

CAD/CAM Update 2023

Digital technologies

Our special issues provide annual updates on products and solutions that reflect the state of the art. They are an attractive Opportunity to present yourself as a supplier to potential customers.

Advantages

- Long duration: Updates are often archived for over a year.
- Communication strength: The updates are picked up several times for quick product information.
- Cross-media: All entries are also listed online and optimized for search engines with a runtime of twelve months.
- Range: An extraordinarily high total circulation of 21,000 copies.
- One-stop-shopping: Communicate once and address all three DACH markets.

Features

- Provides an overview of the CAD/CAM systems and components available on the market
- Tabular display on two pages
- Question catalogue is individually adapted to the type of production and subdivided into sections for a quicker, more reader-friendly overview

Categories

Desktop scanners | Intraoral scanners | Manufacturing machines (additive) | Manufacturing machines (subtractive) | Sintering furnaces | Manufacturing service providers | Software | 3D face scanners | Suction systems | Light-curing and cleaning devices for 3D printing



Distribution: 21,000 total circulation + 1 year online



**10,600
copies**

as a special section of
dental dialogue 8/2023
Date of publication:
11.08.2023



**5,800
copies**

as supplement to
rot & weiß 4/2023
Date of publication:
31.08.2023



**4,600
copies**

as a supplement to
rot & weiß swiss 4/2023
Date of publication:
25.08.2023

Terms

Supplier entry

- 1 entry (2 pages): 1,650 EUR
- 2 entries (4 pages): 2,900 EUR
- 3 entries (6 pages): 4,050 EUR
- 4 entries (8 pages): 5,400 EUR
- from 5 entries, per step: + 1,150 EUR
- from 10 entries, per step: + 1,050 EUR

Advertising

- 1/3 page inside: 2,050 EUR
- 1/2 page inside: 3,100 EUR
- 1/1 page inside: 4,100 EUR
- 2/1 page inside: 7,250 EUR
- 1/1 page U2: 4,500 EUR
- 1/1 page U3: 4,200 EUR
- 1/1 page U4: 4,700 EUR
- Insert (up to 25g)*: 6,350 EUR

Dates/Formats

- Booking deadline: 01.07.2022
- Data deadline: 08.07.2022
- Booklet format: DIN A4 (210x297 mm)
- Advertisement 1/3 page: 76x303 mm
- Advertisement 1/2 page: 111x303 mm
- Advertisement 1/1 page: 216x303 mm
- Advertisement 2/1 page: 426x303 mm
- (all formats include 3mm bleed on every side)

Note: All prices are in EURO plus the applicable value added tax. The general terms and conditions for advertisements and third-party inserts in newspapers apply. *Higher weight on request

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