07-Jul	21-Jul	04-Aug	Metal-free Implantology - Ceramics, Synthetics & Co Market Overview: Ceramic & Synthetic Implants		
917	04-Aug	18-Aug	01-Sep	The Aging Patient Preview: DGZI Annual Congress, 2017		
1017	01-Sep	15-Sep	29-Sep	Implantologic Concepts for highly reduced bone material Review: DGZI Annual Congress		
1117	10-Oct	24-Oct	03-Nov	Minimal invasive Implant Therapy		
1217	06-Nov	24-Nov	08-Dec	Digital Implantology Market Overview: DVT		

PROFILE

Since 2015, the Implantologie Journal has increased its yearly print circulation up to 15,000 copies and has raised its publication frequency from previously 8 to 10 issues a year. Despite those changes, the Journal's advert prices remained the same and will do so in the near future. Furthermore, the new Implantologie Journal – Journal für Implantologie, Parodontologie und Prothetik has expanded its range of topics: from specialists' articles and scientific contributions, in –depth research and congress reports, to information about the DGZI's work and activities as well as the latest news and trends in the dental industry. Being one of the OEMUS MEDIA AG's most important publications, the Implantologie Journal considers and promotes itself as a key media platform for the dental community. Particularly the CME ONLINE PRINT PACKAGE*, which combines print with online features, offers an excellent advertising environment to address a precise and highly engaged target group. As with all print products of the OEMUS MEDIA AG, the Implantologie Journal is also available online in e-paper format via pc, tablet or smartphone.

S.I.M. [Special Interest Media]



Endodontie Journal | Endodontics

PRINT RUN: 4.000



By scanning the QR code the current issue of the publication will be displayed.

Find more details at www.oemus.com/mediadaten

ISSUE	EDITORIAL DEADLINE	AD DEADLINE	RELEASE DATE	FORMAT	LIST PRICE
1 17	20-Jan	03-Feb	17-Feb	1/1	2.450,-
2 17	17-Mar	31-Mar	21-Apr	1/2	1.800,-
3 17	07-Jul	21-Jul	18-Aug	1/3	1.650,-
4 17	15-Sep	06-Oct	20-Oct		

PROFILE

The Oralchirurgie Journal is the official publication of the Professional Association of German Oral Surgeons (BDO) and as such addresses oral surgeons in Austria, Germany and Switzerland. The journal is the profession's authorized specialist medium and one of the key magazines in the sector. Received by more than 4,000 specialists quarterly, it features user-oriented case reports, in-depth studies, market overviews and customized product information as well as regular medical updates from the world of oral surgery.

BDO intern, one of the journal's sections, has been set up in particular to provide information about the BDO's various activities and to discuss all aspects of professional politics. Combining the advertising opportunities of both, the Implantologie Journal as well as the Oralchirurgie Journal, advertisers will be guaranteed to reach a higher number of surgical specialists than any other specialist medium in Germany. According to FaktenSchmied, an advertising research company, the Oralchirurgie Journal is the leading advertising medium in this particular product sector.

S.I.M. [Special Interest Media]



Prophylaxe Journal | Prophylaxis PRINT RUN: 5.000



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ISSUE	EDITORIAL DEADLINE	AD DEADLINE	RELEASE	TOPIC	FORMAT	LIST PRICE
1117	09-Jan	20-Jan	03-Feb		1/1	2.950,-
2117	27-Feb	03-Mar	17-Mar	Preview at IDS 2017	1/2	2.220,-
3117	28-Apr	12-May	26-May	Review at IDS 2017	1/3	2.040,-
4117	21-Jul	04-Aug	18-Aug			
5117	22-Sep	06-Oct	20-Oct			
6117	10-Nov	24-Nov	11-Dec			

PROFILE

In 2015, OEMUS MEDIA AG's journals underwent a comprehensive relaunch. In addition to a consistent redesign of the layout, their range of topics were extended and Prophylaxe Journal was given its new title: By rebranding Dentalhygiene Journal to Prophylaxe Journal, OEMUS MEDIA AG addresses the journal's target group even more explicitly. Prophylaxe Journal targets prevention-oriented dentists and periodontologists as well as dental assistants. With 19 volumes, the journal has established itself as a targeted specialist publication with 5,000 regular readers. Prophylaxe Journal promotes professions such as dental hygienists, dental assistants and dental prophylaxis assistants. Its specialist readers are provided with user-oriented case reports, studies, market overviews, concise product information and news, thus being regularly updated on current developments in periodontology and prophylaxis. Because of its popularity, the publication frequency of Prophylaxe Journal, was raised from four to six issues a year in 2016.

S.I.M. [Special Interest Media]



Endodontie Journal | Endodontics

PRINT RUN: 4.000



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ISSUE	EDITORIAL DEADLINE	AD DEADLINE	RELEASE DATE	FORMAT	LIST PRICE
1 17	27-Jan	13-Feb	27-Feb	1/1	2.450,-
2 17	10-Apr	24-Apr	15-May	1/2	1.800,-
3 17	07-Aug	28-Aug	11-Sep	1/3	1.650,-
4 17	30-Oct	20-Nov	04-Dec		

PROFILE

The Endodontie Journal aims to reach all dentists specializing in the field of endodontics within the German speaking market. Received by more than 4,000 specialists, it is one of the sector's leading magazines providing regular medical updates from the world of endodontics. The journal comprises user-oriented case reports, detailed studies, market overviews and condensed product information and is the prime advertising medium in this particular product segment. It offers a particularly attractive advertising space for those companies specializing in products ranging from instruments, diagnostics, filling and consumer material, to pharmaceutical preparations, services and data processing in endodontics.

S.I.M. [Special Interest Media]



ZT Zahntechnik Zeitung | Dental Technicians PRINT RUN: 8.000



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ISSUE	EDITORIAL DEADLINE	AD DEADLINE	RELEASE DATE	TOPIC	FORMAT	LIST PRICE
1117	09-Dec	02-Jan	13-Jan		1/1	2.950,-
2117	20-Jan	27-Jan	10-Feb		1/2	2.150,-
3117	24-Feb	03-Mar	10-Mar	DDT Review ZT Guide	1/3	1.950,-
4117	25-Mar	31-Mar	13-Apr	Review at IDS 2017		
5117	28-Apr	05-May	19-May			
6117	26-May	02-Jun	16-Jun			
7+8117	21-Jul	28-Jul	11-Aug			
9117	18-Aug	25-Aug	08-Sep			
10117	15-Sep	29-Sep	06-Oct			
11117	13-Oct	20-Oct	03-Nov			
12117	10-Nov	17-Nov	01-Dec			

PROFILE

The dental industry's long-term success depends - more than ever before – on the early recognition of trends and the qualified assessment of new developments. Against this backdrop, the ZT Zahntechnik Zeitung has a unique selling point: it is the only independent newspaper format focusing on current topics in vocational politics and laboratory management. As such it provides vital, up-to-date information regarding the constantly evolving dental technology industry. The paper's editorial team consists of dental technicians, management experts, and specialized journalists with a wide range of experience in their respective industry sectors. Their expertise provides the necessary know-how to successfully manage the daily laboratory life and to support the right strategic positioning on a competitive and rapidly growing market.

S.I.M. [Special Interest Media]



ISSUE	EDITORIAL DEADLINE	AD DEADLINE	RELEASE DATE	FORMAT	LIST PRICE
1117	27-Jan	10-Feb	24-Feb	1/1	2.950,-
2117	24-Mar	04-Apr	21-Apr	1/2	2.150,-
3117	19-May	20-May	16-Jun	1/3	1.950,-
4117	21-Jul	04-Aug	18-Aug		
5117	15-Sep	29-Sep	13-Oct		
6117	10-Nov	24-Nov	08-Dec		

PN Parodontologie Nachrichten I

Periodontics

PRINT RUN: 4.000



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Find more details at www.oemus.com/mediadaten

PROFILE

The PN Parodontologie Nachrichten is the ideal source of news and information for dentists specializing in periodontology and implantology. The focus of the paper's media coverage lies on continuous education and training in advanced periodontics worldwide. In an easy-to-read format, international specialists from the field of periodontics give a comprehensive insight into latest scientific advances in their respective areas as well as the dental market in general. According to the principle "by specialists for specialists", the paper's articles actively contribute to both, first-rate scientific reporting in the field of periodontics as well as the successful development of the dental industry as a whole.

S.I.M. [Special Interest Media]



KN Kieferorthopädie Nachrichten PRINT RUN: 4.000



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ISSUE	EDITORIAL DEADLINE	AD DEADLINE	RELEASE DATE	TOPIC	FORMAT	LIST PRICE
1+2 17	02-Jan	03-Feb	17-Feb		1/1	2.950,-
3 17	27-Jan	03-Mar	17-Mar		1/2	2.150,-
4 17	03-Mar	07-Apr	21-Apr	Review at IDS 2017, Cologne/Germany Preview AAO Annual Session 2017, San Diego/USA	1/3	1.950,-
5 17	07-Apr	12-May	26-May	Review AAO Annual Session, San Diego/USA Preview EOS-Congress 2017, Montreux/Switzerland		
6 17	12-May	16-Jun	30-Jun	Review EOS-Congress Montreux/Switzerland		
7+8 17	07-Jul	11-Aug	25-Aug			
9 17	04-Aug	8-Sep	22-Sep	Preview DGKFO Annual Session 2017, Bonn/Germany		
10 17	08-Sep	13-Oct	27-Oct			
11 17	29-Sep	03-Nov	17-Nov	Review DGKFO Annual Session, Bonn/Germany		
12 17	27-Oct	01-Dec	15-Dec			

PROFILE

Published every month, KN Kieferorthopädie Nachrichten addresses dentists practicing in the field of orthodontics. The focus of the paper's up-to-date media coverage is the continuous education in advanced orthodontic treatments worldwide. In an easily accessible format, international specialists in orthodontics give a comprehensive overview of the latest scientific advances in their respective areas as well as the dental market in general. According to the principle "by specialists for specialists", the publication's articles actively contribute to both, the first-rate scientific reporting in the field of orthodontics as well as the successful development of the dental industry as a whole.

S.I.M. [Special Interest Media]



KN KOMPENDIUM

PRINT RUN: 5.000



By scanning the QR code the current issue of the publication will be displayed.

Find more details at www.oemus.com/mediadaten

ISSUE	EDITORIAL DEADLINE	AD DEADLINE	RELEASE DATE	TOPIC	FORMAT	LIST PRICE
2017	27-Oct	01-Dec	15-Dec	Digital Practice-Workflow	1/1	3.150,-
					1/2	2.450,-
					1/3	1.950,-

PRINT RUN | Distribution

4.000 copies as supplement of KN Kieferorthopädie Nachrichten, ISSUE 12|17

1.000 additional copies

FORMAT

200 x 280 mm

PROFILE

The KN Kompodium is published once a year as a supplement to KN Kieferorthopädie Nachrichten. The comprehensive reference book is designed to provide professionals in dental care with detailed insights into orthodontic appliances and techniques. Furthermore, compiled by a highly dedicated editorial team, the compendium offers an excellent platform for advertisers to reach a highly targeted group of readers and to place topic-related promotional messages that will guarantee a high return on advertising investment.

S.I.M. [Special Interest Media]



cosmetic dentistry – beauty & science

German Edition

PRINT RUN: 4.000



By scanning the QR code the current issue of the publication will be displayed. Find more details at www.oemus.com/mediadaten

ISSUE	EDITORIAL DEADLINE	AD DEADLINE	RELEASE DATE	FORMAT	LIST PRICE
1 17	30-Jan	27-Feb	March	1/1	2.950,-
2 17	03-Apr	21-Apr	May	1/2	2.220,-
3 17	03-Jul	17-Jul	August	1/3	2.040,-
4 17	21-Aug	18-Sep	October		

PROFILE

First published in 2003, cosmetic dentistry, the interdisciplinary specialist publication for high-end dentistry, is one of the most popular publications on the German dental market. Facing the rapidly growing demand for perfectly fitting, high quality esthetic solutions, cosmetic dentistry aims at dentists, oral and maxillofacial surgeons and orthodontics and covers key issues surrounding the restoration and improvement of functional and natural proportions in mouth, jaw and facial-sections. It also provides advice and information on latest developments and trends in modern dental medicine promoting a responsible use and effective application of new dental technologies. The reporting comprises specialist articles, clinical studies, case and industry reports, product reviews, news and life style pieces.

S.I.M. [Special Interest Media]



face – interdisziplinäres Magazin

I Esthetics

PRINT RUN: 4.000



By scanning the QR code the current issue of the publication will be displayed.

Find more details at www.oemus.com/mediadaten

ISSUE	EDITORIAL DEADLINE	AD DEADLINE	RELEASE DATE	FORMAT	LIST PRICE
1 17	20-Jan	10-Feb	March	1/1	2.950,-
2 17	21-Apr	12-May	June	1/2	2.220,-
3 17	21-Jul	11-Aug	September	1/3	2.040,-
4 17	22-Sep	13-Oct	November		

PROFILE

Considering beauty as a highly complex, multidisciplinary concept, face - interdisciplinary magazine for aesthetics covers all relevant disciplines and areas of esthetic medicine, including esthetic and plastic surgery, dermatology and cosmetic medicine. It offers in form of practice-oriented case reports, information on invasive and non-invasive therapy methods as well as a variety of relevant aspects of the cosmetic caring field while aiming to provide a better understanding of latest scientific findings and new interdisciplinary treatment concepts. Presenting latest social trends on youth, beauty and health in a unique, highly-appealing and exclusive manner, face is published four times a year, with a total of 4.000 copies.

S.I.M. [Special Interest Media]



digital dentistry – practice & science

German Edition

PRINT RUN: 4.000



By scanning the QR code the current issue of the publication will be displayed.

Find more details at www.oemus.com/mediadaten

ISSUE	EDITORIAL DEADLINE	AD DEADLINE	RELEASE DATE	TOPIC	FORMAT	LIST PRICE
1 17	13-Jan	10-Feb	10-Mar	Preview at IDS 2017	1/1	2.950,-
2 17	21-Apr	19-May	16-Jun	Review at IDS 2017	1/2	2.220,-
3 17	21-Jul	18-Aug	15-Sep		1/3	2.040,-
4 17	22-Sep	20-Oct	17-Nov			

PROFILE

digital dentistry is devoted to future trends in the digitalization of the dental practice and dental technology. At the core of the magazine's editorial coverage are comprehensive, user-orientated reports on the application of digital technologies in practice and lab. In addition to case studies and user reports that facilitate the smooth application of new dental technologies, digital dentistry also provides valuable information about current trends and latest developments. Custom-made product information and market overviews complete the selected editorial content. Aiming at both, dentists and dental technicians, digital dentistry addresses a wide range of topic-related key issues and gives valuable advice regarding the benefits of an optimized cooperation, communication and patient care.

S.I.M. [Special Interest Media]



implants – international magazine of oral implantology

PRINT RUN: 10.000



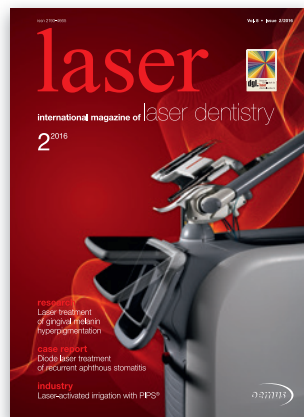
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ISSUE	EDITORIAL DEADLINE	AD DEADLINE	RELEASE DATE	TOPIC	FORMAT	LIST PRICE
1117	13-Jan	10-Feb	10-Mar	Preview at IDS 2017	1/1	3.250,-
2117	10-Mar	07-Apr	05-May	Review at IDS 2017	1/2	2.450,-
3117	14-Jul	11-Aug	15-Sep	Previews: DGZI Annual Session & EAO Congress, Madrid (Spain)	1/3	1.850,-
4117	15-Sep	13-Oct	11-Nov	Reviews: DGZI Annual Session & EAO Congress		

PROFILE

As a scientific journal in English, “implants - international magazine of oral implantology” enjoys a rapidly growing international audience with readers in more than a 100 countries. Published in cooperation with DGZI e.V. (German Association of Dental Implantology), the magazine is dedicated to the transfer of implantology know-how. Its highly-specialised readership is provided with regular updates on current developments in implantology by user-oriented case reports, scientific studies and concise product information. Reports on international specialist congresses and symposia are of special interest, including DGZI's international activities, whose 11,000 members and associates form an extensive implantological network. More than 80 percent of the magazine's copies are distributed directly to members and subscribers. Moreover, implants can be obtained at more than 50 international dental exhibitions and congresses. Implants – international magazine of oral implantology is published in English (BE).

S.I.M. [Special Interest Media]



laser – international magazine of laser dentistry

PRINT RUN: 4.000



By scanning the QR code the current issue of the publication will be displayed. Find more details at www.oemus.com/mediadaten

ISSUE	EDITORIAL DEADLINE	AD DEADLINE	RELEASE DATE	TOPIC	FORMAT	LIST PRICE
1 17	20-Jan	17-Feb	10-Mar	Preview at IDS 2017	1/1	2.250,-
2 17	14-Apr	12-May	09-Jun	Review at IDS 2017	1/2	1.650,-
3 17	04-Aug	18-Aug	19-Sep	DGL-Congress-Preview/Abstracts	1/3	1.500,-
4 17	20-Oct	03-Nov	24-Nov	DGL-Congress-Review/Abstracts		

PROFILE

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.

S.I.M. [Special Interest Media]



Annual Book Implantologie

PRINT RUN: 5.000



By scanning the QR code
the current issue of the
publication will be displayed.
Find more details at
www.oemus.com/mediadaten

PRINT RUN	EDITORIAL DEADLINE	AD DEADLINE	RELEASE DATE	FORMAT	LIST PRICE
5.000	09-Dec	20-Jan	17-Feb	1/1 + PR	2.250,-
				1/1	1.500,-
				1/2	1.250,-
				1/3	950,-

PROFILE

With the 23rd edition of Jahrbuch Implantologie, OEMUS MEDIA AG publishes an up-to-date and fully revised compendium on implantology in the dental practice and lab. Internationally renowned authors from the world of science, practice and industry discuss all aspects of implantology and provide invaluable advice on economic matters for start-up enterprises. Numerous case studies and more than 350 colored illustrations document the broad spectrum of implantology while issue-related, in-depth market overviews allow a unique insight into current implant systems, ceramic & esthetic components, bone graft substitutes, membranes, surgical units, piezoelectric devices and navigation systems. Furthermore, the Jahrbuch Implantologie provides companies with an excellent advertising environment to present their current as well as upcoming products and service concepts. The publication also gives information about further educational programs and various dentists' associations in the field of implantology. The annual publication is distributed among the participants of the START UP programs and the EXPERTENSYPOSIUM. In addition to that target group, all participants attending in implantology congresses and subject-related events organized by OEMUS MEDIA AG will receive a copy of the compendium. Expressed in figures, the numbers are: of a total of 5.000 copies yearly, 3,000 to 4,000 copies will be distributed among participants of congresses and events cited above, the remaining quantity will be sold.

S.I.M. [Special Interest Media]



Annual Book

Digital Dentale Technologien

PRINT RUN: 1.000



By scanning the QR code the current issue of the publication will be displayed.

Find more details at www.oemus.com/mediadaten

PRINT RUN	EDITORIAL DEADLINE	AD DEADLINE	RELEASE DATE	FORMAT	LIST PRICE
1.000	05-Dec	23-Jan	February	1/1 + PR	1.750,-
				1/1	1.350,-
				1/2	950,-
				1/3	750,-

PROFILE

The Jahrbuch Digitale Dentale Technologien is published in connection with the congress series Digitale Dentale Technologien, which is successfully organized and held by the Dental Training Center Hagen and the OEMUS MEDIA AG. The comprehensive compendium provides up-to-date information tailored to the target group of dentists and dental technicians. In the same way as the Jahrbuch Implantologie and the Jahrbuch Laserzahnmedizin provide issue-related up-to-date information, the Jahrbuch Digitale Dentale Technologien informs about the latest trends and developments in digital dentistry in the form of detailed user reports and case studies, custom-made product information and in-depth market reviews. Internationally established authors from science, practice and industry cover topics such as 3D-diagnostics, computer-assisted navigation, prosthetic planning as well as color mark-up and CAD/CAM production. Readers are provided with invaluable, practice-oriented advice on how best to enter the "digital world" of dentistry and what strategies to follow in order to achieve a successful economic integration of digital technology into the practice and the lab. As such, the compendium addresses beginners as well as experienced users who seek to expand their range of services and secure their position in the ever evolving sector of digital dental technology.

S.I.M. [Special Interest Media]



Annual Book

Laserzahnmedizin

PRINT RUN: 1.000



By scanning the QR code the current issue of the publication will be displayed.

Find more details at
www.oemus.com/mediadaten

PRINT RUN	EDITORIAL DEADLINE	AD DEADLINE	RELEASE DATE	FORMAT	LIST PRICE
1.000	04-Aug	28-Aug	September	1/1 + PR	1.750,-
				1/1	1.350,-
				1/2	950,-
				1/3	750,-

PROFILE

The Jahrbuch Laserzahnmedizin is published in connection with the congress series Annual DGL Conference and LASER START UP which is successfully organized and held by the OEMUS MEDIA AG. The comprehensive compendium provides up-to-date information on laser applications in the modern dental practice. Internationally established authors from the world of science, practice and industry discuss the basic principles of laser technology. Numerous case studies and more than a 190 colored illustrations document the wide-ranging spectrum of laser applications in dentistry. Furthermore, companies provide the highly targeted audience with information on latest products and service concepts. Topic-related market overviews give a unique insight into CO₂-Laser, Er:YAG laser, Nd:YAG laser, diode laser and therapeutic lasers. With this compendium, beginners as well as experienced users will find invaluable advice on all aspects of this trend-setting dental discipline. The 250 participants of the congress series DGL ANNUAL CONGRESS and LASER START UP will receive a free copy of the Jahrbuch Laserzahnmedizin

S.I.M. [Special Interest Media]



Annual Book Endodontie

PRINT RUN: 1.500



By scanning the QR code the current issue of the publication will be displayed. Find more details at www.oemus.com/mediadaten

PRINTRUN	EDITORIAL DEADLINE	AD DEADLINE	RELEASE DATE	FORMAT	LIST PRICE
1.500	29. September	13. October	November	1/1 + PR	2.250,-
				1/1	1.500,-
				1/2	1.250,-
				1/3	950,-

PROFILE

Acknowledging the growing importance of endodontics in the daily practice of dentists worldwide, OEMUS MEDIA AG presents the 5th edition of its endodontic compendium *Jahrbuch Endodontie*. Internationally renowned authors from the world of science, practice and industry address all aspects of endodontic therapy and provide numerous resources and invaluable tips on treatment procedures and specialized work processes. A large variety of scientific articles, user reports and case studies demonstrate a broad spectrum of professional knowledge. Issue-related market overviews offer key insights on new and innovative market practices and latest devices, materials, instruments and technologies. In this respect, products which have already been introduced to the market as well as recent innovations are presented by the compendium. Furthermore, the *Jahrbuch Endodontie* comprises news and information about accounting and invoicing, legal aspects, advanced training programs, dental societies and professional policy. The compendium's 1,500 copies a year are directly distributed at a variety of endodontic congresses and acknowledged Curricula (DGET/DGZ) as well as to participants of specialist courses organised by OEMUS MEDIA AG. In addition, *Jahrbuch Endodontie* is available for general sale and will be distributed by the OEMUS MEDIA AG online and via print media. The compendium is aimed at beginners as well as experienced users who would like to include endodontic treatments to their range of services, thus strengthening their position on the dental care market.

S.I.M. [Special Interest Media]



Annual Book

Prävention & Mundhygiene

PRINT RUN: 1.500



By scanning the QR code the current issue of the publication will be displayed.

Find more details at
www.oemus.com/mediadaten

PRINT RUN	EDITORIAL DEADLINE	AD DEADLINE	RELEASE DATE	FORMAT	LIST PRICE
1.500	17-Mar	31-Mar	April	1/1 + PR	2.250,-
				1/1	1.500,-
				1/2	1.250,-
				1/3	950,-

PROFILE

The power of prevention is omnipresent and preventative health care an essential part of all medical areas, including the dentistry sector. The 3rd edition of the Jahrbuch Prävention & Mundhygiene moves this highly topical issue further to the fore and explores in great detail the subjects of prevention and oral hygiene. Internationally renowned authors from the fields of economy, practice and industry discuss fundamental and advanced aspects of this specialised area and offer useful tips for the daily practice. Numerous scientific articles, practice-oriented user studies as well as case reports document a broad and constantly growing application spectrum. Suppliers from the relevant industry sector promote their products and service concepts while current market reviews allow an up-to-date insight into latest devices, materials, instruments and technologies. With a print-run of 1,500 copies yearly and on-site distribution at issue-related conferences and training courses, the Jahrbuch Prävention & Mundhygiene guarantees to reach both beginners and experienced practitioners. In addition, the compendium is available for purchase online and via print channels of the OEMUS MEDIA AG.

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Annual Book

Hygiene

PRINT RUN: 1.500



By scanning the QR code the current issue of the publication will be displayed.

Find more details at www.oemus.com/mediadaten

PRINT RUN	EDITORIAL DEADLINE	AD DEADLINE	RELEASE DATE	FORMAT	LIST PRICE
1.500	27-Feb	31-Mar	May	1/1 + PR	2.250,-
				1/1	1.500,-
				1/2	1.250,-
				1/3	950,-

PROFILE

For the first time OEMUS MEDIA AG introduces a most up-to-date compendium for the field of hygiene, sterilisation, disinfection, and treatment. Renowned authors from science and practice as well as from the industry will discuss subject-related basics and numerous practical aspects. In addition, market overviews will provide a concise survey of devices, materials, and instruments as well as technologies available in this sector. All suppliers will be given best-possible opportunities to introduce their products and service concepts. With a circulation of 1,500 copies and a direct distribution to all attendees of the topic-relevant seminars by OEMUS MEDIA AG, Jahrbuch Hygiene addresses the relevant target group in the most direct manner.

OEMUS MEDIA AG – innovations in dental publishing



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Company profile

Over the last 23 years, Oemus Media AG has become an established, leading global publisher specialised in dental medicine. In addition to a range of more than 20 specialised publications only on the German market, the publisher is also one of the major providers of congresses and seminars for dentists, dental technicians and dental assistants. In 1994, OEMUS MEDIA AG emerged from a freelancing educational institute. At the time of the company's establishment, nobody expected or imagined that this idea would grow to become a publishing house operating worldwide and employing more than 100 people. Facing the health-political changes in the country, company founder Torsten Oemus created a logical but at that time little-understood publishing concept. Today's "state of the art" intention of dentists with regard to their business activities faced a strong resistance in the middle of the 1990s. The principles of a practice which is lead in an entrepreneurial manner have grown to be the basis of a self-sustainable publisher's portfolio that covers all sectors of dental medicine and dental technique basing on the foundation of OEMUS MEDIA AG's flagship publication – ZWP Zahnarzt Wirtschaft Praxis. Beyond that, OEMUS MEDIA AG became a trendsetter in the specialisation of dentists but also was the first German dental publishing house which developed a well-coordinated range of magazines

and events via its journal series and its newcomer congresses. In addition to its economical magazine for dental technicians (ZWL Zahntechnik Wirtschaft Labor) and professional political newspaper formats for dentists, orthodontists and dental technicians, OEMUS MEDIA AG also publishes the organ of the Federal Association for the German Dental Trade (Bundesverbandes Deutscher Dentalhandel) Dentalzeitung, and the internationally renowned exhibition newspaper today. The latest trend – and again OEMUS MEDIA AG can be seen as the initiator – is the focusing of interdisciplinary treatment concepts in the high-end sector of dental medicine as well as the interface to aesthetic surgery. Here, the magazines cosmetic dentistry and face have been positioned on the market since 2003 and the first interdisciplinary congresses for aesthetic surgeons and dentists have been held since. Among others, the publisher is currently focusing on the advancement of the existing print offers for patient communication.



Learn more about OEMUS MEDIA AG
by scanning the QR code for our virtual tour.
OEMUS MEDIA AG is presented in a 360grad
show on www.zwp-online.info

www.oemus.com

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