MEDIA INFORMATION 2022

zm

Zahnärztliche Mitteilungen



www.aerzteverlag.de

Deutscher Ärzteverlag

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YOUR CONTACT PARTNERS IN THE DENTAL MEDIA SOLUTIONS DIVISION (INDUSTRIAL ADVERTISING)

You would like an ADVICE, a QUOTE or have questions about a product?

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
Petra Schwarz
Phone +49 (0) 2234 7011-262
schwarz@aerzteverlag.de

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

You would like to place an ORDER or have questions about a BOOKING?

Customer Operations
Sabine Griep
Phone +49 (0) 2234 7011-243
dental@aerzteverlag.de

Customer Operations
Stefanie Metternich
Phone +49 (0) 2234 7011-379
dental@aerzteverlag.de

Do you have AN EDITORIAL QUESTION or would you like to place a PRESS RELEASE?

Editorial Services
Alexander Figge
Phone +49 (0) 2234 7011-209
figge@aerzteverlag.de

Do you have GENERAL QUESTIONS about our media services?

Sales & Customer Operations
Carmen Ohlendorf
Phone +49 (0) 2234 7011-357
ohlendorf@aerzteverlag.de

Please send press releases or event invitations in one place to
dentalmarkt@aerzteverlag.de

YOUR CONTACT PARTNERS IN THE RECRUITING SOLUTIONS DIVISION (JOB AND CLASSIFIED ADS)

Do you have any questions or would you like ADVICE ON JOB AND CLASSIFIED ADS?

Key Account Management Job Market

Konstantin Degner
Telefon +49 (0) 2234 7011-224
Mobil +49 (0) 172 2363754
degner@aerzteverlag.de

Key Account Management Media Agencies

Kevin Jonas
Telefon +49 (0) 2234 7011-392
Mobil +49 (0) 172 2413054
jonas@aerzteverlag.de

Jessica Kwasny
Telefon +49 (0) 2234 7011-305
Mobil +49 (0) 172 7144980
kwasny@aerzteverlag.de

Sales Management Job Market

Post code 0, 5 & Austria

Sebastian Getz
Telefon +49 (0) 2234 7011-246
getz@aerzteverlag.de

Post code 1, 3 & Abroad

Jan von der Heide
Telefon +49 (0) 2234 7011-381
heide@aerzteverlag.de

Post code 2 & Classified Market

Birgit Schäfer
Telefon +49 (0) 2234 7011-443
schaefer@aerzteverlag.de

Post code 4 & 9

Ann-Christin Steinke
Telefon +49 (0) 2234 7011-345
steinke@aerzteverlag.de

Post code 6

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

Post code 7

Lena Weber
Telefon +49 (0) 2234 7011-204
l.weber@aerzteverlag.de

Post code 8 & CH

Stefan Pankalla
Telefon +49 (0) 2234 7011-516
pankalla@aerzteverlag.de

You would like to place an ADVERTISEMENT or have questions about a booking?

Clinics and agencies
Phone +49 (0) 2234 7011-220
stellenanzeigen@aerzteverlag.de

Practices and private clients
Phone +49 (0) 2234 7011-290
kleinanzeigen@aerzteverlag.de

zm

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 112, 20212

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 × 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.: 0 101 107 410, Routing no.: 300 606 01
IBAN DE28 3006 0601 0101 1074 10
BIC DAAEDEDD

Postbank Köln
Account no.: 19 250 506, Routing no.: 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 2022
78,000 copies

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

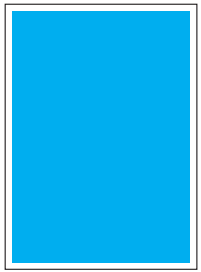
DISTRIBUTION ANALYIS

Average number of copies (2nd quarter 2021)	Edition A
Print run	77,417
Actually distributed issues (ADI)	77,025
Issues sent abroad	146
Paid circulation	75,864
Circulation sent abroad	111
Subscribed copies	75,716
Member portion of circulation	75,404
Free copies	1,161
Remaining and archive copies	392

Share of actually distributed issues	%	Copies (Edition A)
Postcode zone 0	7.9	5,980
Postcode zone 1	9.8	7,440
Postcode zone 2	10.4	7,980
Postcode zone 3	10.3	7,840
Postcode zone 4	12.3	9,620
Postcode zone 5	11.6	8,990
Postcode zone 6	9.3	7,100
Postcode zone 7	10.0	7,680
Postcode zone 8	10.1	7,800
Postcode zone 9	8.4	6,420
Total	100.0	76,850

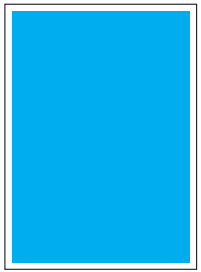
Source: Journal analysis (only mail items), Deutscher Ärzteverlag GmbH
Date: 2nd quarter 2021

PRICES AND SIZES – 4 COLOURS (WIDTH × HEIGHT)



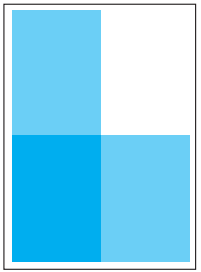
1/1 page
180 × 249 mm
Bleed size
207 × 280 mm

Inside cover page
€ 8,848.–
Back inside cover
€ 8,240.–
Back cover
€ 9,116.–



1/1 page
180 × 249 mm
Bleed size
207 × 280 mm

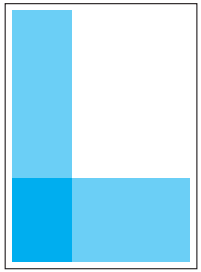
€ 7,694.–



1/2 page vertical
88 × 249 mm
Bleed size
101 × 280 mm

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

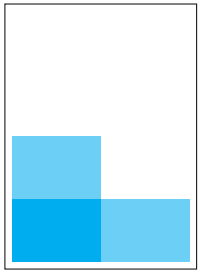
€ 4,785.–



1/3 page vertical
56 × 249 mm
Bleed size
69 × 280 mm

1/3 page horizontal
180 × 85 mm
Bleed size
207 × 101 mm

€ 3,852.–



1/4 page vertical
88 × 126 mm
Bleed size
101 × 142 mm

1/4 page horizontal
180 × 63 mm
Bleed size
207 × 79 mm

€ 3,327.–

DISCOUNTS

Frequency discount
Publications of uniform size of at least:

6 adverts	2 %
11 adverts	4 %
21 adverts	8 %
32 adverts	12 %
42 adverts	15 %

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

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

Prices	sw/2c**	3c/4c**
Basic price per mm	€ 6.40	€ 6.40
Basic price (per mm) in the following categories*		
Job offers Job offers abroad Part-time offers Representation offers Applications for jobs and representation commercial	€ 6.10	€ 6.10

* 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)	€ 15.–

PRICES AND FORMATS FOR ADDITIONAL ATTENTION:

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

* 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 columns = 92 mm; 3 columns = 139 mm; 4 columns = 186 mm

Prices	sw/2c**	3c/4c**
Basic price per mm	€ 6.40	€ 6.40
Basic price (per mm) in the following categories*		
Group/Joint Practice Practice Dissolution/Searches – Practices Abroad – Offices Residential establishment offers (only for cities and municipalities) Practice Facilities/Needs, Dental invoicing/ Leisure/Marriage/Partnership Art/Antiques Miscellaneous	€ 6.40	€ 6.40
Training and Further Education Education – Student counselling Travel – Clinics/Resorts/Sanatoriums Real Estate/Capital Market	€ 6.10	€ 6.10

* 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.

Numbered advert service (no discounts)	€ 15.–

Online First	Preis
Publication on zm-online.de already 10 days before publication of the print edition	€ 50.–

DISCOUNTS

Frequency discount Publications of uniform size of at least:	
6 adverts	3 %
11 adverts	5 %
21 adverts	10 %
32 adverts	15 %
42 adverts	20 %

PRICES

	Weight	Price per thousand
Full insert	up to 25 g	€ 124.–
Partial insert		
> 10,000 copies	up to 25 g	€ 144.–
> 5,000 < 10,000 copies	up to 25 g	€ 167.–

FORMAT

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.

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.
- Inserts are not discounted.
- Inserts must be designed so that they can be clearly differentiated from the text portion of the journal.

PRICES

Scope	Price per thousand with a paper weight of up to 115 g/m²
1 sheet = 2 pages	€ 179.–

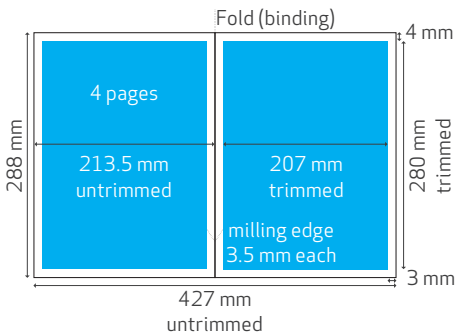
TECHNICAL INFORMATION

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

TRIMMING DIAGRAM



INFORMATION ON INSERTS:

- Required circulation
  - Full insert: 78,000 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 draws 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.

Ad formats and prices (4c)		
1/1 page	1/1 page 180 × 249 mm Bleed size 207 × 280 mm*	€ 7,694.–
1/2 page	1/2 page horizontal 180 × 126 mm Bleed size 207 × 142 mm*	€ 4,928.–

* Bleed sizes: additional 3 mm bleed margin on each trimmed side.

ONLINE
see page 15

NEWSLETTER
see page 16

PUBLICATION DATES
see page 20

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 on-line 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.

ACCESSES ZM-ONLINE.DE

878,756 page impressions
489,710 visits

June 2021



DISPLAY ADVERTISING

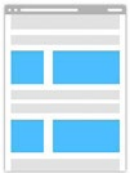
Format		Desktop	Tablet	Smartphone	TKP Run of Site	TKP Category: zm starter
Superbanner		728 × 90 pixels	728 × 90 pixels	320 × 80/ 160 pixels	€ 60.–	€ 75.–
Skyscraper		120/160 × 600 pixels	728 × 90 pixels	320 × 80/160 pixels	€ 70.–	€ 90.–
Medium Rectangle		300 × 250 pixels	300 × 250 pixels	320 × 80/160 pixels	€ 80.–	€ 100.–
Wallpaper		728 × 90 pixels und 120/160 × 600 pixels	728 × 90 pixels	300 × 250 pixels	€ 90.–	€ 115.–
Billboard		930 × 250 pixels	728 × 90 pixels	300 × 250 pixels	€ 110.–	€ 125.–
Interstitial *		800 × 600 pixels	768 × 768 pixels (portrait) 768 × 671 pixels (landscape)	300 × 480 pixels	€ 200.–	€ 250.–

* on all pages (ROS) with frequency capping

ZM – NEWSLETTER PRICES AND SIZES



Content Breaking AD	
Content breaking ad 1 (600 × 200 pixels)	€ 130.–
Content breaking ad 2 (600 × 200 pixels)	€ 115.–



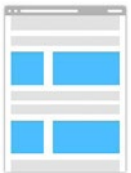
Advert text teaser	
Advert text teaser 1 200 characters, 1 image (200 × 150 pixels)	€ 140.–
Advert text teaser 2 200 characters, 1 image (200 × 150 pixels)	€ 130.–
Article will be published on zm-online.de/markt: 3,000 characters, 1 image (600 × 450 pixels in landscape)	

ZM STARTER – NEWSLETTER PRICES AND SIZES

(ALL PRICES PER THOUSAND SUBSCRIBERS)



Content Breaking AD	
Content breaking ad 1 (600 × 200 pixels)	€ 195.–
Content breaking ad 2 (600 × 200 pixels)	€ 185.–



Advert text teaser	
Advert text teaser 1 200 characters, 1 image (200 × 150 pixels)	€ 205.–
Advert text teaser 2 200 characters, 1 image (200 × 150 pixels)	€ 195.–
Article will be published on zm-online.de/markt: 3,000 characters, 1 image (600 × 450 pixels in landscape)	

PR INTEGRATION

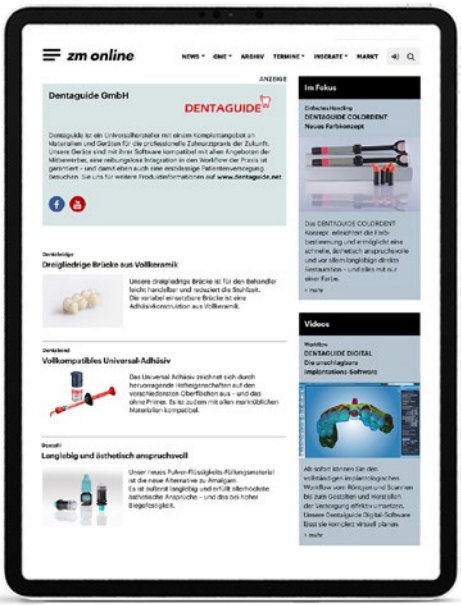
Business package **€ 3,300.–/year**

Bundling of current news, videos, event information and product information under one company profile in the market area.

Service components	Scope
Basic entry with logo	included
Highlighting in the complete company directory	included
Company profile	included
Presentation of your focus products	5 products
Download options for publications	2 download options
Integration of your videos	3 videos
Image galleries	5 galleries of 10 pictures each
Current advert theme	included
PR message with teaser on the “Markt” homepage	12 messages

Sponsored post **€ 550.–**

Publication of a PR message in the market section.



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:
dental@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 (HKS 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:
dental@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)

Issue no.	Publication date*	Advertisement deadline	Special pages
1/2	16.01.2022	16.12.2021	
3	01.02.2022	06.01.2022	
4	16.02.2022	20.01.2022	
5	01.03.2022	03.02.2022	
6	16.03.2022	17.02.2022	zm starter
7	01.04.2022	10.03.2022	
8	16.04.2022	24.03.2022	
9	01.05.2022	07.04.2022	
10	16.05.2022	21.04.2022	
11	01.06.2022	05.05.2022	zm starter
12	16.06.2022	19.05.2022	
13	01.07.2022	09.06.2022	
14	16.07.2022	23.06.2022	
15/16	16.08.2022	21.07.2022	
17	01.09.2022	11.08.2022	zm starter
18	16.09.2022	25.08.2022	
19	01.10.2022	08.09.2022	
20	16.10.2021	22.09.2022	
21	01.11.2022	06.10.2022	
22	16.11.2022	20.10.2022	zm starter
23/24	01.12.2022	10.11.2022	

* 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.
The issue newsletter is sent out on the publication date of the print issue.

ZM-ONLINE.DE/STARTER NEWSLETTER
The zm starter newsletter is published four times a year parallel to the zm starter special pages.

The general terms and conditions can be found at:
www.aerzteverlag.de/agb







MDZM001

Price list No. 64 valid from 01.01.2022

Deutscher Ärzteverlag