

# **today** at **IDS**



RATE CARD **2023**

Dentalshow.today

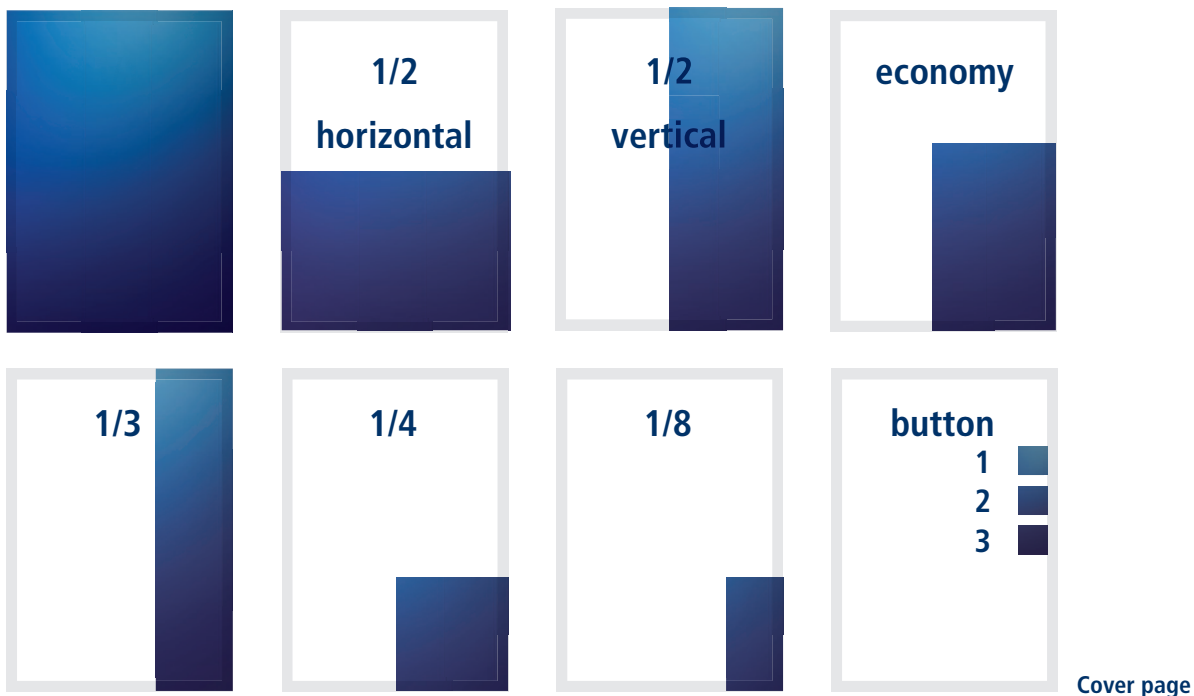
# today

@ids2023

Our  
best  
ad formats

## Advertisement formats and prices

Width x Height



**1/1**

**1/2**  
horizontal

**1/2**  
vertical

**ECONOMY**

**1/3**  
vertical

**1/4**

**1/8**

**BUTTON**

**Bleed:** 280 x 400 mm

280 x 200 mm

162 x 400 mm

162 x 227 mm

112 x 400 mm

162 x 166 mm

97 x 147 mm

46 x 46 mm

**Type area:** 249 x 368 mm

249 x 170 mm

147 x 338 mm

147 x 208 mm

97 x 338 mm

147 x 147 mm

Reproduction formats for data delivery + 3 mm, when format in bleed

\* Button is bookable only in combination with an advertisement booking.

Be hot or be not: *today* is the most spread and most read trade show newspaper at the world's biggest dental fair International Dental Show (IDS). Superlatives are entirely appropriate here: No other publication sums up the day-to-day happenings of the number one dental event so specifically – no matter whether it is interviews, product news or trade show news. Live on site, the daily trade fair newspaper *today* serves as the ultimate IDS trade fair companion for visitors and exhibitors, both in the form of the haptic print edition and in e-paper format. In addition, the dispatch of the *today* newsletter to our worldwide database every day ensures that visitors and interested parties hear about your trade fair highlights in a targeted manner and with high added value.

# today 15 16

40th International Dental Show • Cologne • 14-18 March 2023



**Photo gallery**  
Impressionen von der IDS 2023.  
Impressions of IDS 2023.



**Editorial**  
Dr. Seeliger über den aktuellen Status des mDentHealth-Konzepts.  
Dr. Seeliger on the current status of mDentHealth.



**Interview**  
Aktus über die Küber Mobile Academy Tour.  
All about the Küber Mobile Academy Tour.

## Neueste Software-Releases von exocad stehen für Innovation und Integration

**Innovation and integration define exocad's newest software releases**

Neue Produkte und spezielle Angebote von exocad auf der IDS.  
New products and special offers from exocad at IDS.

■ Exocad, ein Unternehmen von Align Technology und einer der weltweit führenden Anbieter von dentaler CAD-Software, hat die Erfolge des vergangenen Jahres und die aktuellen produktivitätssteigernden Software-Entwicklungen auf ihrer Presseveranstaltung im Rahmen der IDS präsentiert. Unter dem neuen Slogan "Imagine the CADabilities" stellt exocad letzte Releases und Meilensteine des Unternehmens vor.



Illustration: Stephan Pöschel, CEO von exocad

**Software-Releases**  
Nebenlineare Workflows und eine einfache Bedienung dafür stehen die Cadway Software-Releases von exocad. ChairscanCAD 3.0 Gateway, vorgestellt auf der IDS 2023, ist hoch automatisiert, intuitiv zu bedienen und optimiert für den Einsatz im klinischen Umfeld.

■ Exocad an Align Technology company and a leading dental CAD software provider, detailed the company's achievements over the past year and its recent productivity-boosting software

## People of today



Dr. Hubert Grottelmann, president and CEO of Neos

Die Philosophie der intelligenten Effektivität von Neos liegt sich in der einfachen und unkomplizierten Anwendung unserer Transaktionsysteme sowie in dem außergewöhnlich vorhersehbaren Ergebnis.

"Neos's intelligent simplicity philosophy is evident in the easy and uncomplicated use of our medical systems, as well as their extremely predictable outcomes."



Dr. Hubert Grottelmann, president and CEO of Neos



Dr. Hubert Grottelmann, president and CEO of Neos

## Dentalbranche trifft sich wieder in Köln

**Dental industry gathers in Cologne once again**

IDS startet mit Enthusiasmus in die Post-COVID-Ära.  
IDS launches post-COVID-19 era dentistry with enthusiasm.



Mark Stephan Pöschel, chairman of the Association of the German Dental Industry

■ Am Dienstagabend trafen sich die Verantwortlichen der Knochennetze und des Verbandes der Deutschen Dental-Industrie (VDDI) sowie Vertreter der Dentalbranche und Medienpartner in den Räumlichkeiten des Veranstaltungsorts im Herzen Kölns mit malerischem Blick auf Rhein und Dom. In Erwartung einer besonderen und spannenden IDS nutzten die die Gelegenheit, einen Tag vor der offiziellen Eröffnung der Veranstaltung gemeinsam zu speisen und Kontakte zu knüpfen.

■ On Tuesday evening, Knochennetze and Association of the German Dental Industry officials as well as representatives of the dental industry and media partners got together in the Röhrenstrassen, an event venue located in the heart of Cologne that offers a picturesque view of the Rhine and the cathedral. In anticipation of a special and exciting IDS, they used the opportunity to dine and network a day ahead of the official opening of the event.

## THE Graft™ Natural Bone Substitute

Feel the Clinical Freedom on Science and Safety.

VISIT NEOS AT HALL 2.2 STAND C10



today	SHOW PREVIEW INTERNATIONAL	SHOW PREVIEW	SHOW PREVIEW FLOORPLAN 1	TODAY SHOW DAILIES						TODAY SHOW DAILIES FLOORPLAN 2	SHOW REVIEW	SHOW REVIEW INTERNATIONAL
				1st	2nd	3rd	4th	5th	6th			
Language	English	German	German	German/English						German/English	German	English
Print run	20,000	20,000	20,000	10,000 (per issue)						60,000	20,000	20,000
Ad deadline	20 January 2023	17 February 2023	17 February 2023	23 January 2023						8 February 2023	5 April 2023	3 April 2023
Release date	13 February 2023	8 March 2023	8 March 2023	13/3	14/3	15/3	16/3	17/3	18/3	12 – 18 March	26 April 2023	24 April 2023
Ad prices   1/1 page	€ 3,950	€ 3,950	€ 3,950	€ 3,950 (per issue)						€ 19,450	€ 3,950	€ 3,950
1/2 page	€ 3,450	€ 3,450	€ 3,450	€ 3,450 (per issue)						€ 17,450	€ 3,450	€ 3,450
Economy	€ 3,250	€ 3,250	€ 3,250	€ 3,250 (per issue)						€ 16,250	€ 3,250	€ 3,250
1/3 page	€ 2,950	€ 2,950	€ 2,950	€ 2,950 (per issue)						€ 15,450	€ 2,950	€ 2,950
1/4 page	€ 2,450	€ 2,450	€ 2,450	€ 2,450 (per issue)						€ 13,450	€ 2,450	€ 2,450
1/8 page	€ 1,950	€ 1,950	€ 1,950	€ 1,950 (per issue)						€ 11,450	€ 1,950	€ 1,950
Button (Ad Specials)	upon request											
Trend Index**	€ 399 first booking, € 199 every further Index booking											

Placements are awarded in order of booking receipt. We therefore ask you to reserve advertising space and editorial material in a timely manner. | All prices are subject to value added tax at the statutory state. Prices in Euro.  
\*\* Color coding in the floorplan according to dental subject.



# today newsletter

## Newsletter at the IDS

Publication: 1 per day  
 Recipients: 55,000

Read tomorrow's trade show newspaper digitally today: The *today* newsletter delivers the latest trade show highlights and news from IDS directly to the virtual mailbox of all ZWP online newsletter recipients. The editors of OEMUS MEDIA AG are in Cologne around the clock on behalf of the latest dental news and prepare them daily informative and descriptive. At the click of a button, the *today* newsletter informs trade fair visitors and those at home about IDS events clearly and conveniently on all end devices. Thanks to the integrated *today* e-paper edition of the following day, readers can already review the most exciting trade show news the evening before.



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## 1+2 Editorial\* & Top article\*

- 1x Teaser photo (2,400 x 1,184 px):** JPEG, PNG or TIFF in horizontal format
- 1x Teaser text (Editorial article):** max. 130 characters
- 1x Teaser text (Top article) :** max. 300 characters
- 1x PR text:** max. 2,000 characters
- 1x Headline:** max. 54 characters

Please refrain from direct address in the text.

## 3 Newsletter banner\*

- Pixel:** 1,200x400 px
- File formats:** JPEG, PNG or TIFF-format



Format	1 Top article	2 Editorial article	3 Newsletter Banner
Price	€ 4,950	€ 3,950	€ 2,950



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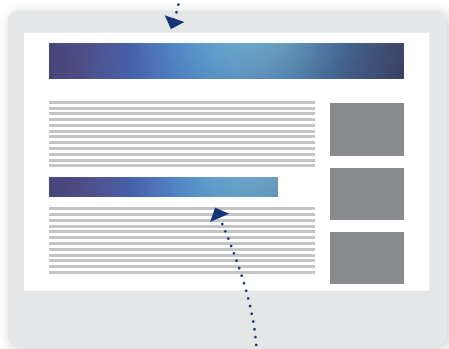
\* Bookable for advertising customers only.

All prices are subject to value added tax at the statutory state. Prices in Euro.

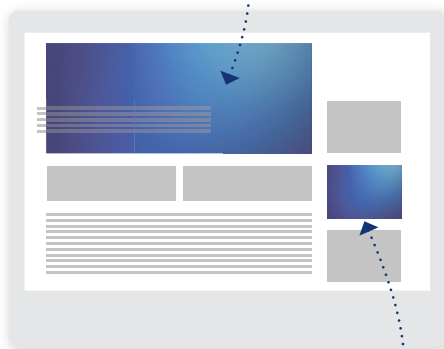
# Advertising on ZWP ONLINE

Content first, responsive first: ZWP online, the leading news and information portal for the dental market, reports in real time on the trends at IDS as well as dental industry news, focusing above all on two things: absolute speed and clear visuals. Powerful images meet informative content – so that your message gets across in a big way. Whether a wide variety of banner formats from fullscreen to pop-up, theme specials or e-blasts – just contact us, because there's no such thing as a can't do. With 7 million page impressions and almost 4 million sessions per year, ZWP online cannot call itself the market leader for nothing.

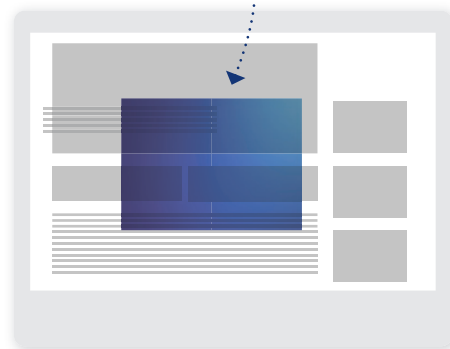
**A Fullscreen**



**D Slider banner**



**E Pop-up\***



**C Content banner**

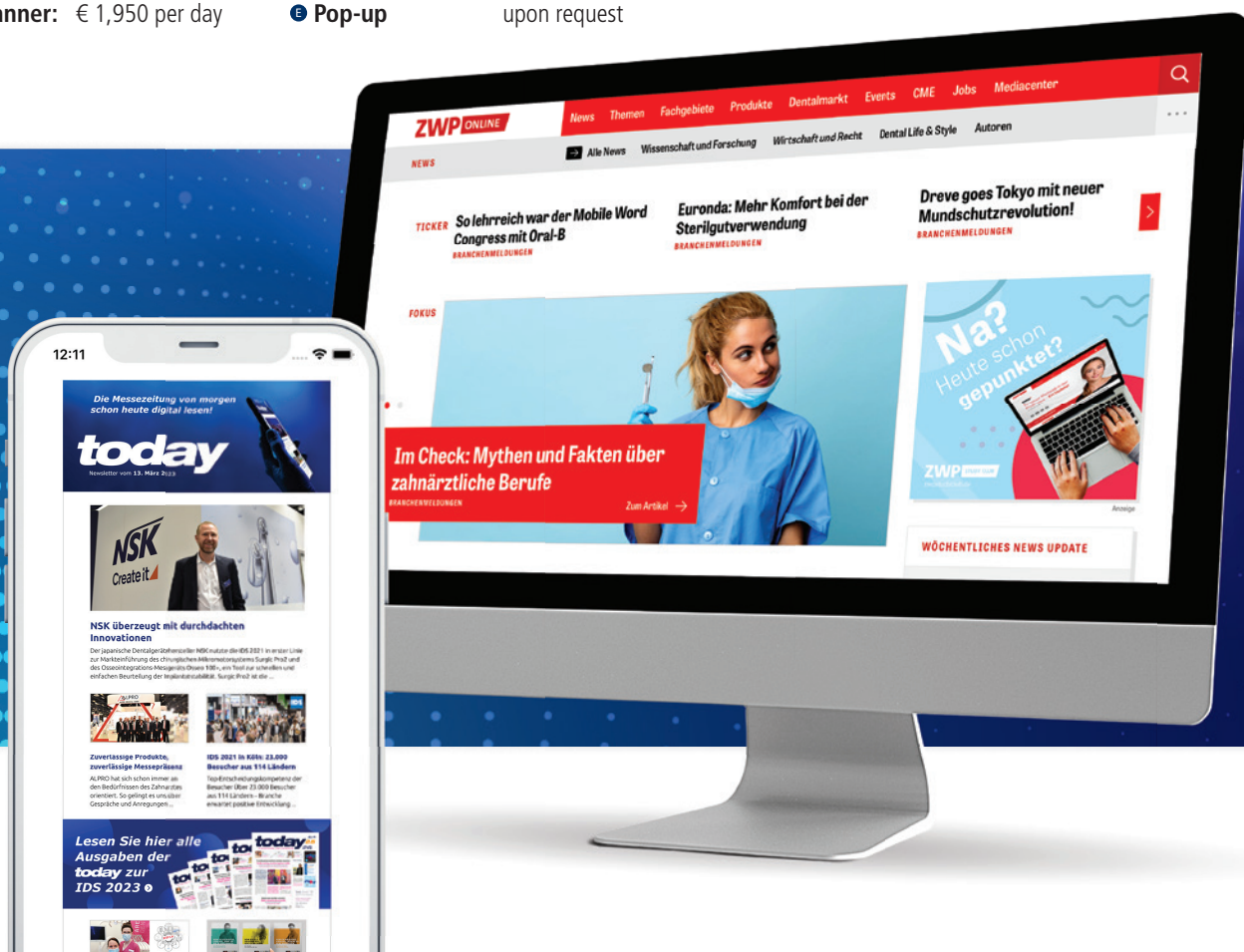
**B Rectangle**

\* upon request only

All prices are subject to value added tax at the statutory state. Prices in Euro.

## Prices

- |                          |                 |                        |                 |
|--------------------------|-----------------|------------------------|-----------------|
| <b>A Fullscreen:</b>     | € 1,950 per day | <b>D Slider banner</b> |                 |
| <b>B Rectangle:</b>      | € 1,450 per day | <b>(Topnews):</b>      | € 1,950 per day |
| <b>C Content banner:</b> | € 1,950 per day | <b>E Pop-up</b>        | upon request    |



# Social Media Marketing

Communication on all channels and in the best hands: Our ever-growing number of followers and subscribers on the popular platforms Facebook, Instagram, Twitter, YouTube and LinkedIn has long enjoyed the status of dentfluencers. Not only do we keep you up to date on IDS via the Facebook presence today at IDS – See you in Cologne, but the ZWP online channels are also used to distribute must-know news on trade fair events to specific target groups. Use this for your social media campaign: If you wish, we will be happy to create a customised communications solution for your content – whether it's an introduction of a new product to the world, an anniversary or industry insider knowledge.

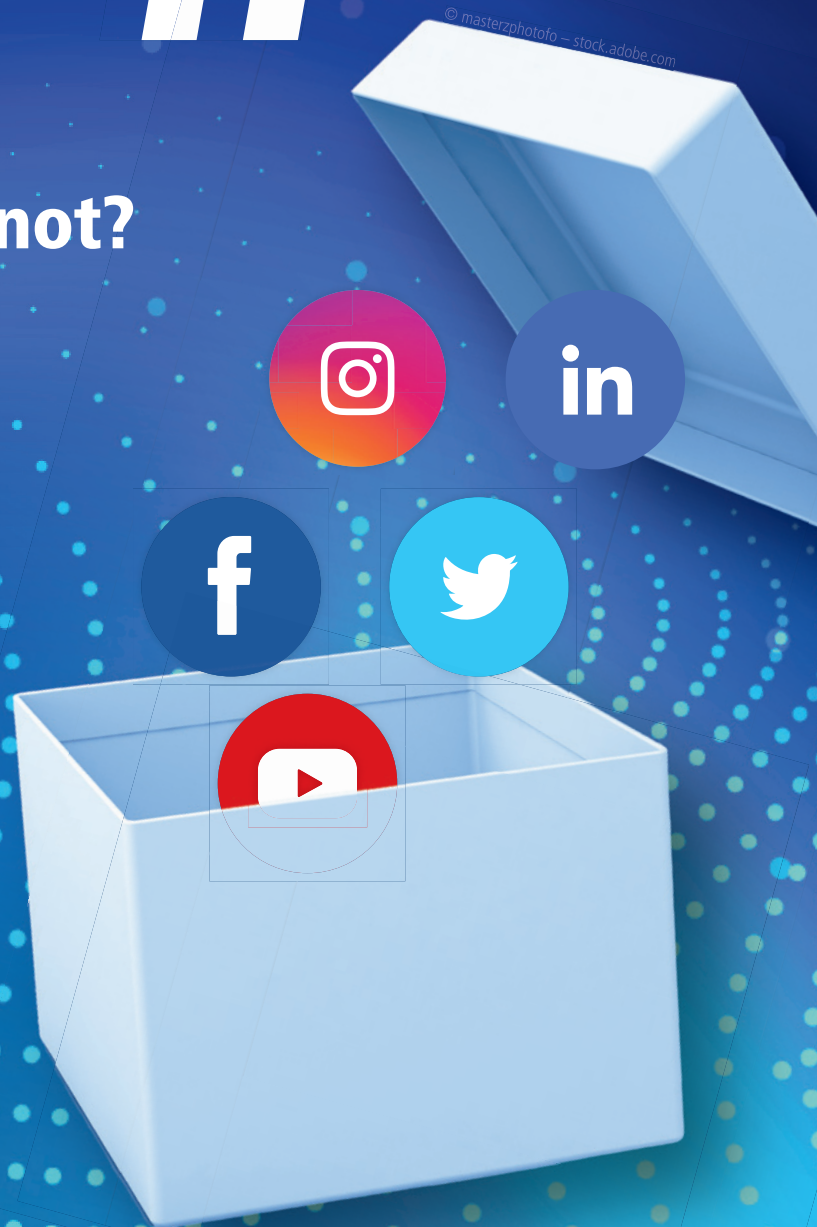
# 90,000 ?!

Impressions

Well, why not?

If requested we will create your customised social media campaign.

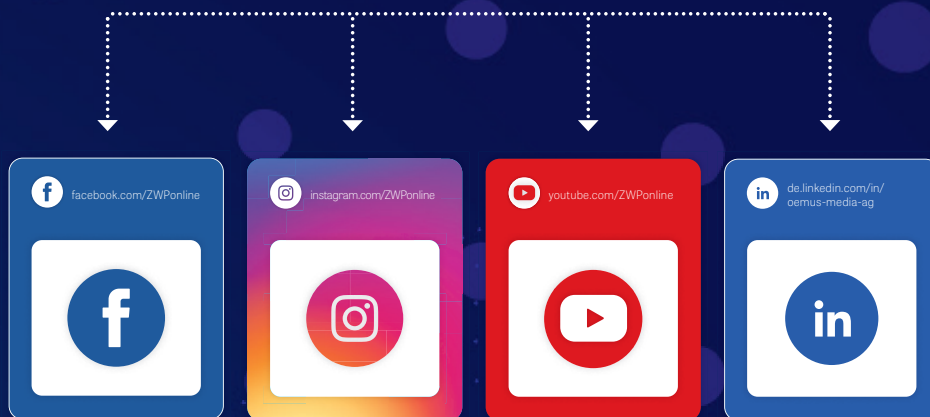
Price upon request.



# Moving pictures

Right in the middle, instead of just being there: Nothing is as real as streams in real time! For the International Dental Show, the competent team of OEMUS MEDIA AG offers professional on-site support for press conferences as well as product presentations that are broadcasted live or time-delayed on the Internet. We put you and your company in the right light and skillfully put your advertising message in the limelight.

## Let's go viral...



### Product film with sound bite\*

During the entire IDS, OEMUS MEDIA AG will be present with several film teams. Present your company and put your latest innovations into the right light. Your speaker may present your booth and product. Within approximately 24 hours\*\* you will receive your own and personal video footage for a target-related presentation. The standard length of the video will be approximately 2 minutes. The XL-version will have a 3 minutes length and a focus-product may be presented and explained more precisely.

**Price standard: € 2,950 / Price XL: € 3,450**

plus social media film per format:

€ 650 without subtitles, € 850 with subtitles

### Product film without sound bite\*

The classic product film puts the booth, its discussing visitors, and the desired product in focus. Its style and composition is fresh and modern. Previously discussed content and information will be presented by an off-speaker. The 2 minute video will be developed and provided until the next day\*\* and may be distributed via your far-reaching media channels as well as via ZWP online.

**Price with subtitles: € 3,450**

**Price without subtitles: € 2,450**

plus social media film per format:

€ 650 without subtitles, € 850 with subtitles

### Social Media\*

Get positively viral with all your topics in the social medias! In addition to your sound bite film or separately from it you will get a short version of your footage perfectly adjusted for social media use. The 60 to 90 second length movie will be produced in a responsive 1:1-form. The typical "social media look" is being generated via dynamic picturing and effects. The clip will be produced and provided until the next day\*\*. You may feed your Facebook and Instagram channels accordingly. Furthermore, the clip will be distributed via all fan pages of ZWP online and today at IDS as well as the ZWP online Instagram channel.

**Price with subtitles: € 2,450 / Price without subtitles: € 1,950**

\* All videos are published on ZWP online, on the ZWP online Facebook profile. Further distribution options such as newsletters, other social media channels or on the ZWP online homepage on request.

\*\* after your approval

All prices are subject to value added tax at the statutory state. Prices in Euro.

# IDS Previews and Reviews

Whether top-secret product highlights with a lock-up period or the big bang at release: With the *ZWP spezial Preview to IDS* and the *today Show Preview to IDS*, we offer you the opportunity to inform our readers in advance about your promotions and special offers at Koelnmesse. At the International Dental Show, our editorial team is non-stop on the pulse of the dental industry and reports live on ZWP online and in the daily editions of today. Afterwards, the follow-up issues *ZWP spezial*

*Review to IDS* and *today Show Review to IDS* provide the ideal stage for your product innovations and bring them directly to the practices. Exciting new products from the companies that sell through the specialist dental trade in Germany are presented in the review issue of *DENTALZEITUNG*. OEMUS MEDIA AG's comprehensive reporting is supplemented by the parallel publication of all news on our digital channels as well.

## IDS Preview issues



### ZWP spezial Preview to IDS

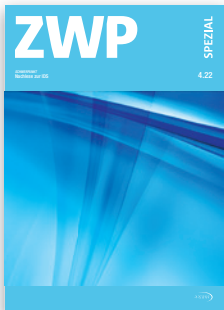
**Distribution Germany:** direct distribution to dentists  
**Print run:** 40,800 copies  
**Language:** German  
**Ad deadline:** 17 February 2023  
**Release date:** 10 March 2023



### today Show Preview to IDS

**Distribution Germany:** direct distribution to innovative, pre-selected dentists  
**Print run:** 20,000  
**Language:** German  
**Ad deadline:** 17 February 2023  
**Release date:** 8 March 2023

## IDS Review issues



### ZWP spezial Review to IDS

**Distribution Germany:** direct distribution to dentists  
**Print run:** 40,800 copies  
**Language:** German  
**Ad deadline:** 24 March 2023  
**Release date:** 14 April 2023



### today Show Review to IDS

**Distribution Germany:** direct distribution to innovative, pre-selected dentists  
**Print run:** 20,000  
**Language:** German  
**Ad deadline:** 11 April 2023  
**Release date:** 26 April 2023



### Dentalzeitung Review to IDS

**Distribution Germany:** direct distribution to dentists  
**Print run:** 35,000 copies  
**Language:** German  
**Ad deadline:** 7 April 2023  
**Release date:** 28 April 2023



### today Show Review international

**Distribution:** international  
**Print run:** 20,000  
**Language:** English  
  
**Preview**  
**Ad deadline:** 20 Januar 2023  
**Release date:** 13 Februar 2023  
  
**Review**  
**Ad deadline:** 11 April 2023  
**Release date:** 26 April 2023

## Contact



Please send your request to  
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schumann@oemus-media.de or  
+49 341 48474-450