ZWP SPEZIAL

Profile

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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 latests 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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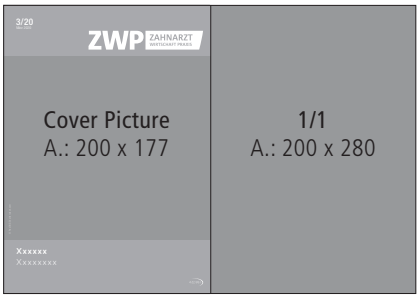
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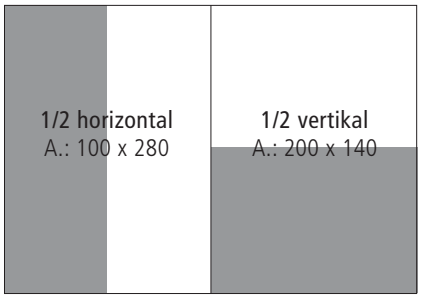
Frequency

ISSUE	EDITORIAL DEADLINE	AD DEADLINE	RELEASE DATE	SPECIALITY
1+2|2022	10 January	21 January	**11 February**	Practice establishment
3|2022	07 February	18 February	**11 March**	Trends 2022
4|2022	07 March	25 March	**14 April**	Finance and accounting
5|2022	111April	22 April	**13 May**	Practice Interior and Practice organisation
6|2022	09 May	27 May	**17 June**	Practice Hygiene
7+8|2022	04 July	22 July	**12 August**	Implantology
9|2022	08 August	26 August	**16 September**	Design Award 2022
10|2022	12 September	23 September	**14 October**	Biologization in regenerative dentistry
11|2022	10 October	21 October	**11 November**	Prophylaxis
12|2022	07 November	18 November	**09 December**	Endodontics

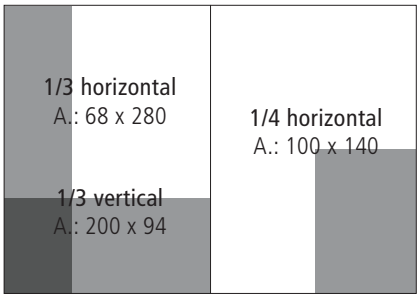
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1/3 horizontal/vertical: € 2.650 1/4 horizontal: € 2.250

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