

ZWP SPEZIAL

Profile

Print Run: 40.800

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 such as the annual ZWP Design Award that awards Germany's most innovative dental practice. ZWP Spezial contains current articles with high informative value and product information to keep the dentists always up-to-date about latest trends and innovations for their daily practice.

Rubriken

- 1 EDITORIAL
 - 2 ARTICLES FROM SCIENCE & RESEARCH,
CASE & USER REPORTS
 - 3 PRODUCT NEWS
 - 4 EVENT REPORTS

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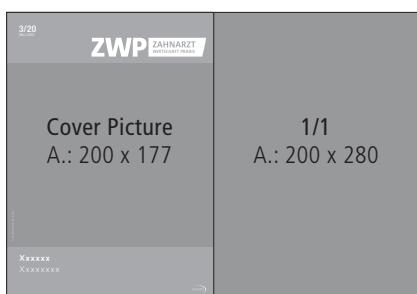
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Frequency

ISSUE	EDITORIAL DEADLINE	AD DEADLINE	RELEASE DATE	SPECIALITY
1+2 2021	15 January	15 January	05 February	Practice establishment
3 2021	05 February	12 February	05 March	Trends 2021
4 2021	12 March	19 March	09 April	Endodontics
5 2021	16 April	23 April	14 May	Practice Interior and Practice organisation
6 2021	17 May	21 May	11 June	Practice Hygiene
7+8 2021	16 July	23 July	13 August	Implantology
9 2021	13 August	20 August	10 September	Preview IDS 2021
10 2021	17 September	24 September	15 October	Review IDS 2021
11 2021	15 October	22 October	12 November	Design Award 2021
12 2021	12 November	19 November	10 December	Prophylaxis

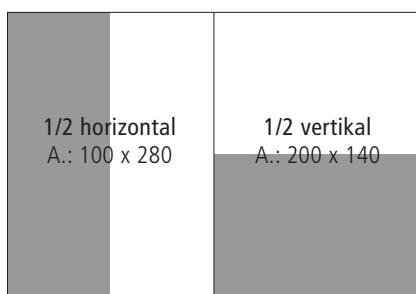
Formats | Prices

(More formats: upon request)

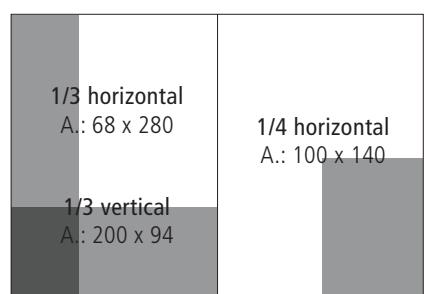


Cover Picture: € 8.450

1/1: € 5.450



1/2 horizontal/vertical: € 3.250



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

Premium positions

Inserts/Flyers/Brochures

Glued-in inserts/glued-in samples

Back cover € 1.350

Price up to 25 g

Post cards

Maximum format

Inside cover € 850

copies per

copies per

170 x 210 mm

thousand € 89*

thousand € 59

Special formats: upon request

Price for more than

Minimum format

25 g upon request

90 x 145 mm

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.

The net invoiced amount is subject to the statutory rate of value added-tax.

* plus postage