



# Dentista Wissenschaft | Praxis | Leben

**Editor-in-Chief:** Susann Lochthofen, Berlin, Germany  
**Area of publication:** Germany, Austria, German-speaking Switzerland  
**Target group:** women dentists  
**Language:** German

The selection of topics and the modern layout are customized to the needs of today's practicing women dentists. Current news from the areas of accounting, practice management, and discussion of reconciling work and family life make the journal a companion for everyday practice.

Official journal of the  
**VdZÄ – Dentista e. V.**

Planned focus topics 2023:

- 01/2023: IDS 2023
- 02/2023: Hygiene in the Dental practice
- 03/2023: Healthy at work – self care
- 04/2023: Modern Ceramics



Dentista informs women dentists in short and concise contributions about practice-relevant topics in dentistry, medicine, family, and career.

Booked advertisements can be supplemented with a free product message.

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**Dentista****print run:** 10,000 | **distributed print run:** 9,500 | **journal size/dimensions:** 210 × 280 mm**advertisement formats and prices**

format	bleed* width × height	print area width × height	price (4c)
gate fold	gate fold, flap width up to max. 200 mm		€ 5,850
belly band	open 476 × 50 mm		€ 3,850
1/2 cover flap	covers the title page, please consult for measurements		€ 3,000
postcard	DIN A6 up to 300 g/m <sup>2</sup>		€ 3,200
Post It**	50 × 50 mm		€ 1,830
bookmark	60 × 150 mm		€ 1,050
2/1 page	420 × 280 mm		€ 4,800
1/1 page	210 × 280 mm	180 × 231 mm	€ 3,000
1/2 page horizontal	210 × 140 mm	180 × 115.5 mm	€ 2,200
1/2 page vertical	105 × 280 mm		€ 2,200
1/3 page horizontal	210 × 94 mm	180 × 77 mm	€ 1,775
1/3 page vertical	70 × 280 mm		€ 1,775

\*plus trim margin of 3 mm. | \*\*to be delivered to the printers ready to use.

<b>preferential placement</b>	2 <sup>nd</sup> and 4 <sup>th</sup> cover page or 1 <sup>st</sup> page opposite text: 30% extra on the advertising price other confirmed placements: 25% extra on the advertising price
<b>discounts</b>	staggered repeat discount: 2 adverts 3%      4 adverts 5% quantity discount: 2 pages 5%      4 pages 10%
<b>agency commission</b>	10% from customer net
<b>classified advertisements</b>	min. 30 mm height × 43 mm width for single-column advertisements or 90 mm width for double-column advertisements; private classified advertisements: € 1,40 per mm job vacancies: € 1,40 per mm   job requests: € 1,20 per mm
<b>bound inserts (print run)</b>	210 × 280 mm + 5 mm milling margin, 2-sided: € 1,520   4-sided: € 2,125 (no discount) delivery folded and not trimmed, 2 weeks before publication
<b>supplements (print run)</b>	max. 205 × 275 mm, up to 25 g: € 2,990 (no discount)
<b>publication frequency</b>	four times a year (March, May, August, November)
<b>advertising closing date</b>	3 weeks before publication
<b>closing date for print materials</b>	2 weeks before publication   please send to druckunterlagen@quintessenz.de.
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