



The modern, not overloaded design contributes to the perfect relation of seriousness and visibility.

A setting, which isn't clumsy, but which catches attention, attention for your messages.

Quintessenz – das Magazin

Responsible Editor: Dan Krammer, Berlin

Area of publication: Germany, Austria, German-speaking Switzerland

Target group: Dentists and dental technicians, prosthodontists

Language: German

"Quintessenz – das Magazin" is a new medium, which combines the best content from advertising and journalism. The quarterly published periodical offers space for product and company information, which can be supported by adequate abstracts from various Quintessence Journals.

This combination from classical PR and scientific impact, contributes to a special attention and relevance of the content – as well as for dentists and dental technicians.

There's the chance to book a whole page and to divide the page into two parts: half of the page your information and the other half 3 accurate abstracts (chosen by you) from our journals.



As the newspaper layout offers a high degree of flexibility, there are many formats and possibilities available.

The magazine invites additionally with its high print run of 50.000 copies.

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Quintessenz – das Magazin

print run: 51,600 | journal size: 275 × 390 mm

advertisement formats and prices

| format | bleed* width × height | print area width × height | price (4c) |
|-------------------------------|--------------------------|------------------------------|------------|
| 2/1 page 4c | 550 × 390 mm | 478 × 340 mm | € 7,500 |
| belly band | 400 × 100 mm (open) | | € 5,500 |
| postcard** | 162 × 114 mm | | € 5,500 |
| 1/1 page 4c | 275 × 390 mm | 239 × 340 mm | € 4,200 |
| cover: 1/10 page*** | 59 × 134 mm | 56 × 134 mm | € 2,100 |
| cover: 1/8 page*** | 97 × 110 mm | 94 × 110 mm | € 2,100 |
| cover: 1/8 page quer | 275 × 54 mm | 239 × 44 mm | € 2,640 |
| cover oblique banner | 100 × 20 mm | 100 × 20 mm | € 990 |
| 1/2 page "Industry News"**** | 275 × 192 mm | 239 × 160 mm | € 2,520 |
| 1/3 page "Industry News"**** | 91 × 390 mm | 76 × 334 mm | € 1,775 |
| 1/6 page "Industry News"***** | 92 × 180 mm | 76 × 160 mm | € 1,020 |

*plus trim margin of 3 mm. | **fixing with a glue dot, printing not included | ***including trim margin. | ****logo, 2 images und 3,400 characters. | *****1,430 characters.

agency commission

10% from customer net

publication frequency

four times a year (March, June, September, November)

closing date for print materials

please send the artwork not later than the deadline (see below) to:

druckunterlagen@quintessenz.de

| issue | editorial deadline | deadline for artwork | publication date |
|-------|-----------------------|-------------------------|------------------|
| 1/23 | 8 Feb 2023 | 15 Feb 2023 | 03 Mar 2023 |
| 2/23 | 10 May 2023 | 17 May 2023 | 02 Jun 2023 |
| 3/23 | 11 Aug 2022 | 18 Aug 2022 | 04 Sep 2023 |
| 4/23 | 10 Nov 2023 | 17 Nov 2023 | 01 Dec 2023 |