

# ZWP

**ZAHNARZT  
WIRTSCHAFT PRAXIS**



Ersparen Sie  
Patienten  
**einschneidende  
Erlebnisse.**

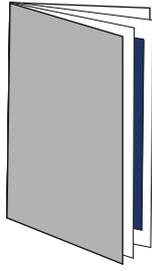
Jetzt  
kostenlos  
Ärztmuster  
anfordern!

AB SEITE 40

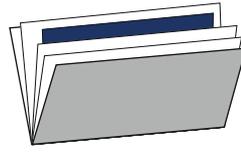
# Sonderwerbformen

Gültig ab 01.01.2021

## Beilage

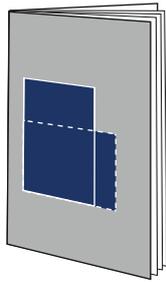


Magazin

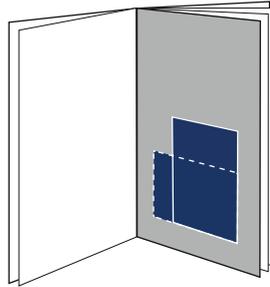


Zeitung

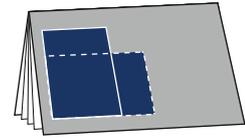
## Beikleber



Magazin/Titel  
Hoch- oder Querformat

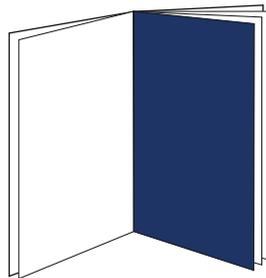


Magazin/Anzeige  
Hoch- oder Querformat  
Trägeranzeige notwendig

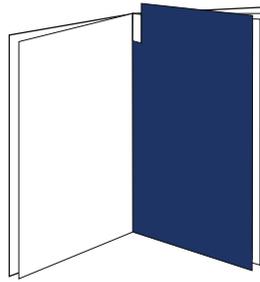


Zeitung/Titel/Anzeige  
Hoch- oder Querformat

## Einhefter

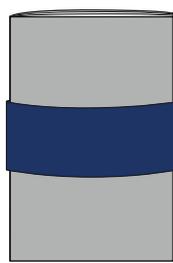


Magazin

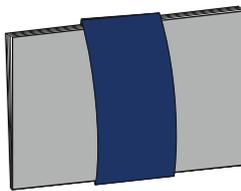


Magazin/Oversize

## Banderole

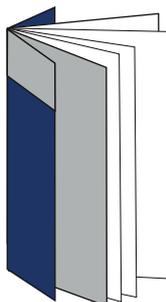


Magazin



Zeitung

## Flyingpage

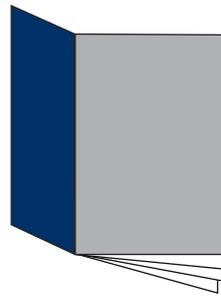
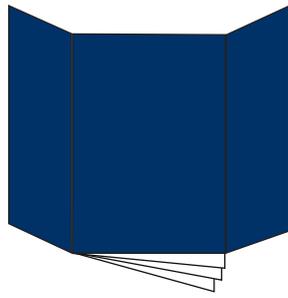


Zeitung

## Titelklappe

Altarfalz

Titelklappe ½

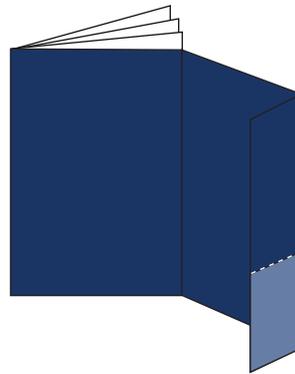
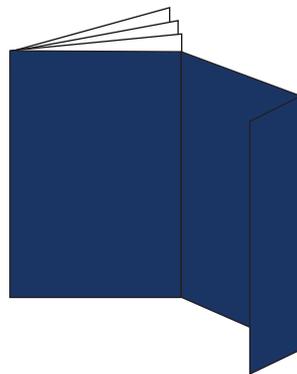
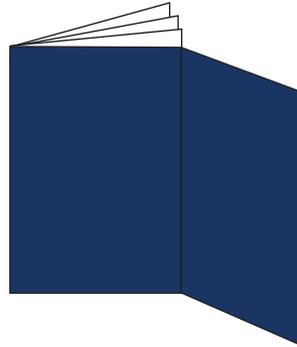


## Titelklappen

Außen

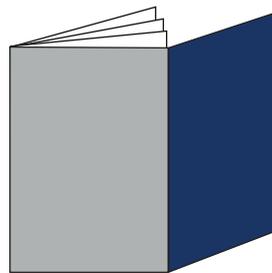
Außen + Lasche

Außen + Postkartenlasche

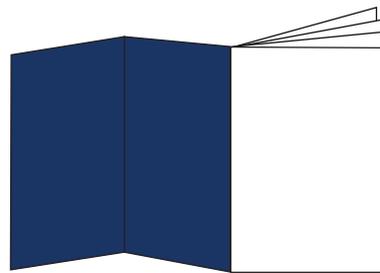


## Titelklappe

Innen



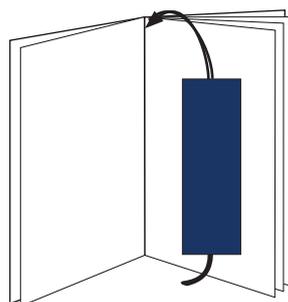
Darstellung Vorderseite  
ausgeklappt neben Titel



Darstellung Rückseite  
ausgeklappt neben Heftinnenseiten

## Lesezeichen

Magazin



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