

OEMUS MEDIA AG grew from a freelance training institute in 1994. At the time the company was established, the founders had not expected that this vision would one day become a large, global publishing house with more than 100 employees.

With the concept of the “dentist as entrepreneur”, company founder Torsten Oemus developed a publishing concept that was logical in view of the health policy changes in the country; however, at that time it was still not well understood in the publishing field. What today is “state of the art” with regard to the entrepreneurial activities of dentists had to assert itself against tough resistance in the mid-nineties of the last century. Since then, the principles of entrepreneurial practice became the basis of a self-contained complex publishing portfolio, which today covers all segments of dentistry and dental technology

based on the media flagship of the OEMUS MEDIA AG—the journal *ZWP Zahnarzt Wirtschaft Praxis*. OEMUS MEDIA AG also became a trendsetter in the field of dentistry by establishing itself as the first German dental publisher with the journal series as well as entering congresses with a coordinated range of magazines and functions. In addition to the business magazine for dental technicians (*ZWL Zahntechnik Wirtschaft Labor*) and professional newspaper formats for dentists, orthodontists and dental technicians, publishing house OEMUS MEDIA AG is also the agency of the Bundesverband Dentalhandel e.V. (German Dental Trade Association; *DENTALZEITUNG*) and the world-famous trade fair newspaper *today*. Since 2008, OEMUS MEDIA AG has been operating ZWP online, one of the most modern and successful news and information portals for the dental market in German-speaking countries.

Lutz V. Hiller, Member of the board of OEMUS MEDIA AG, knows: **“Our modern philosophy makes us an innovative leader.”**

Ingolf Döbbbecke, Head of the board of OEMUS MEDIA AG, is convinced: **“We see the latest trends and set new impulses for you.”**

Jürgen Isbaner, Member of the board of OEMUS MEDIA AG, is certain: **“Dental education will become even more digitalised in the future.”**



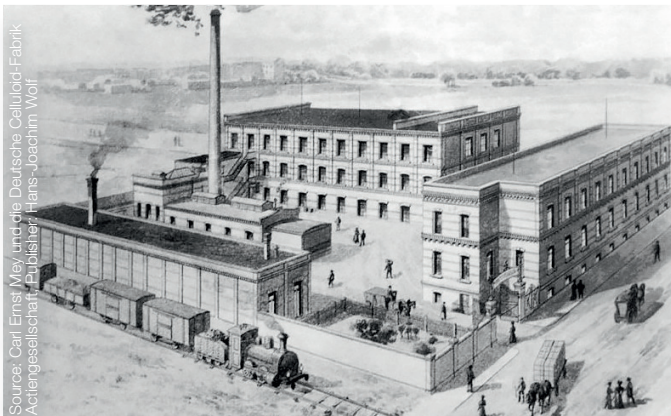
History meets innovation

Although OEMUS MEDIA AG is only 26 years “young”, the company building dating back to the time of the industrial revolution has been around 150 years old.

Although OEMUS MEDIA AG is only 26 years “young”, the company’s building is around 150 years old, dating back to the time of the industrial revolution. The premises of the former German Celluloid-Fabrik Actiengesellschaft Leipzig, have been the headquarters of OEMUS MEDIA AG since 1996, whose direction the structural renovation and reconstruction has been running for several years. The first successful phase was the completion of the refurbishment and extension of the former Kontorhaus building in the Holbeinstraße in 2017. For this, OEMUS MEDIA AG was given an architecture award for excellence from the city of Leipzig.

Many people are familiar with the still existing fashion mail order company Mey & Edlich. In Paris, Ernst Mey acquired a US American patent in 1867 for paper collars and paper sleeves and founded its own company Ernst Mey & Co. In 1869, Mey relocated its production facilities from Paris to Leipzig. In the year 1884, Mey additionally started to produce celluloid products. In 1887, he built a branch factory for the production of cellulose nitrate and celluloid, the Eilenburg chemical plant, which in 1890 became the Independent Deutsche Celluloid-Fabrik AG Leipzig (DCF), and today is the company building of OEMUS MEDIA AG.

The extension of the former Kontorhaus, pictured here on the left, also convinced the city of Leipzig to honour the extension with the Leipzig architecture prize.





Our areas of expertise

Our interconnected business divisions form the basis of our daily business. Only in this way dentists can benefit from the concentrated knowledge that we prepare for this target group: online, offline and at our events.

Print

OEMUS MEDIA AG is the only publishing house covering all segments of dentistry and the dental market. The print portfolio of OEMUS MEDIA AG is comprised of over 20 dental titles for general practitioners and specialists, as well as departmental yearbooks and guides for students and young professionals. From the *ZWP Zahnarzt Wirtschaft Praxis* to the *Implantologie Journal*, the interdisciplinary *face & body* to the internationally published implants magazine—the company's publications cover all the informational needs in dentistry and the dental industry.

Online

With the launch of the dental informational and news portal ZWP online in 2008, OEMUS MEDIA AG was one of the first publishers to bridge the gap between offline and online media, and cross-media content marketing. Since then, OEMUS MEDIA AG has been operating as a top player in the dental data area without precedent. With around 400,000 views per month, ZWP online is one of the most important sources of information in everyday dental practices.

Event

OEMUS MEDIA AG has been an innovative supplier and service provider for 26 years in the continuing education dental market. The offers at congresses, symposia and seminars are aimed at dentists, their team and dental technicians. The key areas of focus are implantology along with oral surgery, digital dentistry, endodontics, prophylaxis and tooth preservation. In addition to a wide range of in-house events, the portfolio also includes the congresses of major German professional associations and societies.



Good to know:

Per year, OEMUS MEDIA AG publishes 1,73 million printed copies.

OUR FLAGSHIP

ZWP Zahnarzt Wirtschaft Praxis

The dentist as entrepreneur—an approach and a vision that was by no means mainstream in the mid-nineties of the last century—became the basis for the success not only of our business magazines, but also of OEMUS MEDIA AG as a whole. All further developments in publications, events or in the field of digital media are based on this basic idea and thus continue to form a strict concept with all options for advancement to this day.

ISSN 1617-5077 · www.oemus.com · Preis: 6,50 EUR | CHF

ZW

RECHT – SEITE 20
„Kinderzahnarzt“ und Co. – Welche
Bezeichnungen sind erlaubt?

INTERVIEW – SEITE 40
Kinderzahnmedizin
PLUS Pädagogik

ZWP SPEZIAL – BEILAGE
Praxishygiene

Kind

AB SEITE



E-paper link



The ZWP Zahnarzt Wirtschaft Praxis celebrates its 25th anniversary, in 2020. Launched as *Das COLLEGmagazin*, the format has continuously being developed to be the magazine it is today.



2019



2018



2017



2016

In 2016, the ZWP Zahnarzt Wirtschaft Praxis underwent an extensive redesign. The result: a clear, modern structure and colour language, paired with meaningful image material while maintaining its first-class content.



Good to know:

Das COLLEGmagazin, the predecessor of today's ZWP Zahnarzt Wirtschaft Praxis, was published for the first time in 1995. The subtitle "Zahnarzt Wirtschaft Praxis" was used at first in 1997, which later became the title and now today's successful umbrella brand.



1995



1998

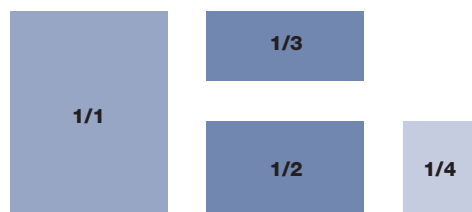
ZWP Zahnarzt Wirtschaft Praxis

As a general interest title, the ZWP covers the entire spectrum of dental practice management. It is one of the highest-frequency and highest-circulation titles and one of the most highly regarded sources of information on the German dental market.

Target group: dental practices
 Print run: 40,800 copies (IWW 3/2019)
 Frequency: 10 issues
 Format: 210 x 297 mm
 Speciality: leading business/economic magazine for dentists



Issue	Editorial Deadline	Advertisement Deadline	Release Date	Speciality
1+2/2020	17 January	24 January	14 February	Implantology
3/2020	14 February	21 February	13 March	Periodontics Prophylaxis
4/2020	20 March	27 March	17 April	Digital Dentistry
5/2020	17 April	24 April	15 May	Implantology vs. conventional therapies
6/2020	15 May	22 May	12 June	Paediatric Dentistry
7+8/2020	17 July	24 July	14 August	Endodontics Tooth Prevention
9/2020	14 August	21 August	11 September	Geriatric Dentistry
10/2020	11 September	18 September	09 October	Prosthodontics
11/2020	16 October	23 October	13 November	Diagnostics
12/2020	13 November	20 November	11 December	Practice Hygiene Quality Management



Format	1/1	1/2	1/3	1/4
Dimension	210 x 297	210 x 148 (horiz.) 105 x 297 (vert.)	210 x 99 (horiz.) 70 x 297 (vert.)	105 x 148
Price	5,450 EUR	3,250 EUR	2,650 EUR	2,250 EUR
Supplement	from 89 EUR per 1,000 copies (excl. postal fee)			

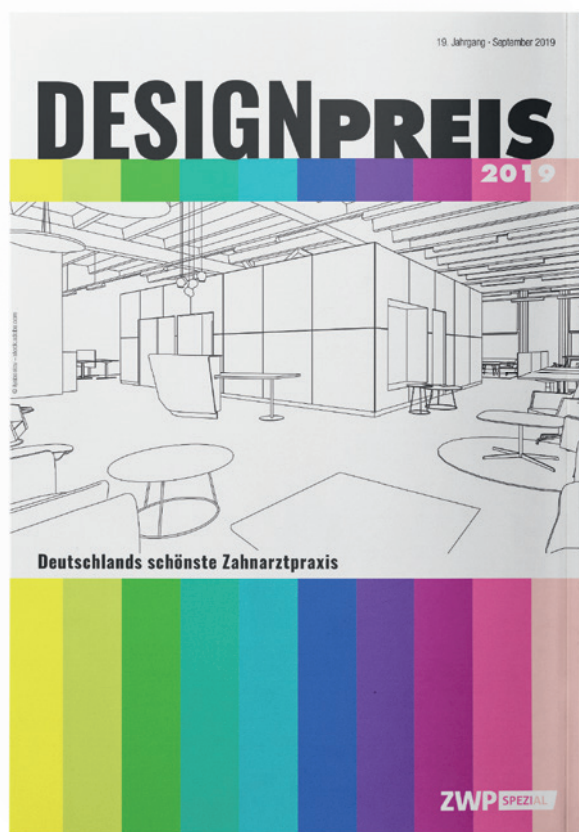
Dates are subject to change. All prices are valid for 4c ads. Prices in EUR plus VAT. All dimensions in millimeters.
 Further formats, advertising forms and prices on request. Detailed media data can be found at www.oemus.com/mediadaten.



ZWP spezial

Each issue of the *ZWP Zahnarzt Wirtschaft Praxis* contains a monothematic supplement which comprehensively reviews the current trends in dentistry and provides the advertiser with an ideal editorial environment for the placement of topic-specific advertising messages.

Once a year OEMUS MEDIA AG searches for Germany's most beautiful dental practice. The *ZWP spezial ZWP Designpreis* shows, for example, not only the winning practice but also all other submissions and provides a comprehensive overview of current trends in the interior design of dental practices.



E-paper link



Good to know:

1.6 million photos are saved on our servers. The are 7.5 terrabytes or 10,714 compact discs.

Issue	Editorial Deadline	Advertisement Deadline	Release Date	Speciality
1+2/2020	17 January	24 January	14 February	Practice establishment
3/2020	14 February	21 February	13 March	Restorative Dentistry
4/2020	20 March	27 March	17 April	Continuing Education 2020
5/2020	17 April	24 April	15 May	Practice Interior
6/2020	15 May	22 May	12 June	Practice Hygiene
7+8/2020	17 July	24 July	14 August	Implantology
9/2020	14 August	21 August	11 September	Design Award 2020
10/2020	11 September	18 September	09 October	Bone and Tissue Regeneration
11/2020	16 October	23 October	13 November	Prophylaxis
12/2020	13 November	20 November	11 December	Endodontics



Target group: dental practices
 Print run: 40,800 copies (IWW 3/2019)
 Frequency: 10 issues
 Format: 200 x 280 mm
 Speciality: monothematic supplement of
ZWP Zahnarzt Wirtschaft Praxis

Format	1/1	1/2	1/3	1/4
Dimension	200 x 280	200 x 140 (horiz.) 100 x 280 (vert.)	200 x 94 (horiz.) 68 x 280 (vert.)	100 x 140
Price	5,450 EUR	3,250 EUR	2,650 EUR	2,250 EUR
Supplement	from 89 EUR per 1,000 copies (excl. postal fee)			

Dates are subject to change. All prices are valid for 4c ads. Prices in EUR plus VAT. All dimensions in millimeters.
 Further formats, advertising forms and prices on request. Detailed media data can be found at www.oemus.com/mediadaten.

ZWP design award—Germany's most beautiful dental practice

For 18 years the magazine *ZWP Zahnarzt Wirtschaft Praxis* has been awarding the most beautiful dental practices in Germany in its *ZWP spezial* issue. In 2019 almost 60 practices, architectural offices and dental centres applied for the ZWP Designpreis.

All eleven practices of the shortlist are individually presented in the *ZWP spezial* 9. In addition to a large number of articles, tips and product information on all aspects of practice furnishings, the magazine also contains an overview of all this year's design award participants.





The selection process takes some time, as all submissions are of a very high architectural standard.





1/19

ig - Februar 2019

**ZAHNTECHNIK
WIRTSCHAFT LABOR**

**WELTPREMIERE
AUF DER IDS**

**Prothetik /
Vorschau zur IDS 2019**

AB SEITE 16

WIRTSCHAFT – SEITE 06
Kontrollverlust – Vom Himmel
in die Hölle und wieder zurück

TECHNIK – SEITE 16
Komplexe, ästhetische Rehabilitation
des funktionsgestörten Kauorgans

VERANSTALTUNG – SEITE 48
DDJ in Hagen:
Erfolgreiches Update 2019



© jantredarday.com

Ästhetik

AB SEITE 16

WIRTSCHAFT – SEITE 6
Die fünf Phasen der
Entscheidungsfindung

TECHNIK – SEITE 16
Oberkieferfrontversorgung mit
Presskeramik-Veneers

1/19

**ZAHNTECHNIK
WIRTSCHAFT LABOR**

ZWL

ISSN 1617-5085 · F. 473/6 · www.oemus.com · Preis: 5,- EUR | CHF 8,- zzgl. MwSt. · 22. Jahrgang · Februar 2019

3/19

**ZAHNTECHNIK
WIRTSCHAFT LABOR**

ig - 8. - zzgl. MwSt. · 22. Jahrgang · Juli 2019

**WELTPREMIERE
AUF DER IDS**



THE POWER PACK

for lab owners and dental technicians

Just like dentistry, the dental technician profession is also developing rapidly and digitisation is taking a firm place in dental technology. Staying on the ball here requires laboratory owners and dental technicians to continue to improve their position as service providers for dentists and patients. With the power pack ZWL Zahntechnik Wirtschaft Labor and the monthly ZT Zahntechnik Zeitung we offer solutions to the entire target group and provide optimum information.



ZWL Zahntechnik Wirtschaft Labor

For 22 years, *ZWL Zahntechnik Wirtschaft Labor* has been one of the preferred sources of information for dental laboratory owners and advisors for practice laboratories on all technical and economic aspects of modern laboratory management.

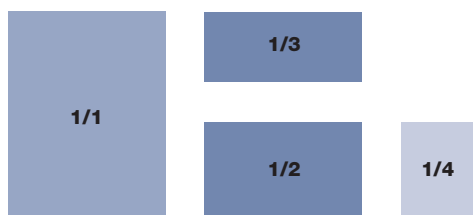
Target group: commercial dental labs, dental practice labs

Print run: 10,000 copies

Frequency: 6 issues

Format: 210 x 297 mm

Issue	Editorial Deadline	Advertisement Deadline	Release Date	Speciality
1/2020	22 January	07 February	21 February	Prosthodontics
2/2020	18 March	03 April	17 April	Materials
3/2020	20 May	05 June	19 June	Aesthetics
4/2020	13 July	31 July	14 August	Digital Dental Technology
5/2020	09 September	02 October	16 October	Lab Interior/Equipment
6/2020	04 November	27 November	11 December	Function



Format	1/1	1/2	1/3	1/4
Dimension	210 x 297	210 x 148 (horiz.) 105 x 297 (vert.)	210 x 99 (horiz.) 70 x 297 (vert.)	105 x 148
Price	2,950 EUR	2,150 EUR	1,750 EUR	1,550 EUR
Supplement	from 200 EUR per 1,000 copies (excl. postal fee)			

E-paper link



Dates are subject to change. All prices are valid for 4c ads. Prices in EUR plus VAT. All dimensions in millimeters.

ZT Zahntechnik Zeitung

The *ZT Zahntechnik Zeitung* is the only independent newspaper format focusing on current professional policy and laboratory management in dental technology. The newspaper is published eleven times a year and is geared to the information needs of dental laboratories.

Target group: commercial dental labs
Print run: 8,000 copies
Frequency: 11 issues
Format: 280 x 400 mm



Issue	Editorial Deadline	Advertisement Deadline	Release Date
1/2020	11 December 2019	03 January	17 January
2/2020	17 January	31 January	14 February
3/2020	14 February	28 February	13 March
4/2020	20 March	03 April	17 April
5/2020	17 April	30 April	15 May
6/2020	15 May	29 May	12 June
7+8/2020	17 July	31 July	14 August
9/2020	14 August	28 August	11 September
10/2020	11 September	25 September	09 October
11/2020	09 October	30 October	13 November
12/2020	13 November	27 November	11 December

1/1	1/3	
	1/2	1/4

Format	1/1	1/2	1/3	1/4
Dimension	280 x 400	280 x 200 (horiz.) 162 x 400 (vert.)	280 x 135 (horiz.) 112 x 400 (vert.)	162 x 166
Price	2,950 EUR	2,150 EUR	1,950 EUR	1,150 EUR
Supplement	from 180 EUR per 1,000 copies (excl. postal fee)			

E-paper link



Dental Tribune (Swiss, Austrian and German issue)

The *Dental Tribune* provides relevant professional and health policy news, informative specialist articles and product information for the dental industry in the fields of news, politics, science, events, service and market. The first part of the issue focuses on the national component, while the D-A-CH part takes into account the increasing networking of the dental business and information space.

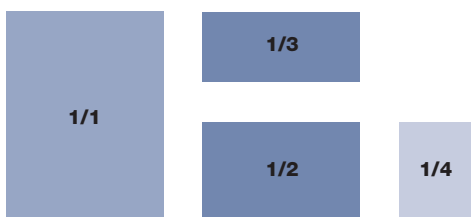
Target group:	dentists motivated for advanced education and innovation, from Germany, Austria, and Switzerland
Print run:	20,000 copies (IWW 3/2019) German Edition 6,000 copies Austrian Edition 6,000 copies Swiss Edition
Frequency:	8 issues per country edition
Format:	280 x 400 mm
Speciality:	part of the globally published Dental Tribune network with 32 editions in 90 countries

The *Dental Tribune* German edition is part of the *Dental Tribune* suite that is published worldwide in various local languages. In this context, the reporting focuses in particular on the practical applications in the international dental industry as well as the latest developments in science and practices.





Issue	Editorial Deadline	Advertisement Deadline	Release Date	Speciality	Supplement
1/2020	10 January	17 January	05 February	Digital Dentistry	
2/2020	14 February	28 February	18 March	Prosthodontics Dental Labs	🇨🇭 today DENTAL BERN
3/2020	20 March	03 April	22 April	Practice Hygiene	🇨🇭 WID today
4/2020	22 April	29 April	20 May	Restorative Dentistry Geriodontology	
5/2020	29 May	05 June	24 June	Endodontics	🇩🇪 Zahnärztliche Assistenz
6/2020	07 August	14 August	02 September	Prophylaxis	🇨🇭 Annual Congress of Austrian Dental Association
7/2020	11 September	25 September	14 October	Implantology	
8/2020	06 November	13 November	02 December	Periodontics	🇩🇪 Zahnärztliche Assistenz



Format	1/1	1/2	1/3	1/4
Dimension	280 x 400	280 x 200 (horiz.) 162 x 400 (vert.)	280 x 135 (horiz.) 112 x 400 (vert.)	162 x 166
Price	🇩🇪 3,450 EUR 🇨🇭 1,950 EUR 🇨🇭 2,950 EUR 🇩🇪 🇨🇭 6,700 EUR	2,450 EUR 1,650 EUR 2,150 EUR 5,000 EUR	1,850 EUR 1,350 EUR 1,650 EUR 3,900 EUR	1,550 EUR 1,150 EUR 1,350 EUR 3,240 EUR
Supplement	🇩🇪	from 109 EUR per 1,000 copies (excl. postal fee)		
Supplement	🇨🇭	from 220 EUR per 1,000 copies (excl. postal fee)		
Supplement	🇨🇭	from 390 EUR per 1,000 copies (excl. postal fee)		

Dates are subject to change. All prices are valid for 4c ads. Prices in EUR plus VAT. All dimensions in millimeters.
Further formats, advertising forms and prices on request. Detailed media data can be found at www.oemus.com/mediadaten.

E-paper link





Zahnärztliche Assistenz

Twice a year—in June and December—the speciality journal *Zahnärztliche Assistenz* is published. The thematic focus is put on the “heart” of every dental practice—the dental assistant. Specifically for the young, self-confident and modern (predominantly) women, this consistent cross-type of media dedicates itself not only to the specialised topics and current daily news, but also creates a link between print and online.



Issue	Editorial Deadline	Advertisement Deadline	Release Date
1/2020	29 May	05 June	24 June
2/2020	06 November	13 November	02 December

Format	1/1	1/2	1/3	1/4
Dimension	280 x 400	280 x 200 (horiz.) 162 x 400 (vert.)	280 x 135 (horiz.) 112 x 400 (vert.)	162 x 166
Price	3,450 EUR	2,450 EUR	1,850 EUR	1,550 EUR
Supplement	from 109 EUR per 1,000 copies (excl. postal fee)			

Clever networking by cross-media marketing

The world is becoming more digital—and so are your customers. In order to reach your target group on all channels, creative and fully networked communication is required. The classic marketing instrument “advertisement” is complemented by the distribution of news and product presentations in the online segment.

Packages	Platin 5,350 EUR	Gold 4,450 EUR	Silver 3,750 EUR
1/1 page advertisement in Zahnärztliche Assistenz	yes	yes	yes
editorial in Zahnärztliche Assistenz	yes	yes	yes
Facebook post – ZWP online	yes	yes	yes
Facebook post – Zahnärztliche Assistenz	yes	yes	
Twitter post* – ZWP online	yes	yes	
Instagram post* – ZWP online	yes	yes	
Instagram story* – ZWP online	yes	yes	
post/release at ZWP Online website (slider news)	yes		
newsletter release Zahnärztliche Assistenz	yes		

* after consultation with editorial team



Zahnärztliche Assistenz offers the industry a tailored product and service campaigns for the target group specific presentation. The high intensity contact through online–offline communication enables you as a retailer and manufacturer to position your new products on the market and strengthen brand loyalty. For example, through the placement of competitions, surveys, user reports and product tests, dental assistants can reinforce the desired advertising effect with the associated wide-ranging online channels and provide direct feedback from the consumer.

	Zahnärztliche Assistenz facebook.com/ZahnarztlicheAssistenz	19.500 Fans **
	ZWP online at Facebook facebook.com/ZWPonline	8.700 Fans **
	ZWP online at Twitter twitter.com/ZWPonline	990 Follower **
	ZWP online at Instagram www.instagram.com/zwponline	1.500 Follower **
	Newsletter Zahnärztliche Assistenz	3.000 recipients **

** homogeneously grown

E-paper link



Dates are subject to change. All prices are valid for 4c ads. Prices in EUR plus VAT. All dimensions in millimeters.

Further formats, advertising forms and prices on request. Detailed media data can be found at www.oemus.com/mediadaten.



© Katja Kupfer

„Die MKG-Chirurgie ist das Bindeglied zwischen der Human- und Zahnmedizin. **Das macht die Disziplin auch so unglaublich spannend.**“

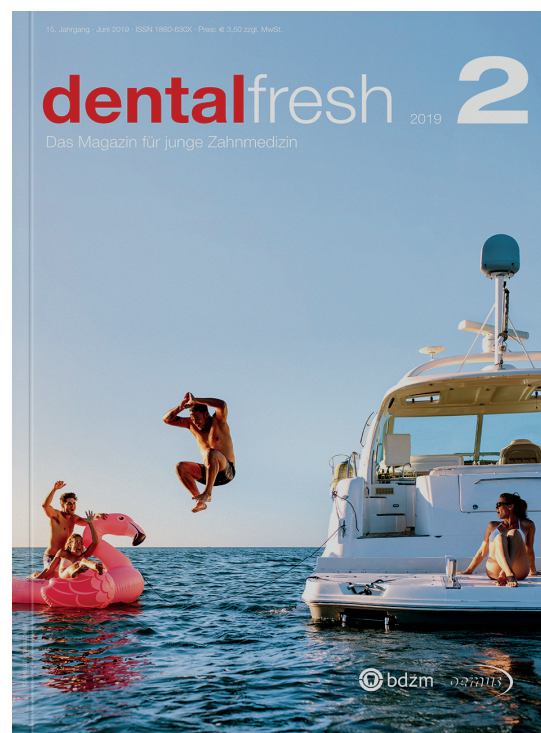
Ja, nach vier bis fünf Jahren wird die Lernkurve einfach flach, und man muss schauen, dass sie wieder nach oben geht. Und ich wollte auch das Fach der MKG-Chirurgie weiter voranbringen, möglichst auch einen Lehrstuhl besetzen. Da war dann das Aachener Klinikum der perfekte Standort für den nächsten Schritt.



24

dentalfresh catches relevant topics that are important for young dentists in their training and at the beginning of a successful professional career.

Speciality: trend magazine for young dentists



Issue	Editorial Deadline	Advertisement Deadline	Release Date
1/2020	31 January	14 February	March
2/2020	30 April	15 May	June
3/2020	31 July	14 August	September
4/2020	02 October	16 October	November

1/1	1/3		Format	1/1	1/2	1/3	1/4	
			Dimension	210 x 297	210 x 148 (horiz.) 105 x 297 (vert.)	210 x 99 (horiz.) 70 x 297 (vert.)	105 x 148	
	1/2	1/4		Price	2,650 EUR	1,950 EUR	1,750 EUR	1,650 EUR
				Supplement	from 400 EUR per 1.000 copies (excl. postal fee)			



dentalfresh
Das Magazin für junge Zahnmediziner
SABON

ASSISTENTENHANDBUCH
Ein Ratgeber zur Weiterbildung

dental fresh

E-paper link



Dates are subject to change. All prices are valid for 4c ads. Prices in EUR plus VAT. All dimensions in millimeters.

Further formats, advertising forms and prices on request. Detailed media data can be found at www.oemus.com/mediadaten.

E-paper link



DENTALZEITUNG & DZ *today*

Products play a central role in the dental market. With *DENTALZEITUNG* and *DZ today*, OEMUS MEDIA AG covers this segment with publications. *DENTALZEITUNG*, the official agency of the Bundesverband Dentalhandel e.V., which is published six times a year, informs dentists about the latest developments in dental technology. From the point of view of the trade, *DENTALZEITUNG* gives deeper insights about products, concepts and technical aspects. The trade fair newspaper, *DZ today*, is published during regional trade fairs and is sent out in advance, and also distributed directly at the trade shows by hostesses.

DZtoday

Messtipps der Dentalzeitung

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id München
id Frankfurt
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Fachdental Leipzig/id infotage dental • 13. und 14. September 2019

**Fachdental Leipzig/
id infotage dental 2019**
Freitag, 13. September 2019
Samstag, 14. September 2019

Öffnungszeiten
Freitag 13.00–18.00 Uhr
Samstag 09.00–14.00 Uhr

Veranstaltungsort
Messe Leipzig, Halle 4

Veranstalter/Kontakt: Das Kompetenzcenter
Medizin & Gesundheit der veranstaltenden
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Tel.: 0711 18940-0

Weitere Informationen erhalten Sie im
Internet unter:
www.fachdental-leipzig.de



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Anzeige der Zahnärztin

Fachdental Leipzig inspiriert mit digitalen Lösungen

Die Fachdental Leipzig/id infotage dental ist seit 30 Jahren die wichtigste Fachmesse für Zahnmedizin in Mitteleuropa.
In diesem Jahr informiert die Sonderschau „Digitaler Workflow“ über den Weg zur voll digitalisierten Praxis.

■ **(Landesmesse Stuttgart/DZ today)** – Als bedeutende regionale Fachmesse ist die Fachdental Leipzig/id infotage dental eine wichtige Plattform für zukunftsweisende Ideen. Zahnärzte und Laborbetreiber schätzen das umfassende Angebot als Orientierungshilfe in der beruflichen Standortbestimmung.

Ebenso dient die Regionalmesse als wertvolle Informationsquelle für die Entscheidungsfindung bei anstehenden Investitionen. Bietet sie den Fachbesuchern vor Ort doch den kompletten Überblick mit allen relevanten Herstellern und Handelspartnern des deutschen Dentalmarkts und fungiert somit als wichtige Drehscheibe für Weiterbildung, Inspiration und die Verwirklichung neuer Technologien. Auf der Fachdental Leipzig zeigt eine Sonderschau zum Thema „Digitaler Workflow“ beispielhaft, in welchem Bereich besonderes Potenzial steckt.

Live dabel: Neue Zähne aus dem Drucker
Ein wichtiges Thema ist natürlich die Digitalisierung: Neue Technolo-

gien ermöglichen präzise und automatisierte Arbeitsabläufe, erleichtern den stressigen Praxis- und Laboralltag und finden zunehmend auch bei der Herstellung von Zahnersatz und Prothesen Anwendung. Wie das funktioniert, können die Besucher der Fachdental Leipzig/id infotage dental am Stand der dental bauer GmbH & Co. KG „live“ erleben (Halle 4, Stand E57). Dort installieren Spezialisten einen vollständigen „Workflow“ – vom digitalen Röntgen und der Datengewinnung per Scan über die Erstellung eines virtuellen Modells bis zum fertigen Endprodukt. Das kommt entweder aus dem 3D-Drucker oder wird im CAM-Verfahren gefertigt.

Selbstverständlich sind innerhalb der Prozess- und Wertschöpfungskette auch individuelle Teillösungen oder Kooperationen zwischen Praxis und Labor möglich. Vorteil für die Patienten: Die Behandlung verkürzt sich in jedem Fall – und lässt sich beim „Komplettangebot“ unter einem Dach möglicherweise sogar in einer einzigen Sitzung abschließen.

Gesucht: #praxisteam2019

Neben Sonderschauen zu verschiedenen Themen bietet die regionale Messe für Fachbesucher aus Praxis und Labor ein interessantes und unterhaltsames Rahmenprogramm. Zu den Höhepunkten zählen etwa der Fachdental Award, die Vorträge in der dental arena oder der Social-Media-Fotowettbewerb #praxisteam2019, der in diesem Jahr erstmals stattfindet. Vor und während der Messe können Teams von Zahnarzt- und Kieferorthopädiepraxen über Instagram oder Facebook mit einem kreativen Team-Foto teilnehmen. Als Preise gewinnen ein Team-Event-Gutschein oder Präsentkörbe. Jedes teilnehmende Team erhält zudem kostenfreie Tickets für die jeweils nähergelegene Fachdental-Messe.

Weitere Informationen unter www.fachdental-leipzig.de

Messestand der DENTALZEITUNG

Wir laden Sie herzlich ein, unseren Stand D18 in Halle 4 auf der Fachdental Leipzig/id infotage dental zu

besuchen und sich Ihr persönliches Exemplar der aktuellen **DENTALZEITUNG 4/2019** mit dem Themenschwerpunkt „Praxiskonzepte“ zu sichern. <<

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calaject.de

„schmerzarm+komfortabel“



**HALLENPLAN
innenliegend**

SHOFU

**Herbst
AKTION**

>> JETZT SPAREN <<

**HALLE 4
STAND B62**

www.shofu.de

E-paper link



Good to know:

On average, 183,000 documents are processed in one year.

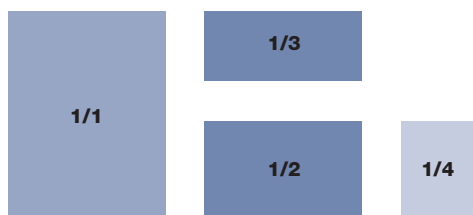


DENTALZEITUNG

Now in its 21st year, *DENTALZEITUNG*, as a supra-regional source of information for the German dental trade, will continue to provide practice owners with detailed information on new products and services in 2020. With a circulation of 35,000 copies and the new modern web offer, it belongs to the most important technical periodicals at the market, with a broad readership in dental practices and dental centres.

Target group:	dental practices, dental centres
Print run:	35,000 copies (IWW 3/2019)
Frequency:	6 issues
Format:	210 x 297 mm
Speciality:	official agency of the Bundesverband Dentalhandel e.V.

Issue	Editorial Deadline	Advertisement Deadline	Release Date	Speciality
1/2020	17 January	24 January	21 February	Endodontics Conservative Dentistry
2/2020	13 März	20 March	24 April	Diagnostics
3/2020	30 April	08 May	05 June	Periodontics Prophylaxis
4/2020	31 July	07 August	04 September	Practice Concepts
5/2020	04 September	18 September	16 October	Practice Hygiene
6/2020	16 October	30 October	20 November	Digital Practice



Format	1/1	1/2	1/3	1/4
Dimension	210 x 297	210 x 148 (horiz.) 105 x 297 (vert.)	210 x 99 (horiz.) 70 x 297 (vert.)	105 x 148
Price	5,850 EUR	4,150 EUR	3,350 EUR	2,850 EUR
Supplement	from 87 EUR per 1,000 copies (excl. postal fee)			

E-paper link



Dates are subject to change. All prices are valid for 4c ads. Prices in EUR plus VAT. All dimensions in millimeters.

DZ today

DZ today is the name of the authorised trade fair newspaper for dental practices and laboratories in the regional catchment area of Germany's dental trade fairs. Due to the free distribution prior to the dental trade fairs as well as the distribution on site, this current medium offers a clear and concise form which offers a quick orientation on new products, special offers and trade fair promotions.



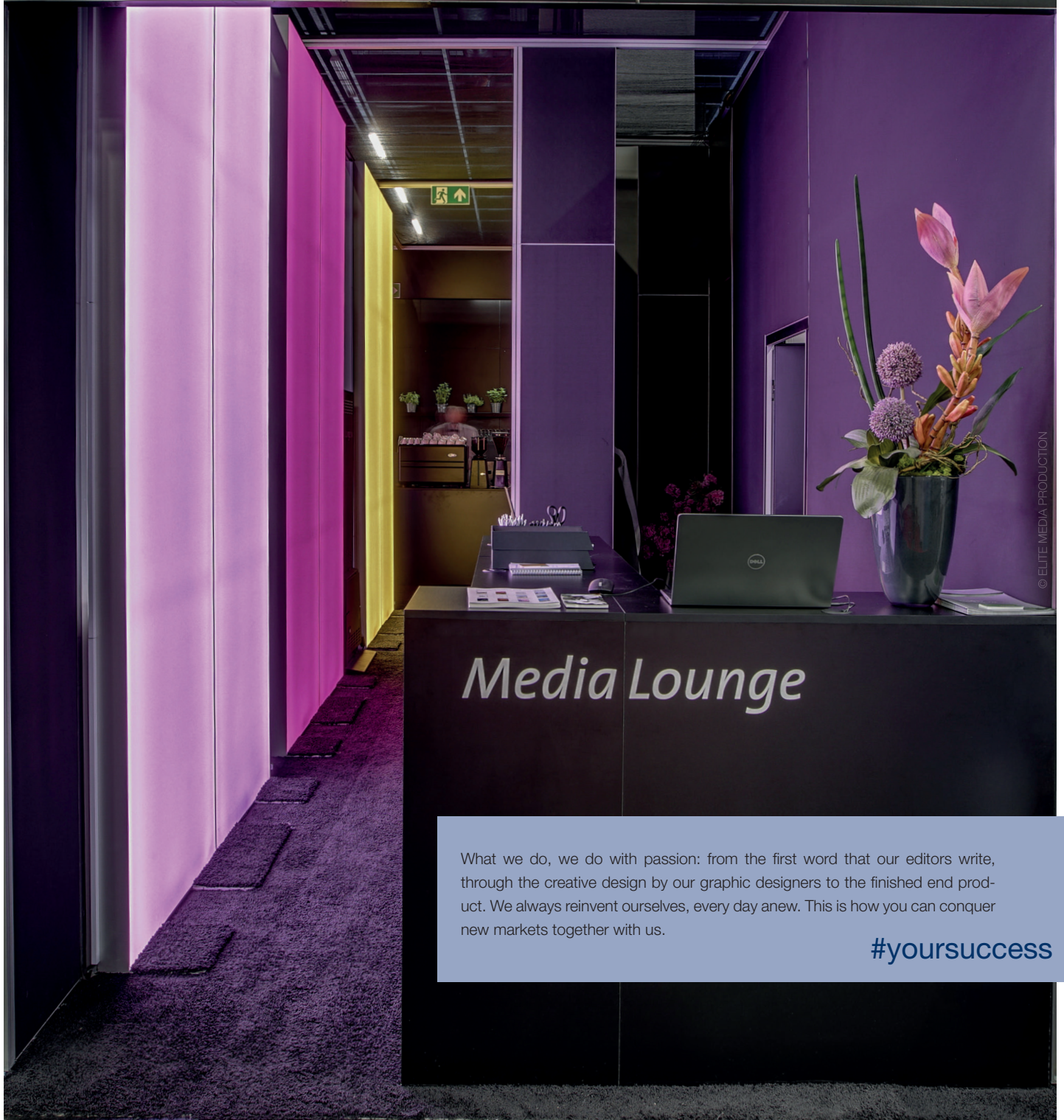
Target group:	dental practices, dental labs, trade show visitors
Print run:	8,000 copies (per show)
Frequency:	accompaniment to German dental trade fairs 2020
Format:	280 x 400 mm
Speciality:	most popular trade show newspaper in dentistry worldwide (more than 80 international trade shows)

Issue	Advertisement Deadline	Release Date	Exhibition date	Trade fair
Leipzig	21 August	19 September	25/26 September	Fachdental Leipzig/ id infotage dental
Stuttgart	04 September	09 October	16/17 October	Fachdental Südwest/ id infotage dental Stuttgart
München	18 September	16 October	23/24 October	id infotage dental Munich
Frankfurt am Main	09 October	06 November	13/14 November	id infotage dental Frankfurt am Main

Format	1/1	1/2	1/3	1/4
Dimension	280 x 400	280 x 200 (horiz.) 162 x 400 (vert.)	280 x 135 (horiz.) 112 x 400 (vert.)	162 x 166
Price	2,650 EUR	2,150 EUR	1,750 EUR	1,450 EUR
Supplement	from 290 EUR per 1,000 copies (excl. postal fee)			



As the worldwide market leader in dental publishing, OEMUS MEDIA AG and Dental Tribune International GmbH will again produce the bilingual, daily trade fair newspaper *today* at the IDS in 2021. Since 1999, the *today* newspaper has developed into the industry leader for visitors and exhibitors at the world's largest dental trade fair IDS.



What we do, we do with passion: from the first word that our editors write, through the creative design by our graphic designers to the finished end product. We always reinvent ourselves, every day anew. This is how you can conquer new markets together with us.

#yoursuccess

today at IDS

Target group:	trade show visitors, dental labs
Auflage:	60,000 copies Show Dailies 20,000 copies Show Preview (GER) 20,000 copies Show Review (GER)
Frequency:	6 daily issues from Mon - Sat (bilingual) 1 issue Show Preview (GER) 1 issue Show Preview (Int./ENG) 1 issue Show Review (GER) 1 issue Show Review (Int./ENG)
Format:	280 x 400 mm
Speciality:	oldest, widest reaching daily trade show newspaper including daily online broadcasts



Issue	Editorial Deadline	Advertisement Deadline	Release Date
Show Preview GER	23 January 2021	23 January 2021	20 February 2021
Show Preview int./ENG	January 2021	January 2021	February 2021
Show Daily Monday	14 January 2021	14 January 2021	08 March 2021
Show Daily Tuesday	14 January 2021	14 January 2021	09 March 2021
Show Daily Wednesday	14 January 2021	14 January 2021	10 March 2021
Show Daily Thursday	14 January 2021	14 January 2021	11 March 2021
Show Daily Friday	14 January 2021	14 January 2021	12 March 2021
Show Daily Saturday	14 January 2021	14 January 2021	13 March 2021
Show Review GER	13 March 2021	13 March 2021	30 March 2021
Show Review int./ENG	March 2021	March 2021	April 2021



The floor plan is a supplement of the Show Preview (20,000 copies) as well as of all daily issues (60,000 copies).

Format	1/1	1/2	1/3	1/4
Dimension	280 x 400	280 x 200 (horiz.) 162 x 400 (vert.)	280 x 135 (horiz.) 112 x 400 (vert.)	162 x 166
Price	3,950 EUR	3,450 EUR	2,950 EUR	2,450 EUR
Supplement	from 395 EUR per 1,000 copies (excl. postal fee)			

E-paper link



Dates are subject to change. All prices are valid for 4c ads. Prices in EUR plus VAT. All dimensions in millimeters.

Further formats, advertising forms and prices on request. Detailed media data can be found at www.oemus.com/mediadaten.

OEMUS MEDIA AG @ IDS

Your success is our priority. Put your trust in the expertise of our sales professionals and bring your company forward. Needless to say that we operate worldwide.

While visitors to the Media Lounge enjoy the peace and quiet on the 270 square metre booth, the 100-man team rotates around the clock to capture the daily events of the IDS in words, pictures and video. The 13 editors cover more than one million steps on the fair grounds in six days, report on all press conferences and capture the IDS in more than 5,000 pictures.

Not only the dental market is constantly reinventing itself, the Media Lounge of OEMUS MEDIA AG also follows a new and unique booth concept every IDS year.





The Media Lounge of OEMUS MEDIA AG provides the ideal setting during every IDS to inform you about the current products and services of our company in a pleasant and welcoming atmosphere.



With a total circulation of 60,000 copies during the fair, *today* is an ideal information medium for visitors and exhibitors.



The Social Media Wall at IDS is a highlight—it interactively integrates our customers and all users of our online channels. Did you know that we have 40,000 fans among our social networks?



? Good to know:
ZWP online offers more than 40,000 photos from all dental disciplines in more than 3,700 photo galleries.

Torsten Oemus, who gave his name to the company, has been active on the international dental scene for 26 years and stands for consistency and reliability within the industry.



Visitors to IDS can obtain the daily edition of *today* at the IDS directly at the entrances to the fair from our friendly staff.

The outside wall of the Media Lounge provides an overview about the wide range of print products of OEMUS MEDIA AG.

We. The OEMUS MEDIA AG.

All of our employees and colleagues contribute with their personality to the constant success of OEMUS MEDIA AG. For all of US, it is important to think NEW every day and to work innovatively and purposefully. People are the indispensable basis for joint entrepreneurial growth.

Cohesion, support, encouragement and constructive criticism—all of this is part of our daily values. But one thing is even more important for us: the **success of our customers**. Because we love what we do.

#welovewhatwedo

The guardians of orthography: the proof-readers **Marion Herner** and **Sophia Pohle** find even the smallest mistake before our publications go to print.



The English language and literature have always been the passion of **Marlene Hartinger**, editor of *ZWP Zahnarzt Wirtschaft Praxis* and *dentalfresh*.



The men behind the camera: event technicians **Simon Sachs** and **Maximilian Wolf** keep everything in view at live surgeries, studio tutorials and our events.



Good to know:

OEMUS MEDIA AG also trains apprentices. On average, we employ five trainees annually.

Creative at the touch of a button:
Alexander Jahn, art director and head
of the graphics department. You're holding
the results in your hands right now.



File jugglers, figure acrobats and
organisational talent in one: Only our
colleagues from administration are
capable of that all: **Victoria Lässig**
and **Stephanie Freyer**.

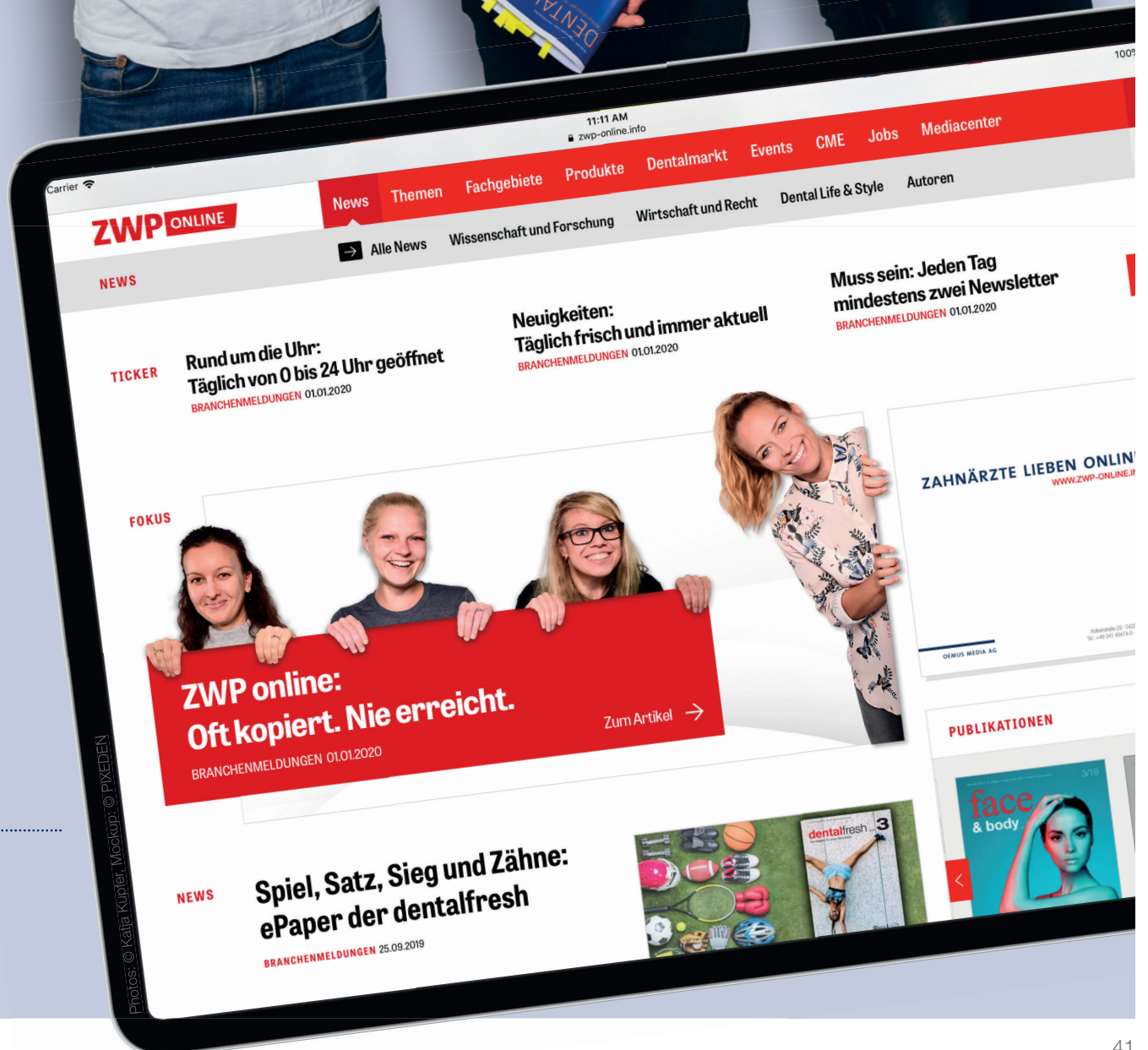


The ladies of the data stream: our online editors
Corinna Mikosch, **Maria Stiller** and
Jana Schikora along with the editorial manager
of ZWP online and all new media, **Katja Kupfer**,
ensure that you can access the latest news from
the dental industry online at any time.

Photo: © Katja Kupfer Mockup, © sébastien decorel — stock.adobe.com



© Katja Kupfer



Photos: © Katja Kupfer, Mockup: © PIXEDEN

KN Kieferorthopädie Nachrichten

KN Kieferorthopädie Nachrichten is the monthly newspaper for orthodontic specialists. The focus of the current reporting is on permanent professional orthodontic training at a high international level.





The *KN Kompendium* (5,000 copies) is published once a year as a monothematic supplement of the *KN Kieferorthopädie Nachrichten*.

Target group: orthodontic specialists
 Print run: 4,000 copies
 Frequency: 10 issues
 Format: 280 x 400 mm

Issue	Editorial Deadline	Advertisement Deadline	Release Date	Speciality
1+2/2020	03 January	31 January	14 February	
3/2020	07 February	06 March	20 March	
4/2020	06 March	03 April	17 April	Preview AAO Congress, Atlanta/USA, 1–4 May 2020
5/2020	17 April	15 May	29 May	Review AAO Congress, Atlanta/USA I Preview EOS Congress, Hamburg/GER, 10–14 June 2020
6/2020	15 May	12 June	26 June	
7+8/2020	10 July	14 August	28 August	Review EOS Congress, Hamburg/GER I Preview DGKFO Congress, Ulm/GER, 16–19 September 2020
9/2020	07 August	11 September	25 September	
10/2020	11 September	16 October	30 October	Review DGKFO Congress, Ulm/GER
11/2020	16 October	13 November	27 November	
12/2020	06 November	04 December	18 December	<i>KN Kompendium</i>
Kompendium	06 November	20 November	18 December	Distalisation

1/1	1/3	1/2	1/4
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Format	1/1	1/2	1/3	1/4
Dimension	280 x 400	280 x 200 (horiz.) 162 x 400 (vert.)	280 x 135 (horiz.) 112 x 400 (vert.)	162 x 166
Price (KN)	2,950 EUR	2,150 EUR	1,950 EUR	1,150 EUR
Price (KNK)	3,150 EUR	2,450 EUR	1,950 EUR	
Supplement	from 280 EUR per 1,000 copies (excl. postal fee)			

Dates are subject to change. All prices are valid for 4c ads. Prices in EUR plus VAT. All dimensions in millimeters.
 Further formats, advertising forms and prices on request. Detailed media data can be found at www.oemus.com/mediadaten.





SPECIAL KNOWLEDGE BROUGHT TO THE POINT

Speciality journals, interdisciplinary and international magazines

The speciality journals, the interdisciplinary and the international magazines are the backbone of the specialist communication of OEMUS MEDIA AG. Renowned authors, experts and practitioners report on the latest developments in their respective therapeutic area. In addition, there are event notes and reports as well as articles about the activities of the professional societies. These publications are the ideal platform for the presentation of the latest products and services in the respective therapeutic environment in the industry. The international magazines are the concurrent information platforms of cooperating professional associations such as DGZI or DGL.





Implantologie Journal

With contents relevant to further education from professional articles, webinars and live surgery/tutorials, *Implantologie Journal* gives its readers the opportunity to earn up to four CME points per issue.

Target group: implantologists, periodontists, dental technicians

Print run: 15,000 copies

Frequency: 10 issues

Format: 210 x 297 mm

Speciality: official membership agency of the German Association of Dental Implantology e.V. (DGZI)

Issue	Editorial Deadline	Advertisement Deadline	Release Date	Speciality
1+2/2020	02 January	10 January	03 February	Implantology—State of the Art I Market overview: suppliers and products
3/2020	03 February	14 February	06 March	The healthy Implant: Prevention, Tissue Stability & Risk Management
4/2020	02 March	13 March	03 April	Implant Prosthetics
5/2020	03 April	17 April	08 May	GBR & GTR in Implantology—Pt. 1 I Market overview: Bone Substitutes
6/2020	04 May	15 May	05 June	GBR & GTR in Implantology—Pt. 2 I Market overview: Membranes
7+8/2020	03 July	17 July	07 August	Metal-Free Implantology—Ceramics, Synthetics & Co. I Market overview: Ceramic Implants & Synthetic Implants
9/2020	31 July	14 August	04 September	The Aging Patient I Preview DGZI Annual Congress 2020
10/2020	04 September	11 September	02 October	Digital Implantology I Market overview: DVT/CBCT
11/2020	02 October	16 October	06 November	Minimal invasive Implant Therapy I Review DGZI Annual Congress 2020
12/2020	02 November	13 November	04 December	Implantologic Concepts for high reduced bone material

1/1	1/3	
	1/2	1/4

Format	1/1	1/2	1/3	1/4
Dimension	210 x 297	210 x 148 (horiz.) 105 x 297 (vert.)	210 x 99 (horiz.) 70 x 297 (vert.)	105 x 148
Price	2,950 EUR	2,220 EUR	2,040 EUR	1,860 EUR
Supplement	from 205 EUR per 1,000 copies (excl. postal fee)			

E-paper link



Dates are subject to change. All prices are valid for 4c ads. Prices in EUR plus VAT. All dimensions in millimeters.
Further formats, advertising forms and prices on request. Detailed media data can be found at www.oemus.com/mediadaten.

CME Online Print Package

The exclusive package is available to the sole premium partner of the corresponding new issue of *Implantologie Journal* and expands the advertising possibilities repeatedly.

Target group: implantologists, periodontists,
dental technicians

Package includes: cover picture

A4 advertisement

company portrait/interview (approx. 2 p.)

CME professional article

CME webinar/tutorial/live surgery (incl. production)

Alternatively: live tutorial/live surgery possible (upon request)

newsletter release

availability at ZWP online

Speciality: CME article and CME webinar/tutorial/live surgery will be distributed via the ZWP online newsletter (33,000 recipients) and accessible at any time at ZWP online



1/1
advertisement

Cover picture
*Implantologie
Journal*



company portrait/interview
(approx. 2 pages)

CME professional article
(multiple pages)



CME webinar
(1 page)

newsletter
release

CME Online Print Package

Price 12,500 EUR



filing at
ZWP online

Endodontie Journal

Target group: endodontists
 Print run: 4,000 copies
 Frequency: 4 issues
 Format: 210 x 297 mm
 Speciality: reaches out to all dentists and specialists
 active in the discipline

E-paper link



Oralchirurgie Journal

Target group: oral surgeons
 Print run: 4,000 copies
 Frequency: 4 issues
 Format: 210 x 297 mm
 Speciality: member agency of Berufsverband
 Deutscher Oralchirurgen e.V. (BDO)

E-paper link



Issue	Editorial Deadline	Advertisement Deadline	Release Date
1/2020	24 January	03 February	21 February
2/2020	14 April	24 April	15 May
3/2020	10 August	21 August	11 September
4/2020	02 November	13 November	04 December



Issue	Editorial Deadline	Advertisement Deadline	Release Date
1/2020	17 January	24 January	14 February
2/2020	13 March	27 March	17 April
3/2020	03 July	24 July	14 August
4/2020	11 September	25 September	16 October



1/1	1/3	
	1/2	1/4

Format	1/1	1/2	1/3	1/4
Dimension	210 x 297	210 x 148 (horiz.) 105 x 297 (vert.)	210 x 99 (horiz.) 70 x 297 (vert.)	105 x 148
Price	2,450 EUR	1,800EUR	1,650 EUR	1,485 EUR
Supplement	from 205 EUR per 1,000 copies (excl. postal fee)			

Good to know:
The most read news article at ZWP online has gained more than one million accesses thus far. The title: "Weisheitszahn-OP – die Zeit danach" ("Wisdom tooth removal—the post-op time").

Article



Dates are subject to change. All prices are valid for 4c ads. Prices in EUR plus VAT. All dimensions in millimeters.
Further formats, advertising forms and prices on request. Detailed media data can be found at www.oemus.com/mediadaten.

Prophylaxe Journal

In view of the increasing preventive orientation of dentistry, the *Prophylaxe Journal* promotes, among other things, the development of corresponding professions such as the dental hygienist, dental assistant or dental prophylaxis assistant. Specialised readers receive regular updates from the world of periodontics and prophylaxis through user-oriented case reports, studies, market surveys, compressed product information and news.

Target group: prevention-oriented dentists active in periodontics,
dental hygienists, dental assistants, prophylaxis assistants

Print run: 5,000 copies

Frequency: 6 issues

Format: 210 x 297 mm

Speciality: CME credits (continuing dental education)

Issue	Editorial Deadline	Advertisement Deadline	Release Date
1/2020	13 January	27 January	17 February
2/2020	24 February	09 March	30 March
3/2020	14 April	04 May	25 May
4/2020	13 July	27 July	17 August
5/2020	14 September	28 September	19 October
6/2020	06 November	20 November	11 December

Format	1/1	1/2	1/3	1/4
Dimension	210 x 297	210 x 148 (horiz.) 105 x 297 (vert.)	210 x 99 (horiz.) 70 x 297 (vert.)	105 x 148
Price	2,950 EUR	2,150 EUR	1,750 EUR	1,550 EUR
Supplement	from 400 EUR per 1,000 copies (excl. postal fee)			

Dates are subject to change. All prices are valid for 4c ads. Prices in EUR plus VAT. All dimensions in millimeters.



igelt bezahlt: 63398 • Preis: € 10,00 zzgl. MwSt.

cosmetic

dentistry – practice & science

2/19



Fachbeitrag

Äquilibrium von Abrasion und Attrition bei Kompositfüllungen an Seitenzähnen

Spezial

Eine Oase für Patient und Praxisteam

Event

Cosmetic Dentistry – aktuelle Trends im Mai in Düsseldorf

www.dentistry-practice-science.de

dentis

face & body

magazin

Fachbeitrag

Die minimalinvasive Hautstraffung mit Laser, Radiofrequenz und J-Pol

Technologie

Die elegante fraktionierte nichtablative Anti-Aging-Behandlung

Recht

Honorarärzte in Krankenkassen – selbstständig oder nicht?

www.dentistry-practice-science.de

ISSN 1868-3207 • Vol. 20 • Issue 2/2019

implants

international magazine of oral implants

1/19

ISSN 1868-3207 Sondernummer • Vol. 3 • Issue 1/2019

ceramic implants

state of the art of ceramic implant technology



case report
Tooth replacement with
one-piece zirconia implants

industry
Ceramics come of age

interview
Metal out—Ceramics in!

d2m113

ISSN 1864-4279 • 17. Jahrgang • Entgelt bezahlt

COS
dent



ISSN 2193-4665 • Vol. 11 • Issue 2/2019

laser

international magazine of laser dentistry

I|S|L|D

2/19



research
Use of carbon dioxide
lasers in dentistry

case report
Treatment of oral leukoplakia
with a 980 nm diode laser

case report
Facial swelling caused
by infected teeth

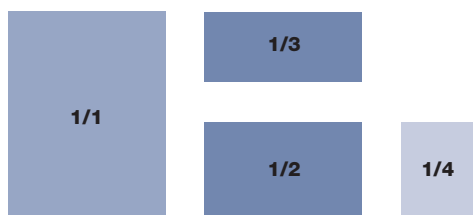


cosmetic dentistry_practice & science (GER)

cosmetic dentistry is the interdisciplinary speciality journal for high-end dentistry and at the same time the member agency of the German Society for Cosmetic Dentistry e.V. (DGKZ).

Target group: high-end dentists
 Print run: 4,000 copies
 Frequency: 4 issues
 Format: 210 x 297 mm
 Speciality: member agency of the German Society for Cosmetic Dentistry e.V. (DGKZ)

Issue	Editorial Deadline	Advertisement Deadline	Release Date
1/2020	24 January	14 February	March
2/2020	20 March	14 April	May
3/2020	19 June	10 July	August
4/2020	21 August	11 September	October



Format	1/1	1/2	1/3	1/4
Dimension	210 x 297	210 x 148 (horiz.) 105 x 297 (vert.)	210 x 99 (horiz.) 70 x 297 (vert.)	105 x 148
Price	2,950 EUR	2,220 EUR	2,040 EUR	1,850 EUR
Supplement	from 400 EUR per 1,000 copies (excl. postal fee)			

E-paper link

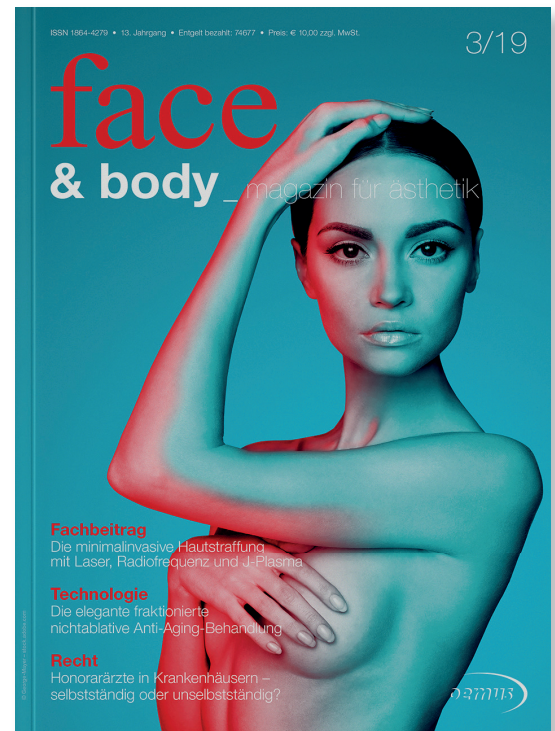


Dates are subject to change. All prices are valid for 4c ads. Prices in EUR plus VAT. All dimensions in millimeters. Further formats, advertising forms and prices on request. Detailed media data can be found at www.oemus.com/mediadaten.

face & body_magazin für ästhetik

face & body deals with all relevant specialisations of aesthetic medicine in an interdisciplinary way. By bridging the gap between invasive and non-invasive therapy methods, *face & body* represents a platform that covers all areas from aesthetic and plastic surgery to dermatology and cosmetic medicine.

Target group: aesthetic-plastically specialized surgeons, elected dermatologists
 Print run: 5,000 copies
 Frequency: 4 issues
 Format: 210 x 297 mm



Issue	Editorial Deadline	Advertisement Deadline	Release Date
1/2020	03 February	21 February	13 March
2/2020	04 May	20 May	12 June
3/2020	07 August	28 August	18 September
4/2020	25 October	13 November	04 December

Format	1/1	1/2	1/3	1/4
Dimension	210 x 297	210 x 148 (horiz.) 105 x 297 (vert.)	210 x 99 (horiz.) 70 x 297 (vert.)	105 x 148
Price	2,950 EUR	2,220 EUR	2,040 EUR	1,850 EUR
Supplement	from 400 EUR per 1,000 copies (excl. postal fee)			

Dream team: **Nadine Naumann**, Product Manager,
 and **Claudia Karlsen**, Editor of *face & body*.

E-paper link



©Katja Kupfer

CERAMIC IMPLANTS

international magazine of ceramic implant technology (ENG)

The white trend in oral implantology

With ceramic implants, users from all over the world are regularly provided with a unique magazine of this kind, dedicated to the subject of ceramic implants.



On complementing each other

Straumann has teamed up with Z-Systems to extend its ceramic implant portfolio: the Basel-based implant manufacturing giant has obtained exclusive distribution rights for the new Z-Systems zirconia-based implant line. At this year's International Dental Show, Frank Hemm, Head Marketing & Education at Straumann, and Rubino Di Girolamo, CEO of Z-Systems, spoke about their collaboration, what it means for the future of the two companies and how the new implant line from Z-Systems complements Straumann's PURE implant range.

Mr Hemm, Mr Di Girolamo—please could you give us some insight into the new collaboration between Straumann and Z-Systems?

Hemm: The cooperation is already fairly advanced. Straumann now holds a 34 per cent stake in Z-Systems and we have signed a worldwide distribution agreement that provides Straumann with exclusive worldwide distribution rights for the new Z-Systems implant line—starting with the new Z-Systems implant line in Europe. I should emphasize that the collaboration goes beyond a mere distribution agreement. The fact that we are now a large minority shareholder in Z-Systems underscores the fact that we want to strengthen the mutual ties between our two companies.

What does the new collaboration mean for joint customers in Europe and especially in Germany?

Di Girolamo: If you were to come to us asking about the SNOW implant, we would naturally refer you to Straumann. There are no conflicts of interest, quite the opposite: I think that the new collaboration has many clear positive effects. The fact that Straumann is now helping to support sales strengthens confidence in both the new product and the existing ones.

Hemm: Of course, there are some overlaps in our former bases, but the exchange among the two companies works very well.

The capital injection from Straumann will presumably help to support and accelerate for Z-Systems' broad product pipeline. What are the next steps for Z-Systems?

Di Girolamo: We will complete our fifth generation by developing a tissue-level implant with same internal geometry and screw technique. We will then focus on the sixth generation, which has already been placed in pilot surgery. For this new generation, we will develop a different exterior design and use smaller diameters. These will be the major developments in the near future.

"The new metal-free line from Z-Systems is the perfect complement to PURE."

Until now, the big challenge has been to screw ceramic to ceramic. How have you solved this problem?

Di Girolamo: The material properties of zirconium dioxide only allow ceramics to be screwed with ceramics. It is of utmost importance that you work very precisely. It is the abutment, implant, individual composite parts, i.e. the abutment, implant, and connecting screw, fit extremely accurately. Otherwise tensions arise that ceramic cannot absorb very well. With the help of new tools, we can now achieve extremely high level of precision that was not possible two or three years ago. Our previous design, the BL, for example, still had an integrated metal part because it was not, then

Straumann® Ceramic Implant Systems Discover PURE SNOW white.



Fig. 1: From left: Georg Isenher (Editorial Manager of ceramic implants), Frank Hemm (Head Marketing & Education at Straumann) and Rubino Di Girolamo (CEO of Z-Systems).

possible to achieve the necessary precision. In the meantime the machine industry has made significant progress and it is now possible to work with ultra-high precision.

Hemm: Z-Systems provides us with all-ceramic solution—implant, abutment and connecting screw, which we had not yet been able to offer—our PURE two-piece version still uses a metal insert. The possibility of being able to offer a completely metal-free solution with a bone-level design that complements PURE was one of the factors that made Z-Systems so attractive.

Speaking of PURE: is the new Z-Systems implant line a replacement or a complement?

Hemm: We will continue to market and develop our PURE range, which offers a soft-tissue level parallel-walled design in both monotype and two-piece versions. The advantage of PURE is that it has exactly the same geometry as our existing implants and can be placed with the existing Straumann instruments. Z-Systems complements it by offering a bone-level design with apical taper. This enables us to cater for individual customer requirements for bone-level implants and for higher primary stability with the apical taper. In this respect, the new metal-free line from Z-Systems is the perfect complement to PURE.

So far, ceramic implants have been predominantly used for single-tooth restorations. Do you think that it will also be possible to carry out multi-unit work with ceramics in the future?

Di Girolamo: We have 17 different abutments for the SNOW implant, including bridges. We are fully convinced by the quality and prosthetic capabilities and I am sure that we can go even further with ceramics.

Hemm: Today, we have customers who use ceramics in all indications. However, I have the impression that dentists are still somewhat cautious about using ceramics. They are gradually exploring the various treatment options beyond single tooth replacement, to partial gaps, and full-arch solutions. The prosthetic possibilities already exist, that's for sure.

Z-Systems certainly offers the widest and most advanced ceramic portfolio. What do you say to critics who don't believe the hype surrounding ceramic implants?

Di Girolamo: Right from the beginning, we have focused on osseointegration or stability with ceramics. We have demonstrated the strength of our PURE implant system in stability tests. We have also proven scientifically that a ceramic implant with the ZLA surface is comparable in terms of osseous healing to a titanium implant with an SLA surface. The two-piece design was important to us

Hemm: We do not want our customers to compromise on osseointegration or stability with ceramics. We have demonstrated the strength of our PURE implant system in stability tests. We have also proven scientifically that a ceramic implant with the ZLA surface is comparable in terms of osseous healing to a titanium implant with an SLA surface. The two-piece design was important to us

For a long time, ceramic implants were more in the testing phase. In addition to the undeniable advantages in terms of material compatibility and aesthetics, there were still a number of unsolved problems. Ceramic implants have been on the rise for just over five years. A number of developed and successful ceramic implants are already on the market today, and a share of five to ten per cent of the total volume is expected in the medium term. This topic has reached a new dimension with the recent entries from the "big players" such as CAMLOG, Straumann or Nobel Biocare. As it is generally the case, the respective specialist associations have been established in Germany and internationally at the same time, and corresponding events have been held. With *ceramic implants* as an independent international magazine, OEMUS MEDIA AG has precisely recognised the new development and implemented it in a very successful print product. *ceramic implants* is published twice per year.

Cuts more than a good figure on the exhibition floor:
Timo Krause,
product manager
ceramic implants.



© Kaijakupfer

Target group: dentists specialising in ceramic implantology (international)
Print run: 10,000 copies
Frequency: 2 issues
Format: 210 x 297 mm
Speciality: first ever international speciality publication for ceramic implantology

Issue	Editorial Deadline	Advertisement Deadline	Release Date
1/2020	02 March	13 March	April
2/2020	04 September	18 September	October

Format	1/1	1/2	1/3	1/4
Dimension	210 x 297	210 x 148 (horiz.) 105 x 297 (vert.)	210 x 99 (horiz.) 70 x 297 (vert.)	105 x 148
Price	3,450 EUR	2,950 EUR	2,450 EUR	2,150 EUR
Supplement	from 205 EUR per 1,000 copies (excl. postal fee)			

E-paper link



Dates are subject to change. All prices are valid for 4c ads. Prices in EUR plus VAT. All dimensions in millimeters.

Further formats, advertising forms and prices on request. Detailed media data can be found at www.oemus.com/mediadaten.

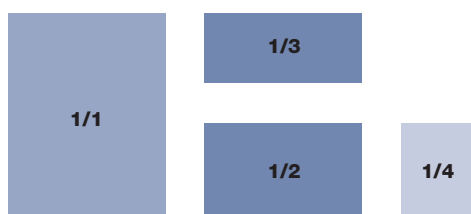


implants—international magazine of oral implantology (ENG)

With readers from some 100 countries, *implants* is one of the most widely distributed dental publications in the world today. In cooperation with the German Association of Dental Implantology e.V. (DGZI), the oldest European implantology specialist society, *implants* is dedicated to the transfer of know-how in the international field of dental implantology.

Target group: oral implantologists (international)
 Print run: 10,000 copies
 Frequency: 4 issues
 Format: 210 x 297 mm
 Speciality: international distribution

Issue	Editorial Deadline	Advertisement Deadline	Release Date	Speciality
1/2020	17 January	07 February	March	
2/2020	13 March	09 April	May	
3/2020	17 July	14 August	September	Preview 3 rd Future Congress/DGZI Congress 2020, Bremen/GER Preview EAO Congress 2020, Berlin/GER
4/2020	18 September	09 October	November	Review 3 rd Future Congress/DGZI Congress 2020, Bremen/GER Review EAO Congress 2020, Berlin/GER



Format	1/1	1/2	1/3	1/4
Dimension	210 x 297	210 x 148 (horiz.) 105 x 297 (vert.)	210 x 99 (horiz.) 70 x 297 (vert.)	105 x 148
Price	3,450 EUR	2,950 EUR	2,450 EUR	2,150 EUR
Supplement	from 205 EUR per 1,000 copies (excl. postal fee)			

E-paper link



Dates are subject to change. All prices are valid for 4c ads. Prices in EUR plus VAT. All dimensions in millimeters.

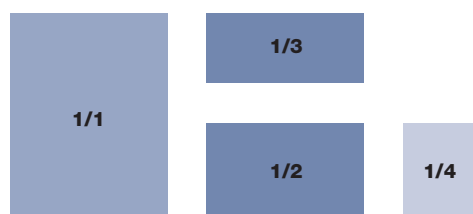
laser—international magazine of laser dentistry (ENG)

The international magazine *laser* offers specialised dentists a unique medium of its kind, which is dedicated to the successful use of lasers in the dental practice. In cooperation with the Deutsche Gesellschaft für Laser Zahnheilkunde e.V. (German Association for Laser Dentistry) and the International Society for Laser Dentistry (ISLD) founded in 2018, it aims to promote the world-wide transfer of know-how in the field of laser dentistry.



Target group: dentists using lasers in their practice
 Print run: 4,000 copies
 Frequency: 4 issues
 Format: 210 x 297 mm
 Speciality: member organ of DGL & ISLD

Issue	Editorial Deadline	Advertisement Deadline	Release Date	Speciality
1/2020	24 January	14 February	March	
2/2020	09 April	08 May	June	
3/2020	07 August	21 August	September	Preview DGL Congress 2020, Bremen/GER
4/2020	02 October	16 October	November	Review DGL Congress 2020, Bremen/GER



Format	1/1	1/2	1/3	1/4
Dimension	210 x 297	210 x 148 (horiz.) 105 x 297 (vert.)	210 x 99 (horiz.) 70 x 297 (vert.)	105 x 148
Price	2,250 EUR	1,650 EUR	1,500 EUR	1,200 EUR
Supplement	from 400 EUR per 1,000 copies (excl. postal fee)			





COMPENDIUMS FOR BEGINNERS AND EXPERIENCED

Comprehensive yearbooks by OEMUS MEDIA AG

With the yearbook series, OEMUS MEDIA AG offers dentists and dental technicians as well as the entire practice team speciality compendiums for implantology, digital dentistry/dental technology, endodontics and prophylaxis. Renowned authors from science, practice and industry inform about the basics and current trends of the respective subject areas. The yearbooks can be ordered directly from the publishing house, but are also available during the congresses and trade fairs from OEMUS MEDIA AG. The participants of the congresses, symposia and seminars will receive the yearbook for the respective subject area during the event.



Jahrbuch Implantologie



Target group: implantologists, dentists
Print run: 5,000 copies
Frequency: 1 issue
Format: 210 x 297 mm

Issue	Editorial Deadline	Advertisement Deadline	Release Date
2020	01 March	16 March	May

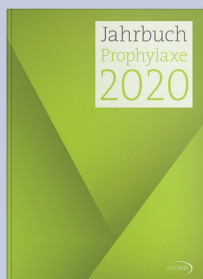
Jahrbuch Digitale Dentale Technologien



Target group: dentists, dental technicians
Print run: 1,000 copies
Frequency: 1 issue
Format: 210 x 297 mm

Issue	Editorial Deadline	Advertisement Deadline	Release Date
2020	02 December 2019	17 January	February

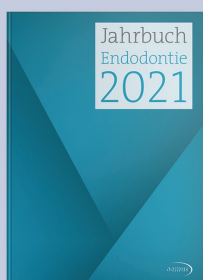
Jahrbuch Prophylaxe



Target group: prevention orientated dentists active in periodontics
Print run: 1,500 copies
Frequency: 1 issue
Format: 210 x 297 mm

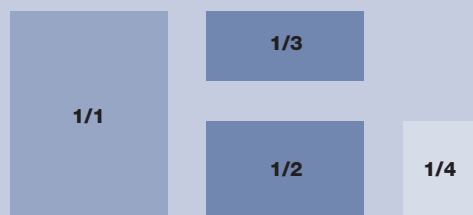
Issue	Editorial Deadline	Advertisement Deadline	Release Date
2020	20 March	03 April	May

Jahrbuch Endodontie



Target group: endodontists
Print run: 1,500 copies
Frequency: 1 issue
Format: 210 x 297 mm

Issue	Editorial Deadline	Advertisement Deadline	Release Date
2021	21 September	05 October	November



Format	1/1 + PR profile	1/1	1/2	1/3
Dimension	210 x 297	210 x 297	210 x 148 (horiz.)	210 x 99 (horiz.)
			105 x 297 (vert.)	70 x 297 (vert.)
Price	2,250 EUR	1,500 EUR	1,250 EUR	950 EUR

Prices are identically for all yearbooks.

Dates are subject to change. All prices are valid for 4c ads. Prices in EUR plus VAT. All dimensions in millimeters.

Further formats, advertising forms and prices on request. Detailed media data can be found at www.oemus.com/mediadaten.

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 1.

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 2.

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.

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.

Supplementary Terms and Conditions

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.

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)

Transfer via e-mail (up to 20 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 are based on the key data of FOGRA standards. To avoid print problems, the following parameters must be fulfilled: Paper category 2, all matt-coated papers from 70 g/m² as well as and 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 programmes including fonts, graphics, logos and pictures
- to avoid colour variations, 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 allowance is 3 mm for bordered subjects
- 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, a run analogue proof may also be delivered. The criteria do not change.

4. Final control

Please inspect all data initially before submitting to the publisher.

5. Delivery of ready-made printed products

Inserts, bound-in inserts and glued-in inserts must be perfectly packaged and machine-processable and clearly marked for object and output, with a subsidy of 5%, and delivered to the print shop free of charge no later than 14 days before the publication date. Please contact the advertising department of OEMUS MEDIA AG for the respective address. A specimen copy of the inserts, bound-in inserts and glued-in inserts with publication identification must be sent in advance to the publisher, advertisement disposition department.

Imprint

Publisher: Torsten R. Oemus

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Holbeinstraße 29 Fax: +49 341 48474-290
04229 Leipzig E-mail: info@oemus-media.de
Web: www.oemus.com

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Location,

Registry court: Leipzig, AG Leipzig

Commercial

register: HRB-Nr. 20609

VAT-ID.: DE 198530194

Tax number: 232/100/00437 Lpz III

Supervisory board: RA Jörg Warschat, LL.M. (Head of the board)

Board of directors: Ingolf Döbbecke (Head of the board)
Jürgen Isbaner (V.i.S.d.P.)
Lutz V. Hiller

Bank details:

Deutsche Bank AG
IBAN: DE20 8607 0000 0150 1501 00
BIC: DEUTDE8L

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Proofreading: Sophia Pohle

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instagram.com/oemusmediaag



xing.com/companies/oemusmediaag

Status: 15.11.2019

WE HELP YOU PLAN YOUR 2020 ACTIVITIES

January

February

March



01/01



February



03/02



05/02



05/02



05/02



March



March



17/01



14/02



14/02



14/02



14/02



14/02



13/03



13/03



14-15/02

Event



17/02



21/02



21/02



21/02



18/03



20/03

August

September



August



07/08



14/08



September



September



September



02/09



02/09



14/08



14/08



14/08



04/09



11/09



11/09



11/09



11/09



14/08



17/09



28/08



18-19/09

Event



18-19/09

Event



25/09



25-26/09



25-26/09

Event

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