G.I.M. [General Interest Media]
P.I.M. [Product Interest Media]
S.I.M. [Special Interest Media]

MEDIA KIT
PRINT 2018

Prices valid as of 01.01.2018

OEMUS MEDIA AG—Innovator of Dental Media & Information

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www.oemus.com

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 entrepreneurialy 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 (Bundesverband Dentalhandel) DENTALZEITUNG, and the internationally renowned exhibition newspaper *today*.

Since 2008, OEMUS MEDIA AG is hosting ZWP online—one of the most famous and successful dental news and information portals in the German speaking countries.

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

G.I.M. [General Interest Media]

geprüft

ISSUE	EDITORIAL DEADLINE	AD DEADLINE	RELEASE DATE	TOPIC	FORMAT	LIST PRICE
1+2/2018	12 Jan	19 Jan	**09 Feb**	Implantology Market 2018	1/1	5,450
3/2018	09 Feb	16 Feb	**09 Mar**	Periodontics I Prophylaxis	1/2	3,250
4/2018	09 Mar	16 Mar	**06 Apr**	Digital Dentistry	1/3	2,650
5/2018	13 Apr	20 Apr	**11 May**	Implantology vs Conventional Therapies		
6/2018	18 May	25 May	**15 Jun**	Paediatric Dentistry		
7+8/2018	13 Jul	20 Jul	**10 Aug**	Endodontics I Tooth Prevention		
9/2018	17 Aug	24 Aug	**14 Sep**	Dentistry 50+		
10/2018	14 Sep	21 Sep	**12 Oct**	Prosthetics—Conventional vs Digital		
11/2018	12 Oct	19 Oct	**09 Nov**	Diagnostics in Dentistry		
12/2018	09 Nov	16 Nov	**07 Dec**	Quality Management I Practice Hygiene		

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

Profile

For more than 23 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 a year (two double issues), 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. As a brand, ZWP gains further significance by the growing success of ZWP online, the online platform providing news and updates as they happen as well as information on products, companies and events.

G.I.M. [General Interest Media]

ISSUE	EDITORIAL DEADLINE	AD DEADLINE	RELEASE DATE	TOPIC	FORMAT	LIST PRICE
1+2/2018	12 Jan	19 Jan	**09 Feb**	Periodontics	1/1	5,450
3/2018	09 Feb	16 Feb	**09 Mar**	Laser in Dentistry	1/2	3,250
4/2018	09 Mar	16 Mar	**06 Apr**	Dental Education in 2018	1/3	2,650
5/2018	13 Apr	20 Apr	**11 May**	Practice Equipment		
6/2018	18 May	25 May	**15 Jun**	Practice Hygiene		
7+8/2018	13 Jul	20 Jul	**10 Aug**	Implantology		
9/2018	17 Aug	24 Aug	**14 Sep**	Design Award 2018		
10/2018	14 Sept	21 Sept	**12 Oct**	Bone & Tissue Regeneration		
11/2018	12 Oct	19 Oct	**09 Nov**	Prophylaxis I Oral Hygiene		
12/2018	09 Nov	16 Nov	**07 Dec**	Endodontics		

ZWP spezial

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

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. ZWP spezial is the all-time supplement of ZWP Zahnarzt Wirtschaft Praxis.

All dates are subject to change. Prices are valid only for 4c advertisements. Prices in EUR, plus the legal value-added tax. Forther formats and prices upon request.
*not IVW/EDA certified

G.I.M. [General Interest Media]

ISSUE	EDITORIAL DEADLINE	AD DEADLINE	RELEASE DATE	TOPIC	FORMAT	LIST PRICE
1/2018	15 Jan	02 Feb	**16 Feb**	Prosthodontics	1/1	2,950
2/2018	19 Mar	06 Apr	**20 Apr**	Materials	1/2	2,150
3/2018	22 May	08 Jun	**22 Jun**	Aesthetics	1/3	1,750
4/2018	16 Jul	03 Aug	**17 Aug**	Digital Dentistry		
5/2018	12 Sep	28 Sep	**12 Oct**	Lab Equipment		
6/2018	05 Nov	23 Nov	**07 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 ZWL issues per year. 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.

G.I.M. [General Interest Media]

Profile of Dental Tribune

DENTAL TRIBUNE GERMAN EDITION | DENTAL TRIBUNE AUSTRIAN EDITION | DENTAL TRIBUNE SWISS EDITION

Dental Tribune Germany, Austria and Switzerland are part of the worldwide dental newspaper family Dental Tribune. The editions are published in the respective language of each country and focus on the coverage of national and international know-how transfer and current developments in science and practice. Target groups include, among key opinion leaders, training-orientated dentists as well as members of expert societies and professional associations of implantology, oral and maxillofacial surgery, endodontics, periodontology, laser dentistry as well as aesthetic/cosmetic dentistry. Dentists and dental technicians in Austria and the German-speaking part of Switzerland, all receive a copy of Dental Tribune.

Twice a year and in connection with special industry events (e.g. IDS, WID, Dental Bern), regular DT editions are accompanied by the supplements Dental Tribune today and “Zahnärztliche Assistenz” (Dental assistant).

Dental Tribune Germany, Austria and Switzerland are directly linked to the international information portal www.dentaltribune.com as well as to Germany’s largest dental specialist and news platform www.zwp-online.info, thus providing large-scale in-depth information and crosslinks as well as video content, image galleries, user reports and information on current exhibitions and congresses.

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G.I.M. [General Interest Media]

Outlook 2018

D-A-CH (Germany-Austria-Switzerland) as a dental economic region and information area is increasingly interconnected. Against this backdrop, Dental Tribune focuses on interlinking the national editions' content (Book D-A-CH) with regard to science, market developments and news. By the same token, national components of each edition are reinforced and further developed by, for example, covering aspects of each country's specific professional as well as health politics (National Book).

Permanent topics and categories with key issues

National Book	**Politics** (Professional & health policies, marketing, practice management) **Science** (Science news, expert societies, further training) **Market** (Company profiles, interviews, product information, news)
Book D-A-CH	**Science-related topics** (studies, scientific articles, case studies, expert interviews, news) **Market** (company profiles, interview, product information, news) **CME** (articles, webinar)

G.I.M. [General Interest Media]

Profile of Zahnärztliche Assistenz

SUPPLEMENT OF DENTAL TRIBUNE GERMAN EDITION

Twice a year, in June and in November, Dental Tribune Germany is accompanied by the supplement "Zahnärztliche Assistenz". Reflecting the ever-growing importance of dental assistants in modern dental practices, the publication is aimed at aspirational dental hygienists, dental assistants and prophylaxis assistants who wish to pursue a continuous professional development and stay tuned to the constantly changing requirements of their profession.

Patient and desk: The challenging workload of a dental assistant includes, among documentation and hygiene, accounting and new techniques in diagnosis and therapy. In addition to facilitating a dentist during treatment, a dental assistant also performs assigned tasks independently and according to her qualifications. Furthermore, a dental assistant's areas of responsibility cover the whole spectrum of practice organisation, ranging from reception tasks and purchasing of goods to the maintenance of devices.

Taking such a wide range of responsibilities into account, "Zahnärztliche Assistenz" provides its target group with product information, experts' articles, latest news and tips on day-to-day operations as well as up-to-date information regarding learning opportunities, fairs and educational events.

PRINT RUN: 20,000*

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ISSUE	EDITORIAL DEADLINE	AD DEADLINE	RELEASE DATE	FORMAT	LIST PRICE
1/2018	11 May	18 May	13 Jun	1/1	3,450
2/2018	12 Oct	19 Oct	07 Nov	1/2	2,450
				1/3	1,850

All dates are subject to change. Prices are valid only for 4c advertisements. Prices in EUR, plus the legal value-added tax. Forther formats and prices upon request.
*not IVW/EDA certified

G.I.M. [General Interest Media]

Release Dates Dental Tribune German Edition, Dental Tribune Austrian Edition and Dental Tribune Swiss Edition

PRINT RUN: 20,000

FORMAT	LIST PRICE
1/1	3,450
1/2	2,450
1/3	1,850

PRINT RUN: 6,000

FORMAT	LIST PRICE
1/1	1,950
1/2	1,650
1/3	1,350

PRINT RUN: 6,000

FORMAT	LIST PRICE
1/1	2,950
1/2	2,150
1/3	1,650

Combination DT German + DT Austrian + DT Swiss

FORMAT	LIST PRICE
1/1	6,700
1/2	5,000
1/3	3,900

Total print run: 32,000

ISSUE	EDITORIAL DEADLINE	AD DEADLINE	RELEASE DATE	TOPIC	SUPPLEMENT	COUNTRY OF SUPPLEMENT
1/2018	22 Dec	03 Jan	**02 Feb**	Periodontics		
2/2018	02 Feb	09 Feb	**02 Mar**	Digital Dentistry		
3/2018	09 Mar	16 Mar	**11 Apr**	Bone and Tissue Regeneration		
4/2018	06 Apr	12 Apr	**09 May**	Kons/Aesthetics	WID *today* Wiener Internationale Dentalausstellung	
					Dental Bern	
5/2018	11 May	18 May	**13 Jun**	Prophylaxis	Zahnärztliche Assistenz	
6/2018	10 Aug	17 Aug	**05 Sep**	Endodontics	BayZäT *today*, Bayerischer Zahnärztetag	
					ÖZK, Österreichischer Zahnärztekongress	
7/2018	07 Sep	14 Sep	**05 Oct**	Implantology		
8/2018	12 Oct	19 Oct	**7 Nov**	Prosthodontics	Zahnärztliche Assistenz	

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G.I.M. [General Interest Media]

dentalfresh
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

With booking all 4 issues of dentalfresh, you will automatically be displayed in the e-books "Studentenhandbuch" & "Assistentenhandbuch" for an annual term.

ISSUE	EDITORIAL DEADLINE	AD DEADLINE	RELEASE DATE	FORMAT	LIST PRICE
1/2018	09 Feb	19 Feb	**09 Mar**	1/1	2,650
2/2018	18 May	01 Jun	**29 Jun**	1/2	1,950
3/2018	24 Aug	07 Sep	**05 Oct**	1/3	1,750
4/2018	02 Nov	16 Nov	**14 Dec**		

Once a year the following e-books are released:

dentalfresh e-book Assistentenhandbuch

dentalfresh e-book Studentenhandbuch

FORMAT	LIST PRICE
1/1	950

Profile

Students, assistants and young dentists form a key target group for dental market communication. They are the market's future decision makers. Among demographic and economic factors continuously influencing the dental market, it is their interests and goals and their approach to life which will significantly shape the dental sector in the years to come. Therefore, the industry as well as the banking sector and expert societies pay particular attention to those parties and their professional development. Adressing this highly promising target group, OEMUS MEDIA AG offers a broad portfolio ranging from dentalfresh as a print magazine, df e-books (also available as print on demand) to various other online products. In light of today's ever changing specialist requirements and the constant emergence of new information channels and respective user habits, OEMUS MEDIA AG has readjusted its focus and positions dentalfresh as a magazine for students, assistants and young dentists. By doing so, it provides an increased relevance for advertising customers. Hence, issues concerning the entire process from study through assistantship up to the start of one's own practice, shift clearly into focus while student-related topics around the BdZM continue to be a firm part of the magazine's coverage.

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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
1/2018	19 Jan	26 Jan	**16 Feb**	Dentistry: Endodontics I Kons I Labs: Aesthetics	1/1	5,850
2/2018	16 Mar	23 Mar	**13 Apr**	Dentistry: Diagnostics I Labs: Implantology	1/2	4,150
3/2018	11 May	18 May	**08 Jun**	Dentistry: Periodontics I Prophylaxis I Labs: Metal & Full Ceramics	1/3	3,350
4/2018	10 Aug	17 Aug	**07 Sep**	Dentistry: Practice Concepts I Labs: Lab Concepts & Equipment		
5/2018	21 Sep	28 Sep	**19 Oct**	Dentistry: Practice Hygiene I Labs: CAD/CAM		
6/2018	26 Oct	02 Nov	**23 Nov**	Dentistry: Digital Practice I Labs: Digital Lab		

Profile

Entering in 2018 its 19th year of publication, DENTALZEITUNG continuous its success story as the official bulletin for the BVD (Bundesverband Dentalhandel). 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 recognize 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]

ISSUE	EXHIBITION DATE	AD DEADLINE	RELEASE DATE	ONE ISSUE IS BEING RELEASED PER EXHIBITION:	FORMAT	LIST PRICE
Berlin	14 Apr	16 Mar	**06 Apr**	id infotage dental Berlin 2018	1/1	2,650
Dortmund	08 Sep	10 Aug	**31 Aug**	id infotage dental Dortmund 2018	1/2	2,150
Leipzig	28/29 Sep	31 Aug	**21 Sep**	Fachdental Leipzig 2018	1/3	1,750
Stuttgart	12/13 Oct	14 Sep	**05 Oct**	Fachdental Südwest / id infotage dental Stuttgart 2018		
Munich	20 Oct	21 Sep	**12 Oct**	id infotage dental München		
Frankfurt	09/10 Nov	12 Oct	**02 Nov**	id infotage dental Frankfurt 2018		

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

Profile

The DENTALZEITUNG *today* is the exhibition newspaper authorized by the specialist trade organisation 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 effective information and advertising platform and the possibility of having an excellent position within the growing advertising sector.

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S.I.M. [Special Interest Media]

ISSUE	EDITORIAL DEADLINE	AD DEADLINE	RELEASE DATE	TOPIC	FORMAT	LIST PRICE
1+2/2018	02 Jan	12 Jan	**02 Feb**	Implantology—State of the Art I Market Overview: Suppliers & Products	1/1	2,950
3/2018	02 Feb	09 Feb	**02 Mar**	The healthy Implant: Prevention, Tissue stability & Risk management I Market Overview: Systems & Surfaces	1/2	2,220
4/2018	02 Mar	16 Mar	**06 Apr**	Implant Prosthetics	1/3	2,040
5/2018	02 Apr	13 Apr	**04 May**	GBR & GTR in Implantology—Pt. 1 Market Overview: Bone Graft Substitutes		
6/2018	04 May	11 May	**01 Jun**	GBR & GTR in Implantology—Pt. 2 I Market Overview: Membranes		
7+8/2018	06 Jul	13 Jul	**03 Aug**	Metal-free Implantology—Ceramics, Synthetics & Co. I Market Overview: Ceramic & Synthetic Implants		
9/2018	03 Aug	17 Aug	**07 Sep**	The Aging Patient I Preview: DGZI Annual Congress 2018		
10/2018	07 Sep	07 Sep	**28 Sep**	Digital Implantology I Market Overview: CBCT		
11/2018	05 Oct	12 Oct	**02 Nov**	Minimal invasive Implant Therapy I Review DGZI Annual Congress		
12/2018	02 Nov	09 Nov	**03 Dec**	Implantologic Concepts for high reduced bone material		

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

Profile

Since 2015, the Implantologie Journal has increased its yearly print circulation up to 15,000 copies (instead of previously 6,500) and has raised its publication frequency from previously 8 to 12 issues per year (incl. two double issues). Furthermore, by providing readers with training-related content, the journal offers the opportunity to gain up to three CME points per edition. By doing so, the journal's reach and scientific quality has further increased while the journal's advert prices remained the same. 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 Implantology 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.

S.I.M. [Special Interest Media]

Oralchirurgie Journal

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
1/2018	19 Jan	26 Jan	**16 Feb**	1/1	2,450
2/2018	16 Mar	29 Mar	**20 Apr**	1/2	1,800
3/2018	06 Jul	27 Jul	**17 Aug**	1/3	1,650
4/2018	14 Sep	28 Sep	**19 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 the German-speaking areas. 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 iconsult, the Oralchirurgie Journal is the leading advertising medium in this particular product sector. Companies specialising in products ranging from surgical equipment and consumables, implants, implant diagnostics, instruments and devices, pharmaceutical preparations, services and data processing in oral surgery, all profit from in their marketing measures from the journal's unique selling point.

S.I.M. [Special Interest Media]

ISSUE	EDITORIAL DEADLINE	AD DEADLINE	RELEASE DATE	FORMAT	LIST PRICE
1/2018	12 Jan	15 Jan	**05 Feb**	1/1	2,950
2/2018	16 Feb	26 Feb	**19 Mar**	1/2	2,220
3/2018	27 Apr	04 May	**25 May**	1/3	2,040
4/2018	20 Jul	27 Jul	**17 Aug**		
5/2018	21 Sep	28 Sep	**19 Oct**		
6/2018	09 Nov	16 Nov	**10 Dec**		

Prophylaxe Journal
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

Profile

In 2015, OEMUS MEDIA AG's journals underwent a comprehensive relaunch. In addition to a consistent redesign of the layout, the range of topics was 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 aims to reach prevention-oriented dentists and periodontologists as well as dental assistants. Over the course of the last 20 years, the magazine has established itself as a target group-oriented and widely-read 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]

ISSUE	EDITORIAL DEADLINE	AD DEADLINE	RELEASE DATE	FORMAT	LIST PRICE
1/2018	26 Jan	12 Feb	**28 Feb**	1/1	2,450
2/2018	09 Apr	23 Apr	**14 May**	1/2	1,800
3/2018	06 Aug	27 Aug	**10 Sep**	1/3	1,650
4/2018	29 Oct	19 Nov	**03 Dec**		

Endodontie Journal

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

Profile

The Endodontie Journal addresses all dentists specialising 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 user-oriented case reports, detailed studies, market overviews, condensed product information and regular medical updates from the world of endodontics. Furthermore, the journal gives an insight into current activities by dentists, scientific societies as well as specialised institutions and is, by doing so, the prime advertising medium in this particular product segment.

It offers a particularly attractive advertising space for those companies specialising in products ranging from instruments, diagnostics, filling and consumer materials, to pharmaceutical preparations, services and data processing in endodontics.

All dates are subject to change. Prices are valid only for 4c advertisements. Prices in EUR, plus the legal value-added tax. Further formats and prices upon request.

S.I.M. [Special Interest Media]

ISSUE	EDITORIAL DEADLINE	AD DEADLINE	RELEASE DATE	TOPIC	FORMAT	LIST PRICE
1/2018	08 Dec	02 Jan	12 Jan		1/1	2,950
2/2018	26 Jan	02 Feb	16 Feb		1/2	2,150
3/2018	23 Feb	02 Mar	16 Mar	DDT Review	1/3	1,950
4/2018	23 Mar	29 Mar	13 Apr			
5/2018	27 Apr	04 May	18 May			
6/2018	25 May	01 Jun	15 Jun			
7+8/2018	20 Jul	27 Jul	10 Aug			
9/2018	17 Aug	24 Aug	07 Sep			
10/2018	14 Sep	28 Sep	05 Oct			
11/2018	12 Oct	19 Oct	02 Nov			
12/2018	09 Nov	16 Nov	30 Nov			

ZT Zahntechnik Zeitung

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

Profile

ZT Zahntechnik Zeitung is the only independent newspaper format focusing on current topics in vocational politics and laboratory management. With 12 issues per year, ZT Zahntechnik Zeitung orientates onto the continuing demand of fast and focused information. 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 specialised 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. ZT Zahntechnik Zeitung takes position as an opinion-forming medium within the labs and can be understood as a high-value advertising media.

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S.I.M. [Special Interest Media]

ISSUE	EDITORIAL DEADLINE	AD DEADLINE	RELEASE DATE	TOPIC	FORMAT	LIST PRICE
1+2/2018	02 Jan	26 Jan	09 Feb		1/1	2,950
3/2018	26 Jan	23 Feb	09 Mar		1/2	2,150
4/2018	23 Feb	23 Mar	06 Apr		1/3	1,950
5/2018	23 Mar	20 Apr	04 May	Preview AAO Annual Session 4-8 May, 2018 Washington/USA		
6/2018	04 May	01 Jun	15 Jun	Review AAO Annual Session, Washington/USA Preview EOS Congress 17-20 June, 2018 Edinburgh/Scotland		
7+8/2018	15 Jun	27 Jul	10 Aug	Review EOS Congress, Edinburgh/Scotland		
9/2018	27 Jul	24 Aug	07 Sep			
10/2018	24 Aug	21 Sep	05 Oct	Preview DGKFO Annual Session 10-13 October, 2018 Bremen/Germany		
11/2018	05 Oct	02 Nov	16 Nov	Review DGKFO Annual Session, Bremen/Germany		
12/2018	02 Nov	30 Nov	14 Dec			

KN Kieferorthopädie Nachrichten

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

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 at the highest level. 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]

ISSUE	EDITORIAL DEADLINE	AD DEADLINE	RELEASE DATE	TOPIC	FORMAT	LIST PRICE
2018	02 Nov	23 Nov	**14 Dec**	Practice Management	1/1	3,150
					1/2	2,450
					1/3	1,950

PRINT RUN I Distribution

4,000 copies as supplement of KN Kieferorthopädie Nachrichten, issue 12I18
1,000 additional copies

Format

200 x 280 mm

KN KOMPENDIUM

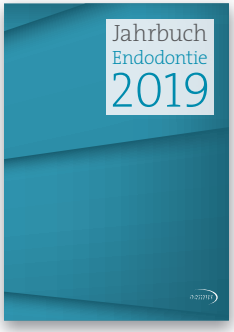
PRINT RUN 5,000

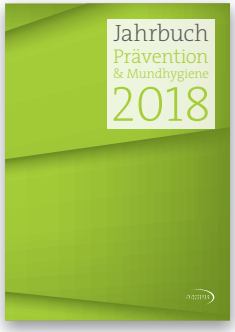
By scanning the QR code the current issue of the publication will be displayed. Find more details at www.oemus.com/mediadaten

PROFILE

The KN Kompendium 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]

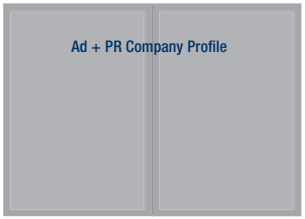


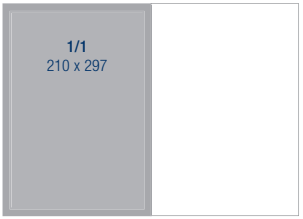


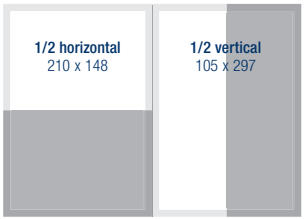
Profile of the Annual books

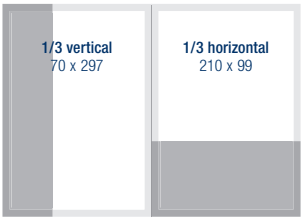
With its series of annual books, OEMUS MEDIA AG offers great and highly specialised compendia to dentists, dental technicians as well as the entire practice team. The annual books refer to all major topics of dentistry, such as implantology, digital dentistry/dental labs, endodontics, and prophylaxis. Renowned authors from science, practice and industry share their achievements and give advice for their corresponding discipline. All annual books may be ordered directly from the publisher. Furthermore, the series of annual books are available at many subject-related congresses of OEMUS MEDIA AG. Participants of those congresses, symposia and seminars receive an annual book correspondingly to the event and dental discipline.

YEARBOOK	EDITORIAL DEADLINE	AD DEADLINE	RELEASE DATE	FORMATS FOR ALL YEARBOOKS	LIST PRICE
Digitale Dentale Technologien	01 Dec 2017	26 Jan 2018	**Feb 2018**	Full Page Ad + Full Page Profile	2,250
Prophylaxe	23 Mar 2018	06 Apr 2018	**May 2018**	Full Page Ad	1,500
Implantologie	23 Mar 2018	06 Apr 2018	**May 2018**	1/2 Page Ad	1,250
Endodontie	21 Sep 2018	05 Oct 2018	**Nov 2018**	1/3 Page Ad	950









All dates are subject to change. Prices are valid only for 4c advertisements. Prices in EUR, plus the legal value-added tax. Further formats and prices upon request.

S.I.M. [Special Interest Media]

ISSUE	EDITORIAL DEADLINE	AD DEADLINE	RELEASE DATE	FORMAT	LIST PRICE
1/2018	29 Jan	26 Feb	Mar	1/1	2,950
2/2018	02 Apr	20 Apr	May	1/2	2,220
3/2018	02 Jul	16 Jul	Aug	1/3	2,040
4/2018	20 Aug	17 Sep	Oct		

cosmetic dentistry – beauty & science
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

Profile

Cosmetic dentistry is the interdisciplinary specialised magazine for high-end dentistry as well as the official organ of the German Association for Cosmetic Dentistry (DGKZ e.V.).
First published in 2003, the magazine is one of the most popular publications on the German dental market. Facing the rapidly growing demand for perfectly fitting, high-quality aesthetic solutions, cosmetic dentistry aims at dentists, oral and maxillofacial surgeons as well as orthodontics and covers key issues surrounding the restoration and improvement of functional and natural proportions in mouth, jaw and facial sections. As this new patient demand presents quite a challenge for the practitioner, “cosmetic dentistry” serves here as a support. 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 coverage comprises specialist articles, clinical studies, case and industry reports, product reviews, news and lifestyle pieces.

S.I.M. [Special Interest Media]

ISSUE	EDITORIAL DEADLINE	AD DEADLINE	RELEASE DATE	FORMAT	LIST PRICE
1/2018	19 Jan	09 Feb	**Mar**	1/1	2,950
2/2018	20 Apr	11 May	**Jun**	1/2	2,220
3/2018	20 Jul	10 Aug	**Sep**	1/3	2,040
4/2018	21 Sep	12 Oct	**Nov**		

face & body –
magazin für ästhetik
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

Profile

The publication “face & body” deals interdisciplinarily with all relevant fields and subjects regarding the topic of aesthetic medicine. It builds a bridge between invasive and non-invasive treatment methods and offers a platform covering all areas of aesthetic and plastic surgery, dermatology and cosmetic medicine. By defining beauty as an ever-growing, cross-disciplinary concept, the magazine creates a unique synergy of current research results and practice-oriented application reports. The primary aim of “face & body” ist to deepen the understanding of each field and to explore qualitatively new treatment concepts leading to a holistic aesthetic result. Contemporary trend motifs such as youth, beauty and health are illuminated at a high level of expertise and presented in an exclusive and aesthetically pleasing manner.

S.I.M. [Special Interest Media]

ISSUE	EDITORIAL DEADLINE	AD DEADLINE	RELEASE DATE	FORMAT	LIST PRICE
1/2018	19 Jan	16 Feb	**16 Mar**	1/1	2,950
2/2018	20 Apr	18 May	**15 Jun**	1/2	2,220
3/2018	20 Jul	17 Aug	**14 Sep**	1/3	2,040
4/2018	21 Sep	19 Oct	**16 Nov**		

digital dentistry – practice & science

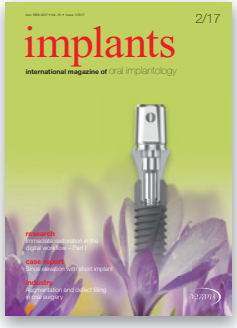
PRINT RUN 4,000

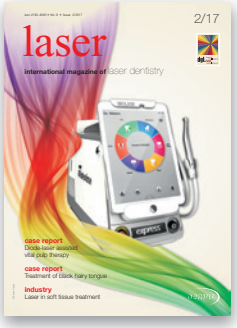
By scanning the QR code the current issue of the publication will be displayed. Find more details at www.oemus.com/mediadaten

Profile

digital dentistry is devoted to future trends in the digitalisation of the dental practice and dental technology. At the core of the magazine's editorial coverage are comprehensive, user-oriented 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 optimised cooperation, communication and patient care.

S.I.M. [Special Interest Media International]

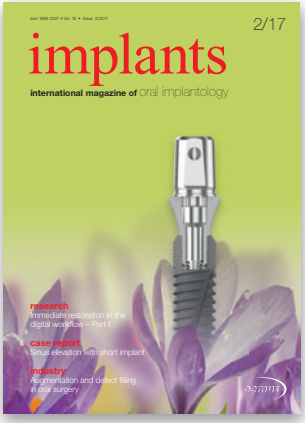




Profile of international magazines

With implants—international magazine of oral implantology, ceramic Implants—international magazine of ceramic implant technology and laser—international magazine of laser dentistry, OEMUS MEDIA AG and cooperative societies such as the German Association of Dental Implantology (DGZI) and the German Association for Laser Dentistry (DGL) publishes 3 international magazines for the most current trend disciplines within dentistry.
All magazines provide scientific articles and case reports on the one hand, and furthermore inform the international readership about latest activities from the societies, their meetings. All 3 magazines also inform about latest developments from business and industry.
Most significant is the international distribution of all international magazines of OEMUS MEDIA AG. The implant magazine for example is being read by members and subscribers in 100 countries. In addition, the magazine is being distributed at about 50 national and international congresses and trade exhibitions. Hence, the international magazines of OEMUS MEDIA AG contribute an important part for the international know-how transfer.

S.I.M. [Special Interest Media International]



ISSUE	EDITORIAL DEADLINE	AD DEADLINE	RELEASE DATE	FORMAT	LIST PRICE
1/2018	12 Jan	09 Feb	**09 Mar**	1/1	3,450
2/2018	09 Mar	06 Apr	**04 May**	1/2	2,950
3/2018	13 Jul	10 Aug	**14 Sep**	1/3	2,450
4/2018	14 Sep	12 Oct	**09 Nov**		

implants—international magazine of oral implantology

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

As a scientific magazine in English, "implants—international magazine of oral implantology" enjoys a rapidly growing international audience with readers in more than 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 per cent 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 International]

ceramic implants—
international magazine of
ceramic implant technology
PRINT RUN 10,000

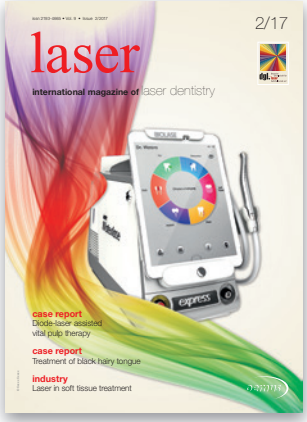
ISSUE	EDITORIAL DEADLINE	AD DEADLINE	RELEASE DATE	FORMAT	LIST PRICE
1/2018	09 Mar	23 Mar	**13 Apr**	1/1	3,450
2/2018	14 Sep	28 Sep	**19 Oct**	1/2	2,950
				1/3	2,450

Profile

For 40 years, titanium implants have proven to be suitable as dental implants. Contrarily, although the beginnings of dental implantology had been metal-free, ceramic implants in those days did not meet the required standards with regard to stability. Today, zirconia is an approved implant material whose properties in stability, osseointegration and prosthetic compatibility are increasingly meeting the standards set by titanium implants. Moreover, the demand for highly aesthetic, tissue-friendly, anti-allergic and metal-free zirconium is growing, especially owing to an annually increasing number of titanium intolerances caused by the large-scale application of titanium oxide in cosmetic products and pharmaceuticals. For these reasons, market experts estimate that the proportion of zirconia implant in the dental implant market will rise to 10 or even 25 per cent.

Taking these developments into account, OEMUS MEDIA AG will publish its first edition of ceramic implants in 2017. This special edition of implants—international magazine of oral implantology will provide readers with an update on metal-free implantology by user-oriented case reports, scientific studies and concise product and market information. In addition, special attention will be paid to international specialist congresses and symposia. ceramic implants will be distributed directly to 8,000 recipients (subscribers of implants—nternational magazine of oral implantology) in more than 100 countries as well as during international dental shows and congresses. Moreover, its e-paper version (www.zwp-online.info, three million visits per year) will be available at all times. Starting 2018, ceramic implants will be published twice a year. ceramic implants—international magazine of ceramic implant technology will be published in English.

S.I.M. [Special Interest Media International]



ISSUE	EDITORIAL DEADLINE	AD DEADLINE	RELEASE DATE	FORMAT	LIST PRICE
1/2018	19 Jan	16 Feb	**09 Mar**	1/1	2,250
2/2018	13 Apr	11 May	**08 Jun**	1/2	1,650
3/2018	03 Aug	24 Aug	**21 Sep**	1/3	1,500
4/2018	19 Oct	02 Nov	**23 Nov**		

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

Profile

In cooperation with the German Association for Laser Dentistry (DGL) 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-oriented 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.

All dates are subject to change. Prices are valid only for 4c advertisements. Prices in EUR, plus the legal value-added tax. Further formats and prices upon request.

Print templates

Digital data:	Data ready for offset print (PDF and EPS files)
Data transfer:	via FTP server ftp://ftp.stecklayout.info
	access data upon request
	Transer via e-mail (up to 15 MB):
	dispo@oemus-media.de

Printing technique:	web offset printing 60 grid
Resolution of pictures:	300 dpi
Resolution of text/artwork:	1,200 dpi
Fonts:	OpenType format, TrueType format

All publications refer to the key data of the FOGRA standards. To avoid continuing print problems the following parameter have to be fulfilled: Paper category 2, all matt-coated papers from 70 g/m² + all coated papers below 70 g/m².

1. Delivery of digital data

– PDF with standard PDF/X-1a or PDF/X-3
– data from the most common DTP programs including fonts, graphics, logos, and pictures
– to avoid colour irritations, colour space and print profiles be avoided and all colours within the document should be separated into CMYK
– the advertisement needs to be available in the final format at 100% or must be scalable
– page bleed-off is 3 mm
– text and picture elements that may be cut off should be placed at least 7 mm towards the middle at all edges

2. Proof run

2.1. Print colours

Colours according to the European colour range DIN 16539 must be used. Special colours have to be indicated clearly.

2.2. Paper

The proof run should be done on continuing print paper. If that is impossible, an approximate match must be ensured according the tones and surface.

3. Proof

Instead of a proof run an analogue proof may also be delivered. The criteria do not change.

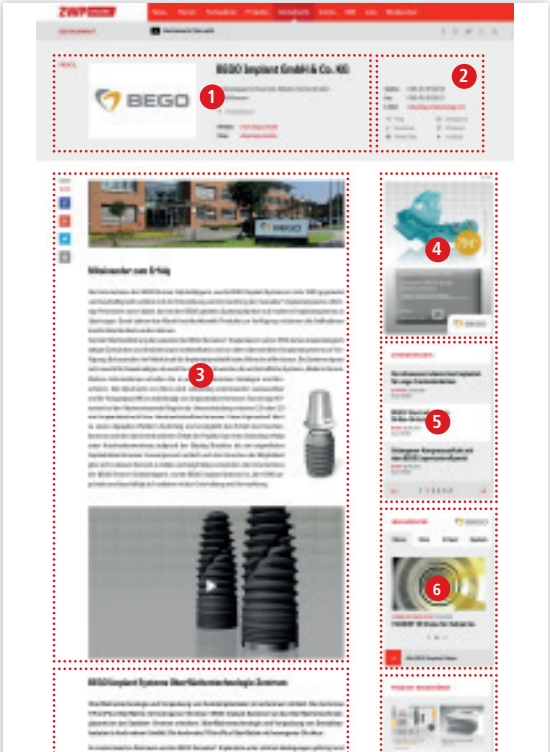
4. Final control

Please inspect all data initially before submitting to the publisher.

Delivery address for print templates: *Name of publication*
c/o OEMUS MEDIA AG
Holbeinstraße 29
04229 Leipzig
Germany

ZWP online personalised company profile

THE CENTRAL COMPONENT OF YOUR INTERACTIVE ADVERTISEMENT ACTIVITIES



MODULES FOR PLATIN/PLATIN PLUS PACKAGES

1. Company logo
   - Company address
   - Phone and fax contacts
   - E-mail and web address
2. Route planer
   - Link to own webshop
   - Link to Facebook, Google+, Twitter, and YouTube
   - Link to LinkedIn
   - Link to www.dentalcity.de
3. Company profile (picture and text)
4. Advertisements: integration of the current print advertisement or advertisement campaign
5. List of literature/articles: The ZWP online editorial team will automatically embed the current reports as well as company related news that are published via OEMUS MEDIA AG
6. Media center: Display of company image videos and product videos as well as clinical films

7 ○ Brochure module: all catalogues are integrated and ready for download

8 ○ 360grad tour (360-degree panorama tour)

9 ○ Archive for webinars

10 ○ Text module: integration of products reports, events, services, company news

11 ○ Products in focus: four focus products can be highlighted in combination with a teaser text and linked with a comprehensive product

12 ○ List of products: the list of the company's product portfolio is being maintained and updated constantly by the ZWP online editorial team

13 ○ Event calendar

Please find the ZWP online media kit here:
www.oemus.com/mediadaten

EUR 2,950 + VAT per year

OEMUS MEDIA Campaign Configuration

MARKETING EXAMPLE FOR IMPLANTOLOGY

Print

Online

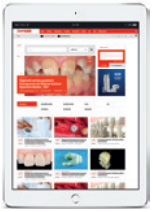
ZWP ONLINE

News

Newsletter

Disciplines

Topics



CME

E-Books

YouTube

Company Profile

Events

Congresses

Seminars

Webinar

Competence Center

General Terms and Conditions

for Ads and Third-Party Supplements in Newspapers and Magazines

1. An “Ad Order” within the meaning of the General Terms and Conditions below shall be the contract regarding the publication of one or several ad/s of an advertiser in a printed publication for the purpose of distribution.
2. In case of doubt, Ad Orders shall be called for publication within one year after conclusion of contract. If the conclusion grants the right to call individual ads, the order shall be completed within one year of publication of the first ad, provided the first ad is called for publication and published within the deadline mentioned in sentence
3. In case of contractual conclusions, the customer shall be entitled to call for publication of further ads even beyond the ad quantity stated in the order within the period of time agreed upon or respectively stated under clause
4. If an order is not fulfilled due to circumstances the publisher is not responsible for, the customer shall be obliged, notwithstanding any further legal obligations, to reimburse the publisher for the difference between the discount granted and the discount corresponding to the actual order. Reimbursement shall not apply if the non-fulfilment is due to force majeure within the risk area of the publisher. Any ad bookings shall become binding upon acceptance by the publisher. If any cancellations are made after the ad was accepted, 30 per cent lump-sum cancellation fees shall become due. From four weeks to the closing date, 50 per cent lump-sum cancellation costs shall become due for any cancellation. In case of any cancellations after the closing date, 75 per cent lump-sum cancellation costs shall become due.
5. For the purpose of calculating the acceptance quantities, text millimetre lines shall be converted into ad millimetres based upon price.
6. No guarantee shall be given for the inclusion of any ads and third-party supplements into specific issues, specific editions or at specific locations of the print, unless the principal has expressly made the validity of the order dependent thereon. In case of classified ads, the publisher shall guarantee publication under the respective rubric, without this requiring any explicit agreement.
7. Text section ads shall be ads which border text at least at three sides and not on other ad. Ads that are not identifiable as ads due to their editorial design shall be clearly identified by the publisher using the term “ad”.
8. The publisher reserves the right to reject Ad Orders-also including individual calls for publication in accordance with a contractual conclusion-and supplement orders due to content, origin or technical form according to uniform principles of the publisher. Ads and supplements may also be rejected in case of orders confirmed in a legally binding manner if, at the publisher’s reasonable discretion, their content violates laws, official provisions or good morals or their publication is unacceptable for the publisher. This shall apply to orders which have been submitted to branch offices, ad offices or representatives. Supplement orders shall be binding for the publisher only after the submission of a draft of the supplement and its approval. Supplements which, through their format or layout, give the reader the impression that they are an element of the newspaper or magazine or contain third-party ads shall be accepted only after consultation with the publisher. The customer shall be notified about the rejection of an order immediately.
9. The customer shall be responsible for the timely submission of the ad text and flawless print documents or the supplements. In case of obviously unsuitable or damaged print documents, the publisher shall demand replacements immediately. The publisher shall guarantee the usual standard print quality for the relevant publication within the scope of the printing documents submitted.
10. The customer shall have a claim to payment reduction or a flawless replacement ad if the print of the ad is, either in whole or in part, illegible, incorrect or incomplete, but only to the extent that the purpose of the ad has been compromised. If the publisher lets a reasonable deadline set for this purpose pass, the customer shall have a right to withdrawal from the order. Claims for compensation for damages from impossibility of performance, default, positive infringement of the contract, fault upon contract conclusion and from unlawful acts, also for any orders placed by phone, shall be excluded, unless they are based on intent or gross negligence by the publisher, its legal representative or any auxiliary agent. Any further liabilities for the publisher shall be excluded. Any complaints must be asserted within a period of four weeks following receipt of the invoice and supporting document.
11. Proofs shall be supplied only upon express request. The customer shall bear responsibility for the accuracy of the returned proofs. If the customer does not return within the legal time limit the proof sent to the customer in good time, permission for printing shall be deemed to have been given.
12. If no special size specifications have been provided, the price of the ad shall be calculated based on the actual printing height customary acc. to the type of ad.
13. If the customer does not provide prepayment, invoice and supporting document shall be transmitted immediately, but, if possible, fourteen days following the publication of the ad. The invoice must be paid within the time limit specified on the price list and beginning with the receipt of invoice, unless a different payment period or prepayment has been agreed upon in an individual case. Any possible discounts for early payment shall be granted based upon the price list.
14. In the event of delayed payment or deferred payment, interest shall be charged as well as collection costs. In the event of delayed payment, the publisher may suspend the further execution of the current order until payment is received and may demand prepayment for the remaining ads. In case of reasonable doubt of the customer’s solvency, the publisher shall be entitled to make the publishing of additional ads dependent on the prepayment of the amount and on the settlement of any outstanding invoice amounts, regardless of any initially agreed payment deadline, also within the duration of any ad contract.

Supplementary Terms and Conditions

15. The publisher shall provide an ad voucher with the invoice upon request. Depending on type and scope of the Ad Order, ad samples, sample vouchers or complete voucher numbers shall be delivered. If a voucher can no longer be procured, a legally binding certification from the publisher regarding the publication and distribution of the ad shall replace it.
16. The customer shall bear the costs for the manufacture of ordered printing blocks, matrices and drawings as well as for any significant changes to initially agreed designs as requested by or attributable to the customer.
17. A reduction in the number of copies circulated may lead to a claim for a price reduction if the overall circulation average throughout the insertion year beginning with the first ad or stipulated otherwise-if the circulation has not been specified-is smaller than the average circulation sold during the previous calendar year (in case of trade magazines, this might refer to the distributed circulation, if applicable). A reduction in circulation shall be a deficiency that justifies a price reduction only if it amounts to
20 per cent in a circulation of up to 50,000 copies,
15 per cent in a circulation of up to 100,000 copies,
10 per cent in a circulation of up to 500,000 copies,
5 per cent in a circulation of more than 500,000 copies.
Furthermore, upon contractual conclusion any price reduction claims based on reduction of circulation shall be excluded if the publisher has notified the customer of the reduction in circulation in such a timely manner that the customer could withdraw from the contract before the ad is published.
18. In case of keyed ads, the publisher shall exercise the care of a prudent businessman with regard to safekeeping and timely forwarding of offers. It shall not assume any further liability. Registered and express letters addressed to keyed ads shall be forwarded using only regular mail. The receipts of keyed ads shall be retained for four weeks. Correspondence which has not been picked up during this time frame shall be destroyed. The publisher shall send back valuable documents without being obliged to do so. In the interests and for the protection of the customer, the publisher reserves the right to open any incoming offers for verification to eliminate any abuse of the keyed ad service. The publisher shall not be obliged to forward any commercial proposals and mediation service offers.
19. Matrices shall be returned to the customer only upon special request. The retention obligation shall end three months after expiry of the order.
20. The voidness of any clause shall not affect the effectiveness of the remaining provisions.
21. Unless the law mandatorily provides otherwise, the place of fulfilment shall be the publisher's main office. Leipzig shall also be agreed upon as the place of jurisdiction for dunning proceedings and in the case that the customer's place of residence or habitual abode is unknown at the time the suit is filed.
a) Once any Ad Order has been placed, the customer shall acknowledge the General and the Supplementary Terms and Conditions as well as the price list of the publisher.
b) When accepting and examining the ad texts, the publisher shall use customary amount of care, but shall not be liable when being misled by the customers.
c) Any commission payment to advertising agencies shall be subject to the condition that the advertising agency places the order directly and also delivers the text resp. printing documents. The advertising agencies and agents shall be obliged to adhere to the publisher's price list in their offers, contracts and statements of account with the advertisers. The agency commission granted by the publisher may neither totally nor partially be passed on to the customer.
d) The discounts specified in the ad price list shall be granted only for such ads of any advertiser that are published within one year. The time limit shall start upon publication of the first ad. The allocation of any own prices to regional resp. part editions or any other printed material of the publisher shall be regarded as a separate order; the relevant edition or combination shall become subject to a separate contractual conclusion.
e) The advertiser shall be retroactively entitled to a discount corresponding to its actual purchase of ads within a one-year period if it made any conclusion at the beginning of the period which entitles it to a discount based on the price list from the outset. The claims for any additional remuneration or charge shall cease to apply if they are not asserted within a period of three months after expiry of the year of conclusion.
f) The publisher reserves the right to additionally charge the discounts granted to the customer in case of any full or partial cancellation of discounted media packages.
g) Any defects in the printing documents that are not recognisable immediately, but become apparent only during the printing process shall not constitute grounds for the customers for any claim for payment reduction or compensation due to insufficient publication.
h) If the error made in the repeated ad is the same as the one in the first publication, any claims for payment reduction or compensation shall be excluded, unless the customer has made a complaint immediately after the first publication.
i) Any placement requests shall be taken into account acc. to the actual possibilities. The selection of specific text pages and any exclusion of competitive ads may not be agreed in a binding manner.
j) The customer shall be liable for the content and legal admissibility of the ad text and image and shall indemnify the publisher from any third-party claims. The customer shall be obliged to reimburse the costs of the publication of any counter statement related to actual allegations of the published ad in acc. with the respective applicable price list.
k) There shall be no claim for any document portion for all-copy ads. For repeated ads, the customer shall receive an ad excerpt only of the first ad.
l) Any changes in the ad price list shall become effective upon entry into force, also for current orders, unless any other agreement has been expressly made.

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