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## BDIZ EDI konkret and EDI Journal: the association and its publishers

# Partnership of BDIZ EDI and OEMUS MEDIA AG

BDIZ EDI konkret and EDI Journal, the specialist journals for implantological practitioners, have been published by OEMUS MEDIA AG since January 1<sup>st</sup>, 2022. The European Association of Dental Implantologists (BDIZ EDI) and the publishing house signed the contract in December 2021.

BDIZ EDI konkret, the association's member journal, and its European counterpart, the English-language EDI Journal, are published four times a year, enjoying a circulation of approximately 7,000 each. The two titles appeal to a diverse readership in Germany and Europe. It includes association members, subscribers, universities, professional associations and societies, dental professional bodies and dental chambers, partner associations of BDIZ EDI in Europe and beyond, insurance funds and companies, legal experts, medical billing companies, dental laborato-

ries, members of the European Parliament, the EU Commission, the Council of European Dentists (CED), the World Dental Federation (FDI), the German Federal Ministries of Health, Justice and Finance, lobbyists in Brussels and Berlin and the dental industry.

### The association and its publishers

Christian Berger, President of BDIZ EDI, explained: "The Board of Directors have unanimously



above: Christian Berger, President of BDIZ EDI and Professor Jörg Neugebauer, Chairman of the Scientific Board  
below: Stefan Thieme, Project Manager, Anita Wuttke, Editor-in-Chief and Lutz V. Hiller, Board Member OEMUS MEDIA AG.



decided to place even greater emphasis on European issues and European topics. This is why we have agreed to partner with OEMUS MEDIA AG, which has a strong European orientation and is positioned more broadly, well beyond the narrower more technical publishing tasks. Continuous development and advancement of these two specialist titles is important to us, and networking across traditional media boundaries will carry great weight. Munich-based trade journalist Anita Wuttke will continue to serve as Editor-in-Chief for BDIZ EDI konkret and EDI Journal in this new constellation. She has been impressively demonstrating her skills at heading the editorial desk since 2013."

Lutz V. Hiller, Member of the Board of OEMUS MEDIA AG, added: "As a publishing house, we are pleased with the decision of the Board of BDIZ EDI to entrust us with publishing these two highly renowned titles. The two journals are an excellent match for our existing portfolio, as they represent a professional policy point of view that we had not previously covered in comparable depth. We look forward to an intensive, fruitful and trusting cooperation with BDIZ EDI."

### The team leaders

The collaborative project is managed by Stefan Thieme as project manager on the publisher's side, who will ensure that the structural and editorial processes run smoothly. He is responsible for media consulting at OEMUS MEDIA AG, the point of contact for the dental industry at EDI Journal and BDIZ EDI konkret. Stefan Thieme can look back on more than 20 years of publishing experience with OEMUS MEDIA AG.

Editor-in-chief Anita Wuttke remains at the helm of both professional journals. Her job includes the design and conception of the magazines' content: healthcare policy as well as association policy, but of course also the innovative focus that characterizes BDIZ EDI konkret and EDI Journal.

As head of the scientific advisory board, Prof Jörg Neugebauer, Secretary General of BDIZ EDI, keeps a knowledgeable eye on the articles submitted to the continuing-education sections of both journals. He is responsible for maintaining the consistently outstanding quality of all content related to implant surgery and implant prosthodontics.

*ED./AWU*