

Advertising Rates 2024

effective January 1st, 2024

WIR In der Zahnarztpraxis

- Magazine for dental assistants
- Organ of Verband Deutscher Dentalhygieniker (VDDH)

[Online at wir-in-der-zahnarztpraxis.de](https://www.wir-in-der-zahnarztpraxis.de)



Wir in der Zahnarztpraxis

Advertising Rates No. 10 · effective January 1st, 2024

Target group	Dental assistants
Publication frequency	6 issues per year (Please see publication schedule)
In cooperation with	Verband Deutscher Dentalhygieniker (VDDH)
Journal size	210 mm wide x 279 mm high
Bleed size	add 3 mm to trim size to all sides
Printing method	offset printing
Printing material	electronic data preferred


Ad sizes and rates	type area Width x Height	trim size Width x Height	4c- Rates
Back cover	174 x 240 mm	210 x 279 mm	€ 5.250,-
Inside front cover	174 x 240 mm	210 x 279 mm	€ 5.150,-
1/1 page	174 x 240 mm	210 x 279 mm	€ 4.690,-
1/2 Seite vertical	85 x 240 mm	100 x 279 mm	€ 3.350,-
horizontal	174 x 115 mm	210 x 135 mm	€ 3.350,-
1/3 page vertical	54 x 240 mm	72 x 279 mm	€ 2.450,-
horizontal	174 x 75 mm	210 x 90 mm	€ 2.450,-
1/4 page vertical	85 x 115 mm	103 x 135 mm	€ 1.390,-

Publisher	Springer Medizin Springer Medizin Verlag GmbH Tiergartenstraße 17 69121 Heidelberg
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Discounts (within one year)	Frequency discount	Space discount
	3 x = 3 %	3 pages = 5 %
	6 x = 5 %	6 pages = 10 %
	12 x = 10 %	12 pages = 15 %
	18 x = 15 %	18 pages = 20 %

Combined discount with the following Springer Medizin journals:

- »Fortschritte der Kieferorthopädie / Journal of Orofacial Orthopedics
- »Der Freie Zahnarzt
- »Die junge Zahnmedizin
- »Oralprophylaxe & Kinderzahnmedizin
- »Die MKG-Chirurgie
- »Zl Zahnärztliche Implantologie

Print run	30.550 copies	
Total circulation	30.360 copies	
	IVW, quarter 2/2023	

Shipping DIRECTLY to practice teams in dental practices in Germany.

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Bound inserts	2-page insert	€ 5.940,-
	4-page insert	€ 11.880,-

Loose inserts	Total edition up to 25 g machine processing	€ 4.400,-
	each additional started 5 g	€ 210,-

Bound and loose inserts are not subject to any discount.

Formats and technical data on request.

Required quantity per issue:	32.100 copies
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Terms of payment	Net 30 days after receipt of our invoice; 2 % cash discount if paid within 14 days of invoice date; 3 % cash discount if paid in advance of publication.
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Remittance to	Springer Medizin Verlag GmbH Deutsche Bank AG, Berlin, IBAN: DE33 1007 0000 0588 2188 00 BIC: DEUTDEBBXXX
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Publication schedule 2024

Issue No.	Month	Publication date	Closing date	Deadline ad copy	Deadline for inserts
1	Februar	09.02.	16.01.	18.01.	24.01.
2	April	09.04.	12.03.	14.03.	20.03.
3	Juni	05.06.	03.05.	07.05.	15.05.
4	September	02.09.	07.08.	09.08.	15.08.
5	Oktober	14.10.	17.09.	19.09.	25.09.
6	November	25.11.	29.10.	31.10.	07.11.

All dates 2024 unless noted otherwise; subject to alterations.

Format

Artwork should be supplied at the correct advert size, as a PDF to PDF/X3 standard (version 1.3, reduced transparency).

Bleed

Advertisements running to the edge of the page must be created with a 3 mm bleed added to all edges.

Illustrations

Create coloured illustrations in CMYK mode or convert them to CMYK.
Spot colours are not allowed.

Resolution

All images should have a resolution of at least 300 dpi.

Black text

Please define black text as pure black (C0 M0 Y0 K100).

Grey text

Please define grey text as achromatic as well. Coverage in the black channel between 84.9 % and 100 % are not allowed (C0 M0 Y0 K0-84,9 %).

Ink coverage and print profile

The maximum ink coverage should not exceed 300 % - print profile: ISOcoated_v2_300.

The print profile ISOcoated_v2_300 may be found here:

<http://www.eci.org/doku.php?id=de:downloads>

Data naming

Name the file with the journal name followed by issue, customer and size.
(Journal_issue_customer_210x279.pdf).

Sending data

Please send your print data exclusively to:
christine.juergens@springer.com



Pre-press

le-tex publishing services
Anzeigenteam
Weißenfelser Straße 84
04229 Leipzig
Tel.: +49 341/355 356-145

Support

You can obtain technical support for the creation of your print data at:
adv-med@le-tex.de