<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contacts</td>
<td>3</td>
</tr>
<tr>
<td>Journal Profile</td>
<td>5</td>
</tr>
<tr>
<td>Circulation and Distribution Analysis</td>
<td>7</td>
</tr>
<tr>
<td>Industry Advertisements</td>
<td>8</td>
</tr>
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<td>Job Advertisements</td>
<td>9</td>
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<tr>
<td>Classified Advertisements</td>
<td>10</td>
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<tr>
<td>Inserts</td>
<td>11</td>
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<td>Bound Inserts</td>
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<tr>
<td>Special pages: zm starter</td>
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<td>Online</td>
<td>14</td>
</tr>
<tr>
<td>Delivery</td>
<td>18</td>
</tr>
<tr>
<td>Schedule and Terms and Conditions</td>
<td>20</td>
</tr>
</tbody>
</table>
INDUSTRY SALES

International
Andrea Nikuta-Meerloo
Phone  +49 (0) 2234 7011-308
Mobile +49 (0)162 2720522
nikuta-meerloo@aerzteverlag.de

North Region
Götz Kneiseler
Phone  +49 (0) 30 88682873
Mobile +49 (0) 172 3103383
kneiseler@aerzteverlag.de

South Region
Ratko Gavran
Phone  +49 (0) 7221 996412
Mobile +49 (0) 179 2413276
gavran@aerzteverlag.de

Non-Health
Eric Le Gall
Phone  +49 (0) 2202 9649510
Mobile +49 (0) 172 2575333
legall@aerzteverlag.de

Online
Sarah Wagner
Phone  +49 (0) 2234 7011-254
s.wagner@aerzteverlag.de

SALES

Job Market
Konstantin Degner
Phone  +49 (0) 2234 7011-224
Mobile +49 (0) 172 2363754
degner@aerzteverlag.de

SALES MANAGEMENT
Alfred Friedrich
Phone  +49 (0) 2234 7011-247
friedrich@aerzteverlag.de

SALES MANAGEMENT JOB MARKET
PC 0, 2 & Abroad
Alfred Friedrich
Phone  +49 (0) 2234 7011-247
friedrich@aerzteverlag.de

KEY ACCOUNT MANAGEMENT
nationalwide
Konstantin Degner
Phone  +49 (0) 2234 7011-224
Mobile +49 (0) 172 2363754
degner@aerzteverlag.de

Media (nationwide)
Kevin Jonas
Phone  +49 (0) 2234 7011-392
Mobile +49 (0) 172 2413054
jonas@aerzteverlag.de

PC 4 & 5
Saskia Krupp
Phone  +49 (0) 2234 7011-396
krupp@aerzteverlag.de

PLZ 6
Nadine Maiwaldt
Phone  +49 (0) 2234 7011-206
maiwaldt@aerzteverlag.de

PC 7 &
Classified Adverts (nationwide)
Birgit Schäfer
Phone  +49 (0) 2234 7011-443
schaefer@aerzteverlag.de

PC 8 & CH
Stefan Pankalla
Phone  +49 (0) 2234 7011-516
pankalla@aerzteverlag.de

PC 46-48, 9
Ann-Christin Steinke
Phone  +49 (0) 2234 7011-345
steinke@aerzteverlag.de

SALES

Area Manager
Marcus Lang
Phone  +49 (0) 2234 7011-302
Mobile +49 (0) 152 54616942
lang@aerzteverlag.de

PLZ 1, 3 & AT
Sebastian Getz
Phone  +49 (0) 2234 7011-246
getz@aerzteverlag.de

PC 46-48, 9
Ann-Christin Steinke
Phone  +49 (0) 2234 7011-345
steinke@aerzteverlag.de

PLZ 6
Nadine Maiwaldt
Phone  +49 (0) 2234 7011-206
maiwaldt@aerzteverlag.de

PC 7 &
Classified Adverts (nationwide)
Birgit Schäfer
Phone  +49 (0) 2234 7011-443
schaefer@aerzteverlag.de

PC 8 & CH
Stefan Pankalla
Phone  +49 (0) 2234 7011-516
pankalla@aerzteverlag.de

SALES

JoB MARKET
nationwide
Konstantin Degner
Phone  +49 (0) 2234 7011-224
Mobile +49 (0) 172 2363754
degner@aerzteverlag.de

SALES MANAGEMENT JOB MARKET
PC 0, 2 & Abroad
Alfred Friedrich
Phone  +49 (0) 2234 7011-247
friedrich@aerzteverlag.de

SALES MANAGEMENT
PC 46-48, 9
Ann-Christin Steinke
Phone  +49 (0) 2234 7011-345
steinke@aerzteverlag.de
ADVERTISING MANAGEMENT

Advertising Management
Job Market
Phone +49 (0) 2234 7011-220
stellenanzeigen@aerzteverlag.de

Advertising Management
Classified Adverts
Phone +49 (0) 2234 7011-290
kleinanzeigen@aerzteverlag.de

Please send us your industry order & advertisement data to:
dental@aerzteverlag.de

Customer Operations Industry
Stefanie Metternich
Phone +49 (0) 2234 7011-379
Sabine Griep
Phone +49 (0) 2234 7011-243

EDITORIAL QUESTIONS?

Please send your latest press release or official invitation to your event to:
dentalmarkt@aerzteverlag.de

Editorial Services
Alexander Figge
Phone +49 (0) 2234 7011-209
figge@aerzteverlag.de
BRIEF DESCRIPTION
The zm – Zahnärztliche Mitteilungen (zm) is the official publication of the German Dental Association, the Association of German Federal State Chambers of Dentists and the National Association the Statutory Health Insurance Dentists. The zm is published twice a month and reaches all working dentists in Germany.*

The zm deals with the following editorial topics:
▪ the entire spectrum of professional, health and social policy
▪ scientific and practical training in all areas of dentistry, oral and maxillofacial surgery
▪ interactive dental training based on the training concept of the German Dental Association and the German Society for Dental and Oral Medicine
▪ practice management and organisation including IT, economic and legal issues.

TARGET GROUP
Dentists working in the Federal Republic of Germany – practice owners, assistants and representatives in independent practices, officials, employees in university clinics, hospitals and the armed forces (registered and hospital physicians)

INSTITUTIONAL BODIES
Official body of the German Dental Association
Association of German Federal State Chambers of Dentists and the National Association of the Statutory Health Insurance Dentists

PUBLISHER
German Dental Association
Association of German Federal State Chambers of Dentists and the National Association of the Statutory Health Insurance Dentists

EDITORIAL OFFICE
Sascha Rudat (Editor-in-chief)
Behrenstraße 42 | 10117 Berlin
Phone: +49 30 280179-40
Telefax: +49 30 280179-42
kontakt@zm-online.de

PUBLISHING COMPANY
Deutscher Ärzteverlag GmbH
Dieselstraße 2 | 50859 Köln,
Postfach 40 02 54 | 50832 Köln

WEB
www.zm-online.de, www.aerzteverlag.de

YEAR OF PUBLICATION
Volume 111, 2021

PUBLICATION FREQUENCY
twice monthly, on the 1st and 16th of each month
(double issues in January, August, and December, see schedule on page 20)

MEMBERSHIP
IVW; LA-DENT

* In the 2016 LA-DENT Dental Study, the zm achieved an RPI of 69.3 % and was therefore number 1 in the ranking.
JOURNAL SIZE
207 x 280 mm

ADVERTISEMENT TYPE AREA
Editorial advertisements: 180 mm wide; 249 mm high

PRINTING PROCESS AND BINDING, PRINTING MATERIAL
Offset printing, 60 lines/cm. There are no extra costs when sending files suitable for exposure for offset printing. For more information, see the info sheet: Digital Printing Documents, page 18.
Four-colour printing from the Europe scale according to DIN 16539
Colour sequence: black, cyan, magenta, yellow
Bookbinding processing: Adhesive binding with header

BANK DETAILS
Deutsche Apotheker- und Ärztebank Köln
Account no: 0101 107 410, BLZ 300 606 01
IBAN DE28 3006 0601 0101 1074 10
BIC DAAEDEDD

Postbank Köln
Account no: 19 250 506, BLZ 370 100 50
IBAN DE83 3701 0050 0019 2505 06
BIC PBNKDEFF

TERMS OF PAYMENT
Payable net immediately upon receipt of invoice

AGENCY COMMISSION
10 % of customer’s net

VALUE ADDED TAX
The legal amount of value added tax is included in all prices.
CIRCULATION
Print run 2021
78,000 copies

Circulation necessary for inserts & bound inserts
78,000 copies + 2% subsidy

DISTRIBUTION ANALYSIS
Average number of copies (2nd quarter 2020) Edition A

<table>
<thead>
<tr>
<th>Description</th>
<th>Edition A</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print run</td>
<td>77,242</td>
</tr>
<tr>
<td>Actually distributed issues (ADI)</td>
<td>76,838</td>
</tr>
<tr>
<td>Issues sent abroad</td>
<td>159</td>
</tr>
<tr>
<td>Paid circulation</td>
<td>75,623</td>
</tr>
<tr>
<td>Circulation sent abroad</td>
<td>122</td>
</tr>
<tr>
<td>Subscribed copies</td>
<td>75,467</td>
</tr>
<tr>
<td>Member portion of circulation</td>
<td>75,148</td>
</tr>
<tr>
<td>Free copies</td>
<td>1,215</td>
</tr>
<tr>
<td>Remaining and archive copies</td>
<td>404</td>
</tr>
</tbody>
</table>

Share of actually distributed issues % Copies (Edition A)

<table>
<thead>
<tr>
<th>Postcode zone 0</th>
<th>%</th>
<th>Copies (Edition A)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Postcode zone 1</td>
<td>9.8</td>
<td>7,530</td>
</tr>
<tr>
<td>Postcode zone 2</td>
<td>10.4</td>
<td>7,970</td>
</tr>
<tr>
<td>Postcode zone 3</td>
<td>10.3</td>
<td>7,860</td>
</tr>
<tr>
<td>Postcode zone 4</td>
<td>12.3</td>
<td>9,430</td>
</tr>
<tr>
<td>Postcode zone 5</td>
<td>11.6</td>
<td>8,900</td>
</tr>
<tr>
<td>Postcode zone 6</td>
<td>9.3</td>
<td>7,120</td>
</tr>
<tr>
<td>Postcode zone 7</td>
<td>10.0</td>
<td>7,640</td>
</tr>
<tr>
<td>Postcode zone 8</td>
<td>10.1</td>
<td>7,750</td>
</tr>
<tr>
<td>Postcode zone 9</td>
<td>8.4</td>
<td>6,420</td>
</tr>
<tr>
<td>Total</td>
<td>100.0</td>
<td>76,650</td>
</tr>
</tbody>
</table>

Source: Journal analysis (only mail items), Deutscher Ärzte verlag GmbH
Date: 2nd quarter 2020
INDUSTRY ADVERTISEMENTS

Bleed sizes: additional 3 mm bleed margin at the outer edges.
Special forms of advertising on request.

**Prices and Sizes - 4 Colours** (Width x Height)

1/1 page
- 180 x 249 mm
- Bleed size 207 x 280 mm
- Inside cover page € 8,590,–
- Back inside cover € 8,000,–
- Back cover € 8,850,–

1/1 page
- 180 x 249 mm
- Bleed size 207 x 280 mm
- € 7,470,–

1/2 page vertical
- 88 x 249 mm
- Bleed size 101 x 280 mm
- € 4,645,–

1/2 page horizontal
- 180 x 126 mm
- Bleed size 207 x 142 mm

1/3 page vertical
- 56 x 249 mm
- Bleed size 69 x 280 mm
- € 3,740,–

1/3 page horizontal
- 180 x 85 mm
- Bleed size 207 x 101 mm
- € 3,230,–

1/4 page vertical
- 88 x 126 mm
- Bleed size 101 x 142 mm
- € 3,740,–

1/4 page horizontal
- 180 x 63 mm
- Bleed size 207 x 79 mm
- € 3,230,–

**Discounts**

<table>
<thead>
<tr>
<th>Frequency discount</th>
<th>Publications of uniform size of at least:</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 adverts</td>
<td>2 %</td>
</tr>
<tr>
<td>11 adverts</td>
<td>4 %</td>
</tr>
<tr>
<td>21 adverts</td>
<td>8 %</td>
</tr>
<tr>
<td>32 adverts</td>
<td>12 %</td>
</tr>
<tr>
<td>42 adverts</td>
<td>15 %</td>
</tr>
</tbody>
</table>
### PRICES

**TYPE AREA:** 186 mm wide, 260 mm high; 1 column = 45 mm; 2 column = 92 mm; 3 column = 139 mm; 4 column = 186 mm

<table>
<thead>
<tr>
<th>Prices</th>
<th>bw/2c**</th>
<th>3c/4c**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic price per mm</td>
<td>€ 6.40</td>
<td>€ 6.40</td>
</tr>
<tr>
<td>Basic price (per mm) in the following categories*</td>
<td>€ 6.10</td>
<td>€ 6.10</td>
</tr>
<tr>
<td>Job offers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Job offers abroad</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Part-time offers</td>
<td>€ 6.10</td>
<td>€ 6.10</td>
</tr>
<tr>
<td>Representation offers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Applications for jobs and representation commercial</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Reduced basic price without discounts  
** Minimum size for colour adverts is a total of 30 millimeters. Adverts will be placed and charged according to text content.

The prices include the additional publication for 6 weeks at www.zm-online.de incl. max. 3 keywords according to subject, function, region.

| Numbered advert service (no discounts)     | € 12.–   |

### PRICES AND FORMATS FOR ADDITIONAL ATTENTION:

<table>
<thead>
<tr>
<th>Online job market*</th>
<th>Term</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online First – Publication on zm-online.de already 10 days before publication of the print edition</td>
<td></td>
<td>€ 50.–</td>
</tr>
<tr>
<td>Top-Job (your premium placement on the start page <a href="http://www.zm-online.de">www.zm-online.de</a>, the hit list and in the newsletter)</td>
<td>2 weeks</td>
<td>€ 150.–</td>
</tr>
<tr>
<td>Refresher – Date update within the term: Your online job advertisement is again well ahead of the results list, price per position.</td>
<td>7 days (within the 6 weeks)</td>
<td>€ 150.–</td>
</tr>
</tbody>
</table>

* The online job market www.aerztestellen.de can only be booked in the print/online combination. The range you need!

### MISCELLANEOUS

In addition to the basic price for advertisement texts which are mainly an Internet address, we charge a price premium of € 600.
### PRICES

**TYPE AREA**: 186 mm wide, 260 mm high; 1 column = 45 mm; 2 column = 92 mm; 3 column = 139 mm; 4 column = 186 mm

<table>
<thead>
<tr>
<th>Prices</th>
<th>bw/2c**</th>
<th>3c/4c**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic price per mm</td>
<td>€ 6.40</td>
<td>€ 6.40</td>
</tr>
<tr>
<td>Basic price (per mm) in the following categories*</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Group/Joint Practice</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Practice Dissolution/Searches – Practices Abroad – Offices</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Residential establishment offers (only for cities and municipalities)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Practice Facilities/Needs, Dental invoicing/Leisure/Marriage/Partnership</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Art/Antiques</td>
<td>€ 6.40</td>
<td>€ 6.40</td>
</tr>
<tr>
<td>Training and Further Education</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Education – Student counselling</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Travel – Clinics/Resorts/Sanatoriums</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Real Estate/Capital Market</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Reduced basic price without discounts
**Minimum size for colour adverts is a total of 30 millimeters. Adverts will be placed and charged according to text content.

### DISCOUNTS

<table>
<thead>
<tr>
<th>Frequency discount</th>
<th>Publications of uniform size of at least:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>6 adverts</td>
</tr>
<tr>
<td></td>
<td>11 adverts</td>
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<tr>
<td></td>
<td>21 adverts</td>
</tr>
<tr>
<td></td>
<td>32 adverts</td>
</tr>
<tr>
<td></td>
<td>42 adverts</td>
</tr>
</tbody>
</table>

### Online First

- **Price**: € 50.–
- **Publication on zm-online.de already 10 days before publication of the print edition**
FORMA T
Maximum 195 × 275 mm or folded to that size, no fanfold.

We can provide prices for inserts with a higher weight on request with a sample. Prices are per thousand and include machine insertion and postal excess weight charges. In the case of multi-page inserts, the closed side is always parallel to the spine of the journal.

INFORMA TION ON INSERTS:
▪ Required circulation
  ▪ Full insert: 78,200 copies + 2 % subsidy
  ▪ Partial insert: on request
▪ Submission of a final sample is required for the order to be accepted and confirmed by the publisher.
▪ Attached advertisements are only possible with prior consultation.
▪ Inserts are not discounted.
▪ Inserts must be designed so that they can be clearly differentiated from the text portion of the journal.

**PRICES**

<table>
<thead>
<tr>
<th>Weight</th>
<th>Price per thousand</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full insert</td>
<td>up to 25 g</td>
</tr>
<tr>
<td>Partial insert</td>
<td>up to 25 g</td>
</tr>
<tr>
<td>&gt; 10,000 copies</td>
<td>up to 25 g</td>
</tr>
<tr>
<td>&gt; 5,000 &lt; 10,000 copies</td>
<td>up to 25 g</td>
</tr>
</tbody>
</table>
PRICES

<table>
<thead>
<tr>
<th>Scope</th>
<th>Price per thousand with a paper weight of up to 115 g/m²</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 sheet = 2 pages</td>
<td>€ 174.–</td>
</tr>
</tbody>
</table>

TECHNICAL INFORMATION

Prices apply for all bound inserts that can be processed without additional time required (by machine). Bound inserts that are printed on any material other than paper can only be accepted once the publisher receives prior approval from the post office.

When designing the bound inserts, please ensure that none of the fonts or images cross folds that would be disturbed by the milling of the bleed margin. A milling zone of 3.5 mm in the binding must be taken into account. Trimmed size of the journal: 207 × 280 mm.

SIZES

1 sheet = (2 pages) untrimmed, folded once to 213.5 × 288 mm

INFORMATION ON INSERTS:

- Required circulation
  - Full insert: 78,200 copies + 2 % subsidy
  - Partial insert: on request
- Submission of a final sample is required for the order to be accepted and confirmed by the publisher.
- Attached advertisements are only possible with prior consultation.
- Bound inserts are not discounted.
- Bound inserts must be designed so that they can be clearly differentiated from the text portion of the journal.
BRIEF DESCRIPTION
The special pages in the category zm starter inform the young dentist about trends and provide basic knowledge in dentistry. The focus is on current practical tips on patient communication, work-life balance and contributions on career opportunities.

An eyecatcher on the cover of the zm dr aws the readers’ attention to the zm starter special pages.

TARGET GROUP
Young dentists in their last semester, young dentists in their years of assistance until they get employed or establish their own dental practice.

<table>
<thead>
<tr>
<th>Ad formats and prices (4c)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>1/1 page 180 × 249 mm bleed size 207 × 280 mm* € 7,470,–</td>
</tr>
<tr>
<td>1/2 page</td>
<td>1/2 Seite landscape 180 × 126 mm bleed size 207 × 142 mm* € 4,645,–</td>
</tr>
</tbody>
</table>

* Bleed sizes: additional 3 mm bleed margin on each trimmed side.
BRIEF DESCRIPTION (WWW.ZM-ONLINE.DE)
The responsive internet offer of the Zahnärztliche Mitteilungen is directed at all dentists. It extends the contents of the title by numerous offers in the areas of information and service. The portal offers important news from politics, society and industry.
With current information from science and industry as well as dental articles, the portal focuses on the interests of dentists. Also, online the interests of the young dentists are paid special respect with the column zm Starter. An up-to-date further education calendar and job market with an extensive search function round off the offer.

With the newsletters of zm – Zahnärztliche Mitteilungen, dentists receive a regular update with relevant news.

ACCESES ZM-ONLINE.DE

819,682 page Impressions
408,067 visits

June 2020
## DISPLAY ADVERTISING

<table>
<thead>
<tr>
<th>Format</th>
<th>Desktop</th>
<th>Tablet</th>
<th>Smartphone</th>
<th>TKP Run of Site</th>
<th>TKP Category: zm starter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Superbanner</td>
<td>728 x 90 pixels</td>
<td>728 x 90 pixels</td>
<td>300 x 100/50 pixels</td>
<td>€ 60.–</td>
<td>€ 75.–</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>120/160 x 600 pixels</td>
<td>728 x 90 pixels</td>
<td>300 x 100/50 pixels</td>
<td>€ 70.–</td>
<td>€ 90.–</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300 x 250 pixels</td>
<td>300 x 250 pixels</td>
<td>300 x 100/50 pixels</td>
<td>€ 80.–</td>
<td>€ 100.–</td>
</tr>
<tr>
<td>Wallpaper</td>
<td>728 x 90 pixels and 120/160 x 600 pixels</td>
<td>728 x 90 pixels</td>
<td>300 x 250 pixels</td>
<td>€ 90.–</td>
<td>€ 115.–</td>
</tr>
<tr>
<td>Billboard</td>
<td>930 x 250 pixels</td>
<td>728 x 90 pixels</td>
<td>300 x 250 pixels</td>
<td>€ 100.–</td>
<td>€ 125.–</td>
</tr>
<tr>
<td>Interstitial*</td>
<td>800 x 600 pixels</td>
<td>768 x 768 pixels (portrait)</td>
<td>300 x 480 pixels</td>
<td>€ 200.–</td>
<td>€ 250.–</td>
</tr>
</tbody>
</table>

*on all pages (ROS) with frequency capping
### ZM - NEWSLETTER PRICES AND SIZES
(ALL PRICES PER THOUSAND SUBSCRIBERS)

<table>
<thead>
<tr>
<th>Content Breaking AD</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content Breaking Ad 1 (600 x 200 pixels)</td>
<td>€ 125.–</td>
</tr>
<tr>
<td>Content Breaking Ad 2 (600 x 200 pixels)</td>
<td>€ 110.–</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Advert text teaser</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advert text teaser 1</td>
<td>€ 135.–</td>
</tr>
<tr>
<td>200 characters, 1 image (200 x 125 pixels)</td>
<td></td>
</tr>
<tr>
<td>Advert text teaser 2</td>
<td>€ 125.–</td>
</tr>
<tr>
<td>200 characters, 1 image (200 x 125 pixels)</td>
<td></td>
</tr>
</tbody>
</table>

Article will be published on zm-online.de/Markt:
3,500 characters, 1 image (600 x 450 pixels in landscape)

### ZM STARTER - NEWSLETTER PRICES AND SIZES
(ALL PRICES PER THOUSAND SUBSCRIBERS)

<table>
<thead>
<tr>
<th>Content Breaking AD</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content Breaking Ad 1 (600 x 200 pixels)</td>
<td>€ 195.–</td>
</tr>
<tr>
<td>Content Breaking Ad 2 (600 x 200 pixels)</td>
<td>€ 185.–</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Advert text teaser</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advert text teaser 1</td>
<td>€ 205.–</td>
</tr>
<tr>
<td>200 characters, 1 image (200 x 125 pixels)</td>
<td></td>
</tr>
<tr>
<td>Advert text teaser 2</td>
<td>€ 195.–</td>
</tr>
<tr>
<td>200 characters, 1 image (200 x 125 pixels)</td>
<td></td>
</tr>
</tbody>
</table>

Article will be published on zm-online.de/Markt:
3,500 characters, 1 image (600 x 450 pixels in landscape)
## PR INTEGRATION

<table>
<thead>
<tr>
<th>Package options</th>
<th>Business package</th>
<th>Premium package</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Price</strong></td>
<td>€ 3,300.– per year</td>
<td>€ 9,000.– per year</td>
</tr>
<tr>
<td><strong>Integration</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Basic entry with logo</td>
<td>included</td>
<td>included</td>
</tr>
<tr>
<td>Highlighting in the complete company directory</td>
<td>included</td>
<td>included</td>
</tr>
<tr>
<td>Company profile</td>
<td>included</td>
<td>included</td>
</tr>
<tr>
<td>Presentation of your focus products</td>
<td>5 products</td>
<td>10 products</td>
</tr>
<tr>
<td>Download options for publications</td>
<td>2 download options</td>
<td>5 download options</td>
</tr>
<tr>
<td>Presentation of your videos</td>
<td>2 videos</td>
<td>5 videos</td>
</tr>
<tr>
<td>Image galleries</td>
<td>5 galleries of 10 pictures each included</td>
<td>10 galleries of 20 pictures each included</td>
</tr>
<tr>
<td>Current advert theme</td>
<td>included</td>
<td>included</td>
</tr>
<tr>
<td><strong>PR specials</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Message with image on the “Markt” homepage</td>
<td>12 messages</td>
<td>24 messages</td>
</tr>
</tbody>
</table>
DIGITAL PRINTING DOCUMENTS

TRANSFER OF DIGITAL DATA
Before digital advertisements can be transferred, the advertising management must have a corresponding advertisement contract for the advertisements. The general advertising deadlines apply. A 1:1 printout or a final colour press proof is required to check the transferred advertisement.

TRANSFER OF ADVERTISEMENT
File names must contain the journal name, the edition and the customer names. Please avoid special characters, spaces and umlauts.

TRANSMISSION BY EMAIL
Please always send the data compressed as a ZIP file:
metternich@aerzteverlag.de
griep@aerzteverlag.de

DATA ARCHIVING
All data are archived. Unmodified repetitions are therefore normally possible. However, a data guarantee will not be accepted.

DATA FORMATS
An unseparated PDF file must be delivered. Open data formats (e.g. InDesign QuarkXPress, etc.) should be avoided. At the very least, the file must be printable, i.e. all fonts used must be embedded. Halftone images require a resolution of 300 dpi, line images a resolution of at least 600 dpi.

COLOR SPACE
The data should be in the CMYK colour space. Any special colours (to be discussed with the publisher!) must be correctly named (HK S or Pantone). If you would like to work in the media-neutral LAB colour space, please pay for a proof in order that the print results can be checked in advance. Since the conversion to CMYK color space requires massive intervention in your data, neither the publisher nor the printer can guarantee correct color reproduction without approval for printing of this proof.
Color profile for the cover: isocoated_v2_300_eci.icc
Color profile for the content: pso_mfc_paper_eci.icc

DESIGN
Please do not add any additional texts to your document – they will otherwise be printed. If you would like to send us additional information, simply send it to us by e-mail. Please generate the PDF without register marks for page proportionate advertisements. Please create full-page advertisements that are to be trimmed with trim marks and bleed.

WARRANTY/ADDITIONAL COSTS
Only the data on the data medium can also be exposed. The publisher accepts no liability for deviations in texts, images and colours. Incorrect exposures on the basis of incomplete or erroneous files, incorrect settings or incomplete information are still charged. This also applies for additional type or litho work as well as for the creation of incorrect proofs.
INSERTS AND BOUND INSERTS

Inserts and bound inserts must arrive at least two weeks before the publication date of the insert with no freight charges at:

L. N. Schaffrath GmbH & Co. KG
DruckMedien
Marktweg 42–50
47608 Geldern/Ndrh.

The accompanying documents must include information concerning the number of the transport units, journal titles and issue numbers. Also, a sample must be visibly attached to each package unit.

In the event of improper delivery, we reserve the right to charge any additional costs incurred.

INSERTS

The inserts must be processed flawlessly, subpackaged as little as possible and delivered suitable for machine processing (unfolded).

BOUND INSERTS

Bound inserts are to be delivered untrimmed and unfolded. Multiple-page bound inserts must be delivered correctly folded. For bound inserts, the “front cover” should be precisely indicated. The bound inserts must be correctly processed when delivered.

ONLINE

Online advertising media must be transmitted in a password-protected zip file at least five days prior to online placement:
gorki@aerzteverlag.de

SPECIFICATIONS DISPLAY ADVERTISING

The advertising media can be delivered as JPG, GIF, HTML5 (file size 50 to 80 kb). A banner campaign is always named after its main format (banner format on desktop) and includes alternative formats for playout on mobile devices (tablet and smartphone). Therefore, the delivery of additional advertising media with their respective technical specifications for tablet and smartphone is necessary.

SPECIFICATIONS NEWSLETTER ADVERTISING

Image file format: JPG, PNG (static image) (file size max. 50 kb)
## SCHEDULE AND TERMS AND CONDITIONS

### ISSUE NO. | PUBLICATION DATE | ADVERTISEMENT DEADLINE | SPECIAL PAGES
---|---|---|---
1/2 | 16.01.2021 | 10.12.2020 | 
3 | 01.02.2021 | 07.01.2021 | 
4 | 16.02.2021 | 19.01.2021 | 
5 | 01.03.2021 | 02.02.2021 | 
6 | 16.03.2021 | 22.02.2021 | zm starter
7 | 01.04.2021 | 09.03.2021 | 
8 | 16.04.2021 | 22.03.2021 | 
9 | 01.05.2021 | 08.04.2021 | 
10 | 16.05.2021 | 22.04.2021 | zm starter
11 | 01.06.2021 | 06.05.2021 | zm starter
12 | 16.06.2021 | 25.05.2021 | 

### ISSUE NO. | PUBLICATION DATE | ADVERTISEMENT DEADLINE | SPECIAL PAGES
---|---|---|---
13 | 01.07.2021 | 08.06.2021 | 
14 | 16.07.2021 | 24.06.2021 | 
15/16 | 16.08.2021 | 22.07.2021 | zm starter
17 | 01.09.2021 | 09.08.2021 | 
18 | 16.09.2021 | 24.08.2021 | #TRENDS21
19 | 01.10.2021 | 09.09.2021 | 
20 | 16.10.2021 | 23.09.2021 | #TRENDS21
21 | 01.11.2021 | 07.10.2021 | 
22 | 16.11.2021 | 21.10.2021 | zm starter
23/24 | 01.12.2021 | 08.11.2021 | 

* The date of publication indicated refers to the day two days after dispatch as press release Post Basic.

### ZM-ONLINE.DE NEWSLETTER

The zm newsletter is published every Wednesday.

### ZM-ONLINE.DE/STARTER NEWSLETTER

The zm starter newsletter is published four times a year in parallel to the zm starter special pages.

The general terms and conditions can be found at: [www.aerzteverlag.de/agb](http://www.aerzteverlag.de/agb)
SCHMERZ, LASS NACH!
Wie man Patienten bei Dentin-hypersensibilität helfen kann

DAS MAGAZIN
Tipps & Tricks für den Praxisalltag:
Material komfortabel bestellen und verwalten
Seite 24–25

ZAHNÄRZTLICHE MITTEILUNGEN I WWW.ZM-ONLINE.DE
STANDORTBESTIMMUNG ABFORMUNG
Der Weg von Analog zu Digital

DEUTSCHER ÄRZTEVERLAG | DENTAL MAGAZIN | 2020/uni003B38(2) | 1

Price list Nr. 63 valid from 01.01.2021