

# ZWP

**ZAHNARZT  
WIRTSCHAFT PRAXIS**



Ersparen Sie  
Patienten  
**einschneidende  
Erlebnisse.**

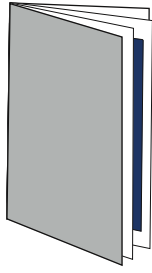
Jetzt  
kostenlos  
Ärztmuster  
anfordern!

AB SEITE 40

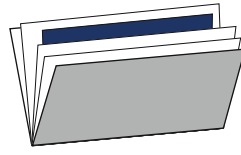
# Sonderwerbformen

Gültig ab 01.01.2020

## Beilage

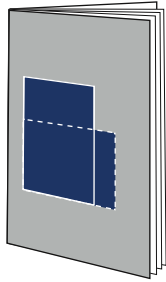


Magazin

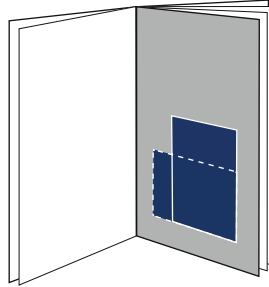


Zeitung

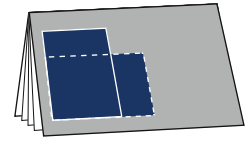
## Beikleber



Magazin/Titel  
Hoch- oder Querformat

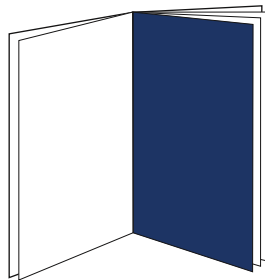


Magazin/Anzeige  
Hoch- oder Querformat  
Trägeranzeige notwendig

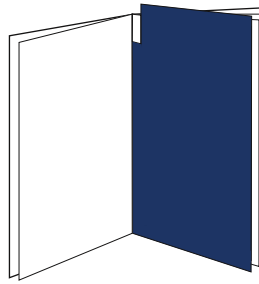


Zeitung/Titel/Anzeige  
Hoch- oder Querformat

## Einhefter

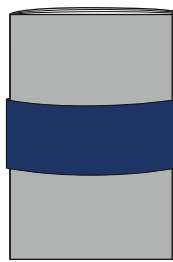


Magazin

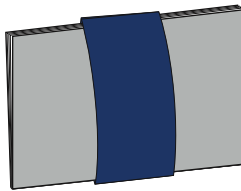


Magazin/Oversize

## Banderole

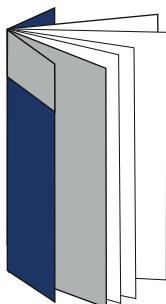


Magazin



Zeitung

## Flyingpage

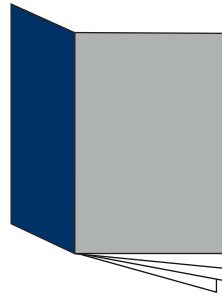
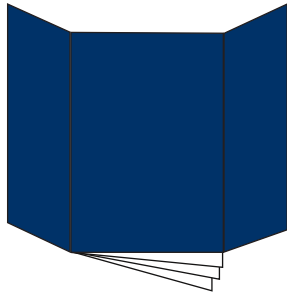


Zeitung

## Titelklappe

Altarfalz

Titelklappe ½

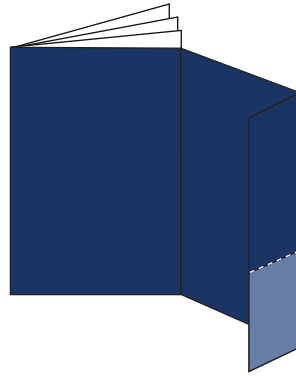
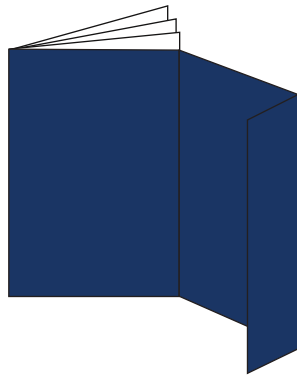
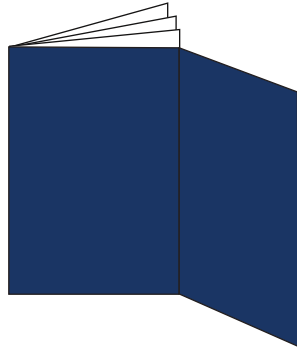


## Titelklappen

Außen

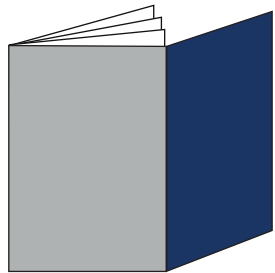
Außen + Lasche

Außen + Postkartenlasche

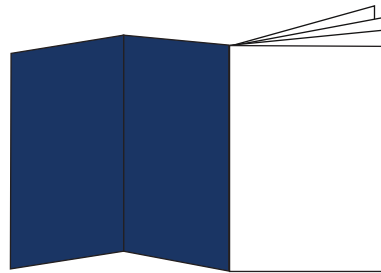


## Titelklappe

Innen



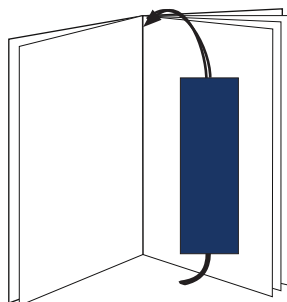
Darstellung Vorderseite  
ausgeklappt neben Titel



Darstellung Rückseite  
ausgeklappt neben Heftinnenseiten

## Lesezeichen

Magazin



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## VERTRIEB / PRODUKTMANAGEMENT



Vorstand

Jürgen Isbaner  
+49 341 48474-321  
isbaner@oemus-media.de



Vorstand

Lutz Hiller  
+49 341 48474-322  
hiller@oemus-media.de



Unit Manager

Stefan Reichardt  
+49 341 48474-222  
reichardt@oemus-media.de



Unit Manager

Stefan Thieme  
+49 341 48474-224  
s.thieme@oemus-media.de



Unit Manager

Henrik Eichler  
+49 341 48474-307  
h.eichler@oemus-media.de



Produktmanager

Simon Guse  
+49 341 48474-225  
s.guse@oemus-media.de



Produktmanager

Timo Krause  
+49 341 48474-220  
t.krause@oemus-media.de



Produktmanager

Nadine Naumann  
+49 341 48474-402  
n.naumann@oemus-media.de



Teamassistentin

Isabell Schumann  
+49 341 48474-450  
schumann@oemus-media.de



Assistenz

Claudia Karlsen  
+49 341 48474-221  
c.karlsen@oemus-media.de



Assistenz

Anahit Afrikyan  
+49 341 48474-221  
a.afrikyan@oemus-media.de