

ZWP

ZAHNARZT WIRTSCHAFT PRAXIS

1+2.22

SCHWERPUNKT
Implantologie

/// 42

WIRTSCHAFT
**Wie gelingt gesundes,
profitables Praxis-
wachstum?**

/// 10

IMPLANTOLOGIE
**Minimalinvasive
Implantation mit
internem Sinuslift**
/// 44

PLUS

Praxis Backstage 64

Zahnbeurteilungen 78

ZWP speziell Praxisgründung Beilage

DIE ZWP IM NETZ: zwp-online.info

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28. Jahrgang · Jan./Feb. 2022



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RATE CARD 2022

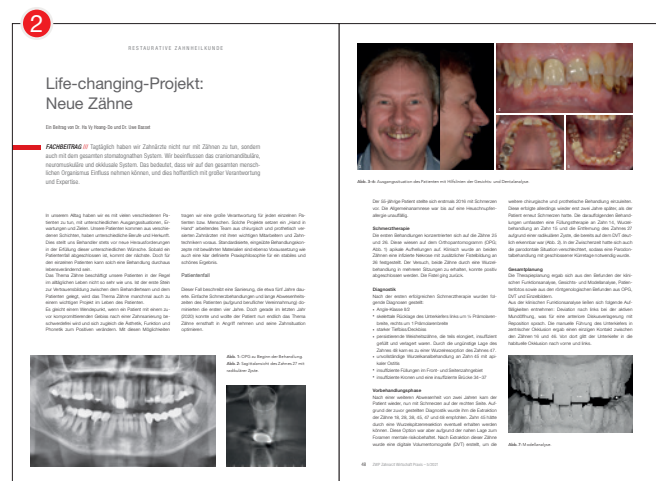
Prices valid from 1 January 2022

ZWP

Profile

Print Run: 40.800

For more than 26 years, ZWP Zahnarzt Wirtschaft Praxis is the must-have magazine for the general dentists. As a general interest title, ZWP covers the entire spectrum of dental practice management. It is one of the highest-frequency (12 issues per year) and highest-circulation titles (40.800 copies) and one of the most highly regarded sources of information on the German dental market. The very high level of awareness and above-average frequency of use of ZWP is equally transferred to the topic-specific supplements ZWP spezial and ZWP extra. For years, the ZWP family has occupied a top position among advertising media in the dental market in terms of annual advertising volume. The success of ZWP online gives the ZWP brand additional significance and enables consistent online and offline networking of all content and advertising.



Sections

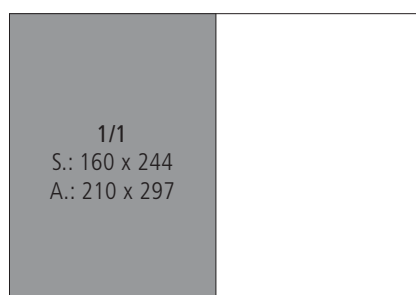
- EDITORIAL
- 1 ECONOMICS & LAW
- 2 ARTICLES FROM SCIENCE & RESEARCH, CASE & USER REPORTS
- 3 INTERVIEWS AND COMMENTS
- 4 PRODUCT NEWS



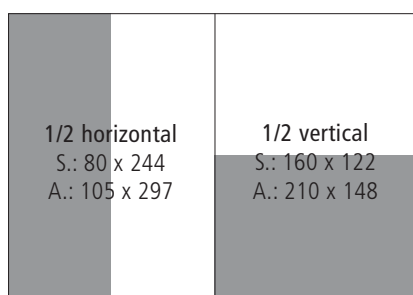
Frequency

ISSUE	EDITORIAL DEADLINE	ADVERTISING DEADLINE	RELEASE DATE	SPECIALITY
1+2 2022	10 January	21 January	11 February	Implantology
3 2022	07 February	18 February	11 March	Periodontics Prophylaxis
4 2022	17 March	25 March	14 April	Digital Dentistry
5 2022	11 April	22 April	13 May	Implantology vs. conventional therapies
6 2022	09 May	27 May	17 June	Paediatric Dentistry
7+8 2022	04 July	22 July	12 August	Endodontics Tooth Prevention
9 2022	08 August	26 August	16 September	Geriatric Dentistry
10 2022	12 September	23 September	14 October	Prosthodontics
11 2022	10 October	21 October	11 November	Diagnostics
12 2022	07 November	18 November	09 December	Practice Hygiene Quality Management

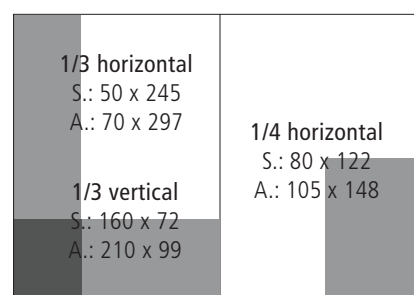
Formats | Prices (More formats: upon request)



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

ZWP	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



Marlene Hartinger
Editorial Manager

+49 341 48474-133
m.hartinger@oemus-media.de

DentContacts

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