

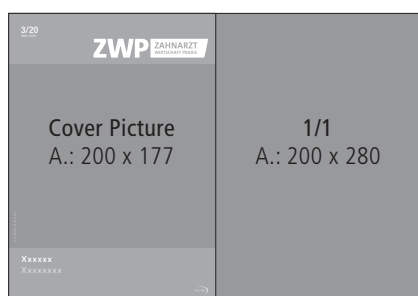


## Frequency

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

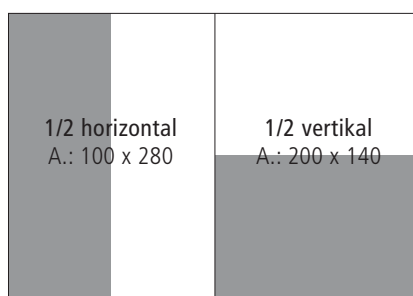
## Formats | Prices

(More formats: upon request)

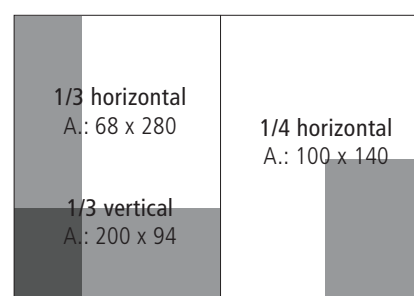


Cover Picture: € 8.450

1/1: € 5.450



1/2 horizontal/vertical: € 3.250



1/3 horizontal/vertical: € 2.650

1/4 horizontal: € 2.250

### Premium positions

Back cover € 1.350

Inside cover € 850

Special formats: upon request

### Inserts/Flyers/Brochures

Price up to 25 g  
copies per  
thousand € 89\*

Price for more than  
25 g upon request

Maximum format  
190 x 270 mm

Minimum format  
90 x 145 mm

### Glued-in inserts/glued-in samples

Post cards  
copies per  
thousand € 59

Maximum format  
170 x 210 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.