

MEDIA INFORMATION 2020

zm

Zahnärztliche Mitteilungen



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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

JOB MARKET AND CLASSIFIED ADVERT SALES

Head of Job Market and Classified Adverts

Michael Laschewski
Phone +49 (0) 2234 7011-252
Mobile +49 (0) 173 5415651
laschewski@aerzteverlag.de

JOB MARKET SALES

North/Central/East

Piero Dutkiewicz
Key Account Manager
Phone +49 (0) 2234 7011-246
Mobile +49 (0) 172 8154302
dutkiewicz@aerzteverlag.de

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

Violetta Daniel
Sales Manager
Phone +49 (0) 2234 7011-474
daniel@aerzteverlag.de

Angelina Schmitt
Sales Manager
Phone +49 (0) 2234 7011-203
a.schmitt@aerzteverlag.de

JOB MARKET SALES

Central/South

Anette Freyermuth
Key Account Manager
Phone +49 (0) 2234 7011-217
Mobile +49 (0) 172 2169438
freyermuth@aerzteverlag.de

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

Saskia Krupp
Sales Manager
Phone +49 (0) 2234 7011-396
krupp@aerzteverlag.de

CLASSIFIED ADVERT SALES

Birgit Schäfer
Sales Manager (nationwide)
Phone +49 2234 7011-443
schaefer@aerzteverlag.de

ADVERTISING MANAGEMENT

Head of Customer Center

Michael Heinrich
Phone +49 (0) 2234 7011-233
heinrich@aerzteverlag.de

Industry Advertising Management

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

Sabine Griep

Phone +49 (0) 2234 7011-243
griep@aerzteverlag.de

Advertising Management: Online

Maria Gorki
Phone +49 (0) 2234 7011-237
gorki@aerzteverlag.de

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

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 of 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

Dr. Uwe A. Richter (Editor-in-chief)
Behrenstraße 42 | 10117 Berlin
Phone +49 30 280179-40
Fax +49 30 280179-42
kontakt@zm-online.de

PUBLISHING COMPANY

Deutscher Ärzteverlag GmbH
Dieselstraße 2 | 50859 Köln,
POB 40 02 54 | 50832 Köln

WEB ADDRESS (URL)

www.zm-online.de; www.aerzteverlag-media.de

YEAR OF PUBLICATION

Volume 110, 2020

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

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 DAAEEDDD

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 2019

78,200 copies

Circulation necessary for inserts & bound inserts

78,200 copies + 2% subsidy

DISTRIBUTION ANALYSIS

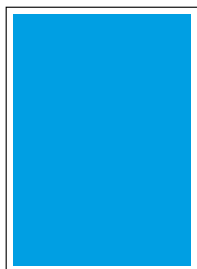


Average number of copies (2nd quarter 2019)	Edition A
Print run	77,917
Actually distributed issues (ADI)	77,199
Issues sent abroad	171
Paid circulation	75,847
Circulation sent abroad	132
Subscribed copies	75,693
Member portion of circulation	75,347
Free copies	1,352
Remaining and archive copies	718

Share of actually distributed issues	%	Copies (Edition A)
Postcode zone 0	8.0	6,100
Postcode zone 1	9.9	7,590
Postcode zone 2	10.4	7,970
Postcode zone 3	10.3	7,830
Postcode zone 4	11.9	9,290
Postcode zone 5	11.2	8,770
Postcode zone 6	9.3	7,040
Postcode zone 7	10.0	7,660
Postcode zone 8	10.4	8,000
Postcode zone 9	8.6	6,530
Total	100.0	76,780

Source: Journal analysis (only mail items), Deutscher Ärzteverlag GmbH,
Date: 10.07.2019

PRICES AND SIZES - 4 COLOURS (WIDTH X HEIGHT)

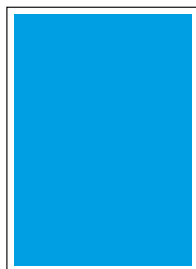


1/1 page
180 x 249 mm
Bleed size
207 x 280 mm

2. Inside cover page
€ 8,590.-

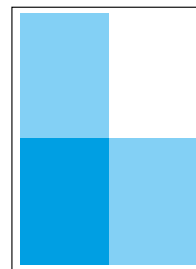
3. Back inside cover
€ 8,000.-

4. Back cover
€ 8,850.-



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

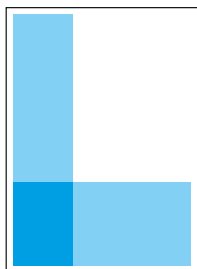
€ 7,470.-



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

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

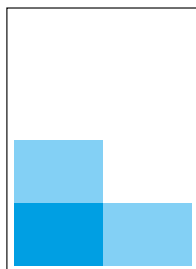
€ 4,645.-



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

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

€ 3,740.-



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

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

€ 3,230.-

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%

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	bw/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)	€ 12.-
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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.aerztstellen.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	bw/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)	€ 12.-
Online First	Price
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/m ²
1 sheet = 2 pages	€ 174.-

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.

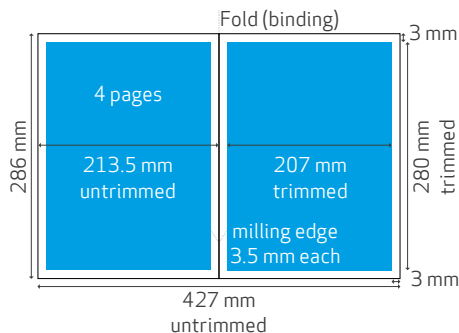
SIZES

1 sheet = (2 pages) untrimmed, folded once to 213.5 × 286 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.

TRIMMING DIAGRAM



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.

ONLINE

see page 15

NEWSLETTER

see page 16

PUBLICATION DATES

see page 20

Ad formats and prices (4c)		
1/1 page	1/1 page 180 × 249 mm bleed size 207 × 280 mm*	€ 7,470.-
1/2 page	1/2 Seite landscape 180 × 126 mm bleed size 207 × 142 mm*	€ 4,645.-

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

BRIEF DESCRIPTION (WWW.ZM-ONLINE.DE)

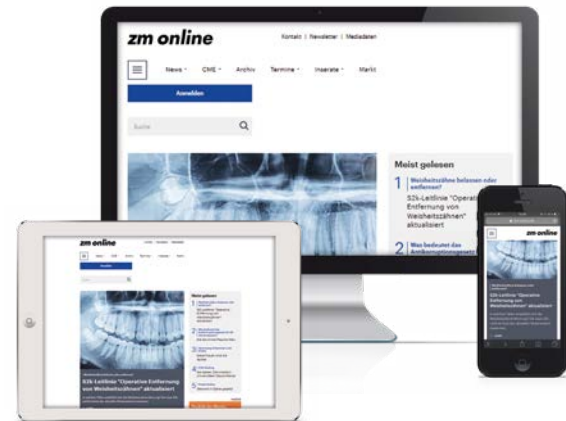
The responsive internet offer of the Zahnärztliche Mitteilungen is directed at all dentists. It extends the contents of the title by numerous offers in the areas of information and service. The portal offers important news from politics, society and industry. With current information from science and industry as well as dental articles, the portal focuses on the interests of dentists. Also 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

643,119 page impressions
258,507 visits

June 2019 






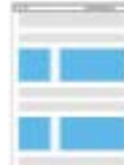


DISPLAY ADVERTISING

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



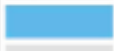
* on all pages (ROS) with frequency capping

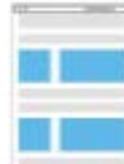


**ZM NEWSLETTER PRICES AND SIZES
(ALL PRICES PER THOUSAND SUBSCRIBERS)**

	Content Breaking AD	
	Content breaking ad 1 (600 × 200 pixels)	€ 125.-
	Content breaking ad 2 (600 × 200 pixels)	€ 110.-

	Advert text teaser	
	Advert text teaser 1 200 characters, 1 image (200 × 125 pixels)	€ 135.-
	Advert text teaser 2 200 characters, 1 image (200 × 125 pixels)	€ 125.-
Article will be published on zm-online.de/Markt : 3,500 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 × 125 pixels)	€ 205.-
	Advert text teaser 2 200 characters, 1 image (200 × 125 pixels)	€ 195.-
Article will be published on zm-online.de/Markt : 3,500 characters, 1 image (600 × 450 pixels in landscape)		

PR INTEGRATION

	Package options	Business package	Premium package
	Price	€ 3,300.- per year	€ 9,000.- per year
Integration	Basic entry with logo Highlighting in the complete company directory Company profile Presentation of your focus products Download options for publications Presentation of your videos Image galleries Current advert theme	included included included 5 products 2 download options 2 videos 5 galleries of 10 pictures each included	included included included 10 products 5 download options 5 videos 10 galleries of 20 pictures each included
PR specials	Message with image on the "Markt" homepage	12 messages	24 messages

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 (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.

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@aerzterverlag.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	16.01.2020	12.12.2019	
3	01.02.2020	02.01.2020	
4	16.02.2020	16.01.2020	
5	01.03.2020	03.02.2020	zm starter
6	16.03.2020	17.02.2020	
7	01.04.2020	09.03.2020	
8	16.04.2020	23.03.2020	
9	01.05.2020	02.04.2020	
10	16.05.2020	20.04.2020	
11	01.06.2020	04.05.2020	zm starter
12	16.06.2020	18.05.2020	

Issue no.	Publication date	Advertisement deadline	Special pages
13	01.07.2020	08.06.2020	
14	16.07.2020	22.06.2020	
15/16	16.08.2020	16.07.2020	
17	01.09.2020	03.08.2020	zm starter
18	16.09.2020	24.08.2020	
19	01.10.2020	07.09.2020	
20	16.10.2020	21.09.2020	
21	01.11.2020	05.10.2020	
22	16.11.2020	19.10.2020	zm starter
23/24	01.12.2020	02.11.2020	

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



Price list no. 62 valid from 01.01.2020