

ISSN 1617-5077 · www.oemus.com · Preis: 6,50 EUR | CHF 10.– zzgl. MwSt. · 26. Jahrgang · Februar 2020

1+2/20

ZWP

ZAHNARZT
WIRTSCHAFT PRAXIS

WIRTSCHAFT /// SEITE 22
Abschied von der
Umsatzprovision

RECHT /// SEITE 40
Rechtliche Änderungen
in 2020

ZWP SPEZIAL /// BEILAGE
Praxisgründung

Implantologie

AB SEITE 52

© Cookie Studio – stock.adobe.com

oemus

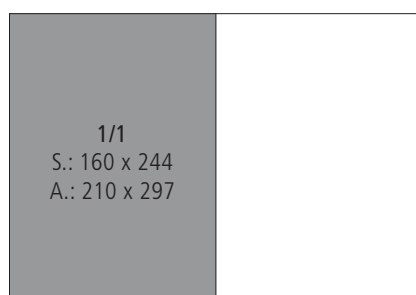
RATE CARD 2021

Prices valid from 1 January 2021

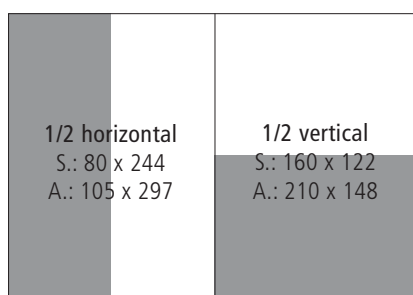
Frequency

ISSUE	EDITORIAL DEADLINE	ADVERTISING DEADLINE	RELEASE DATE	SPECIALITY
1+2 2021	15 January	15 January	05 February	Implantology
3 2021	05 February	12 February	05 March	Periodontics Prophylaxis
4 2021	15 March	19 March	09 April	Digital Dentistry
5 2021	16 April	23 April	14 May	Implantology vs. conventional therapies
6 2021	17 May	21 May	11 June	Paediatric Dentistry
7+8 2021	16 July	23 July	13 August	Endodontics Tooth Prevention
9 2021	13 August	20 August	10 September	Geriatric Dentistry
10 2021	17 September	24 September	15 October	Prosthodontics
11 2021	15 October	22 October	12 November	Diagnostics
12 2021	12 November	19 November	10 December	Practice Hygiene Quality Management

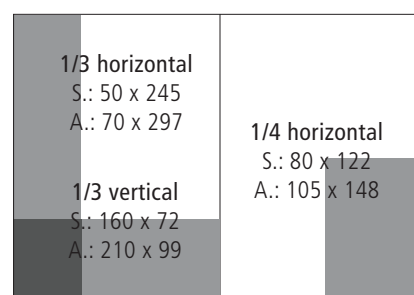
Formats | Prices (More formats: upon request)



1/1: € 5.450



1/2 horizontal/vertical: € 3.250



1/3 horizontal/vertical: € 2.650 1/4 horizontal: € 2.250

Premium positions

Cover picture	upon request
Back cover	€ 1.350
Inside cover	€ 850

Special formats: upon request

Agency commission: 10% from customer net
No agency commission will be granted on inserts/flyers/brochures, and glued-in items. This also refers to any other surcharges.

Inserts/Flyers/Brochures

Price up to 25 g	Maximum format
copies per thousand € 89*	200 x 290 mm
Price for more than 25 g upon request	Minimum format
	90 x 145 mm

Glued-in inserts/glued-in samples

Post cards	Maximum format
copies per thousand € 59	170 x 210 mm

Bound inserts

2-page	
Paper weight up to 115 g/sq m	€ 185 per thousand
150 g/sq m	€ 190 per thousand
4-page	
Paper weight up to 115 g/sq m	€ 240 per thousand.
150 g/sq m	€ 280 per thousand

Packages

	Basic			Premium		Premium Plus	Exclusiv
	€ 5.950	€ 3.750	€ 3.150	€ 7.950	€ 5.750	€ 9.500	€ 18.500
1/1 page advertisement in ZWP	YES			YES		YES	YES
1/2 advertisement (horizontal/vertical) in ZWP		YES			YES		
1/3 advertisement (horizontal/vertical) in ZWP			YES				
Press release (1.000 characters incl. 1 picture)	YES	YES	YES	YES	YES	YES	YES
Press release at ZWP online				YES	YES		
Editorial in ZWP-newsletter				YES	YES		
Editorial (i.e. interview, company portrait, case report); 6.000 characters incl. pictures						YES	
Editorial in ZWP-newsletter incl. social media posting (Facebook & Instagram)						YES	
Exclusive CME-article (9.000 characters incl. pictures)							YES
Editorial support/service by OEMUS MEDIA AG							YES
CME-tutorial or Live-OP incl. comprehensive promotion package (online & print)							YES
Announcement in ZWP-newsletter, CME-newsletter & in CME section at ZWP online & all social media channels							YES
Pop-up-banner (20.000 impressions) to promote for CME-tutorial or Live-OP							YES

Contacts



Stefan Thieme
Business Unit Manager

+49 341 48474-224
s.thieme@oemus-media.de



Antje Isbaner
Editorial Manager

+49 341 48474-120
a.isbaner@oemus-media.de

DentContacts

Print Run: 40.800 Exemplare (IVW 2/2020)
Distribution run: 40.089 Exemplare (IVW 2/2020)

Member of German Audit
Bureau of Circulation (IVW)

