

Media information 2023

dental dialogue
– the journal for
dental technology

Profile

Each issue of the IVW-tested trade journal **dental dialogue** reaches almost all companies that produce dental restorations – whether commercial or practice laboratories. The readers are predominantly laboratory owners and managers, but also employed dental technicians, trainees and ambitious dentists.

dental dialogue contains first-class dental professional articles, congress reports and product information. Our editors themselves are trained dental technicians and offer competent specialist journalism. They are familiar with the dental market, know the daily work processes and questions as well as the tasks of the target group and focus their articles accordingly.

One of the focuses is high-quality product reporting that presents solutions in laboratory applications. Together with superior journalistic presentation forms and a modern layout, this ensures an ideal environment for bringing your solutions to your target group. Licensed content from **dental dialogue** is published in Japan, Austria, Italy, Poland, Romania, Russia, Switzerland, Turkey and Hungary.

Target group: Laboratory owners and managers, dental technicians, dentists interested in prosthetics, trainees

Print run: 10,500 copies (acc. to IVW II 2022)

Distributed circulation: 10.389 copies (acc. to IVW II 2022)



Frequency: 12 times a year

Contents/Categories

- Demanding, focus-independent professional articles around the modern, but also classical dental technology
- Articles on the topics: work ergonomics, marketing strategies and management
- Expert opinions from international opinion leaders, Marketing managers and renowned experts in the dental field
- Digital technologies
- Coverage of dental events, detailed reports and and short, concisely formulated product innovations
- Training articles for young professionals
- Course and congress dates
- Classified ads and job offers
- Milling center Directory



Schedule of topics and dates

4

Issue	Date of publication	Deadline for editorials	Deadline for bookings	Copy/artwork deadline	Specifics/topics
1-2023	13.01.2023	05.12.2022	12.12.2022	13.12.2022	Outlook Highlights 2023
2-2023	03.02.2023	09.01.2023	16.01.2023	17.01.2023	3D printing
3-2023	03.03.2023	06.02.2023	13.02.2023	14.02.2023	Preview IDS 2023
4-2023	11.04.2023	13.03.2023	20.03.2023	21.03.2023	IDS 2023 gleanings
5-2023	05.05.2023	11.04.2023	17.04.2023	18.04.2023	Management and accounting
6-2023	02.06.2023	08.05.2023	15.05.2023	16.05.2023	51 st Annual Meeting of the ADT
7-2023	07.07.2023	12.06.2023	19.06.2023	20.06.2023	Functional diagnostics and therapy
8-2023	11.08.2023	10.07.2023	17.07.2023	18.07.2023	CAD/CAM Update Digital Technologies
9-2023	01.09.2023	07.08.2023	11.08.2023	14.08.2023	Fachdental Messen
10-2023	06.10.2023	11.09.2023	18.09.2023	19.09.2023	Young dental technicians
11-2023	03.11.2023	09.10.2023	16.10.2023	17.10.2023	Infotage Dental
12-2023	08.12.2023	06.11.2023	13.11.2023	14.11.2023	CAD/CAM Update Materials
1-2024	12.01.2024	04.12.2023	11.12.2023	12.12.2023	Outlook Highlights 2024

Subject to change

Format displays



1/1 page

Trimmed size 210 × 297 mm
Type area 164 × 239 mm
4,860,— €



1/2 page, portrait

Trimmed size 105 × 297 mm
Type area 82 × 239 mm
2,985,— €



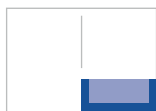
1/2 page, landscape

Trimmed size 210 × 148 mm
Type area 164 × 114 mm
2,985,— €



1/3 page, portrait

Trimmed size 70 × 297 mm
2,149,— €



1/3 page, landscape

Trimmed size 210 × 99 mm
Type area 164 × 65 mm
2,149,— €



1/4 page landscape

Type area 210 × 74 mm
1,700,— €



Logo entry

Type area 40 × 40 mm
860,— €/year



1/8 page text stopper

Type area 82 × 57 mm
615,— €

Please note:

► Add 3 mm bleed margin per edge for all trimmed formats

Safety distance

4 mm on all sides. This is measured from the data format and prevents unwanted bleed of your texts and information during production.

All format specifications:
width × height

► Preferential placement in the inner part

10 % surcharge for binding placement confirmation

Further ad formats on request

Preferred placements



U2
Trimmed size 210 × 297 mm
5,990,— €



U3
Trimmed size 210 × 297 mm
5,345,— €



U4
Trimmed size 210 × 297 mm
6,055,— €



**2/1 double page
U2/page 3**
Trimmed size 420 × 297 mm
9,555,— €



1. Right-hand switch-on side
Trimmed size 210 × 297 mm
5,670,— €



**1/3 page portrait
in the table of contents**
Trimmed size 70 × 297 mm
2,460,— €



**1/3 pages landscape
in the table of contents**
Trimmed size 210 × 99 mm
2,460,— €

Quantity scale*

3 ads	3 % discount
6 ads	8 % discount
9 displays	10 % discount

* Staggered discount on the advertising price according to the number of advertisements placed by a customer within a financial year, as per advertising price list.

Agency commission 10 %

(does not apply to special publications and offprints)

The prices quoted are subject to value added tax at the statutory rate.

► **No discounts on online, inserts, bound inserts, offprints and special forms of advertising**

Collar bonding U2, side 3 and U3

Please take into account that on these sides in the waistband 6 mm are covered by the waistband bonding.

Advertorials



1 page advertorial
6,145,— €



2 pages advertorial
10,773,— €



Stapled insert, 2 pages

4,349,- €

Trimmed size

210 × 297 mm

+ 5 mm bleed at the top,
3 mm each inside, out-
side and bottom bleed



Stapled insert, 4 pages

5,713,- €

Trimmed size folded

210 × 297 mm

+ 5 mm bleed at the top,
3 mm each inside, out-
side and bottom bleed

Delivery: readily folded

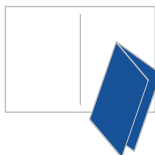
Delivery address for inserts

mgo360 GmbH & Co. KG
Abteilung Versand: Bestimmt für
dental dialogue Ausgabe Nr. XX
Gutenbergstr. 1, 96050 Bamberg

Quantity of inserts to be submitted:

10.500 Exemplare

Delivery of inserts no earlier than
four weeks prior to the copy
deadline



Loose insert

310,- €

up to 25 g, per 1,000 copies, incl. postage

26 g up to maximum 40g on request

Inserted loosely

Minimum insert size: 105 × 148 mm

Maximum insert size: 205 × 290 mm



Cover page: Magazine style cover¹ (+ back side)

incl. production

In the gate
210 × 297 mm + 210 × 297 mm

7,370,— €



Cover page: French Cover (gatefold)

incl. production

In the gate
110 × 297 mm + 207 × 297 mm +
107 × 297 mm

7,117,— €



Cover flap

incl. production

In the gate
110 × 297 mm + 110 × 297 mm

5,940,— €



Banderole delivered

delivered

Height: max. 10 cm

4,698,— €

Please note:

► **Bleed allowance 3 mm on all sides falling away from the edge**

¹ motif must be coordinated with editorial office

Delivery address for banderoles

mgo360 GmbH & Co. KG
Abteilung Versand: Bestimmt für
dental dialogue Ausgabe Nr. XX
Gutenbergstr. 1, 96050 Bamberg

Delivery quantity banderoles

10.500 Exemplare

Please deliver banderoles at the earliest four weeks before the printing deadline.

Do you have special communication needs? We offer you individual solutions.



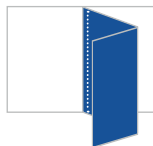
Cover page:
Postcard



Arrow display



Bookmark



Binder plus
4-sided perforated

Other special advertising
formats and prices on request

Is there an interesting professional article that has already been published in one of the last issues of **dental dialogue**?

We will provide you with a special print for your advertising campaign.

Format: 210 x 297 mm

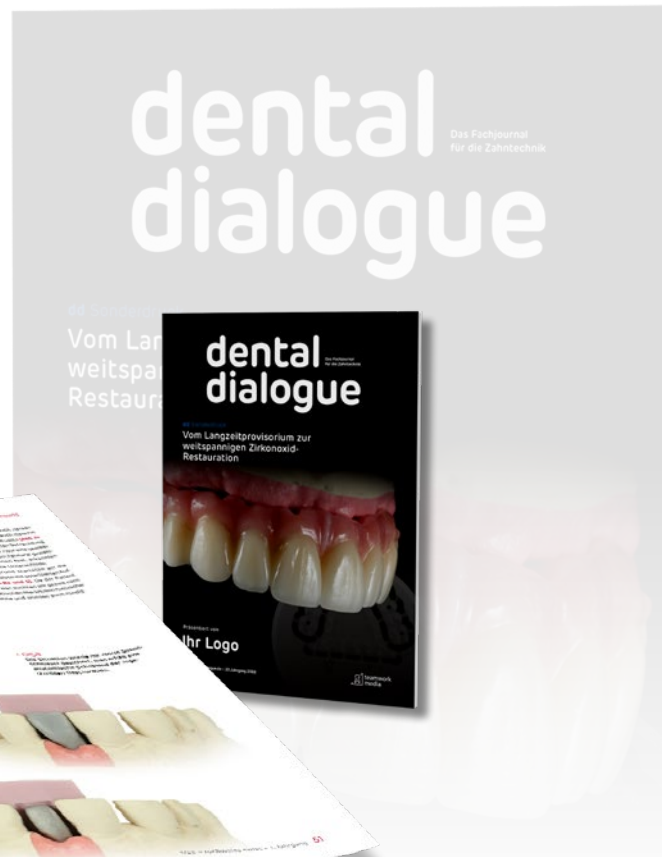
Paper: 170 g/qm

Printing: Offset printing

Production included

Any circulation and paper quality are possible

Price on request



Our special issues provide annual updates on products and solutions that reflect the state of the art in the market. They thus provide a quick overview of the advantages and disadvantages of the products depending on the task. All entries are also listed online, optimised for search engines. The online runtime is one year until the new updates are published. The extraordinarily high total circulation of 21,000 copies enables an almost complete coverage of the DACH markets.

Updates

CAD/CAM Update Digital Technologies (August 2023)

The technology updates provide an overview of the CAD/CAM systems and components on the market; this is achieved by means of a tabular presentation on two pages, a questionnaire individually adapted to the type of production and a subdivision into headings for a faster, reader-friendly overview.

CAD/CAM Update Materials (December 2023)

Our materials update provides an overview of the CAD/CAM materials and materials for finishing and further processing on the dental market; with a tabular presentation according to technical data and facts, indications, process steps, compatibility, system components, shades, geometries and delivery forms. The update thus offers a comparison of individual features and a presentation of the recommended indications.



**Circulation
DE 10,500**

as a special section
of dental dialogue



**Circulation
AT 5,800**

as supplement
with rot & weiss



**Circulation
CH 4,600**

as a supplement
with rot & weiss swiss



**= 21,000 Total
circulation
+ 1 year online**

Detailed information and prices are available in the separate media data.

Content

The **dental dialogue** newsletter also directly addresses laboratory owners, employed dental technicians in commercial laboratories and dental technicians in practice laboratories. The majority of subscribers have been receiving the newsletter for several years and have actively subscribed to it. High opening and click rates are proof of the excellent address quality. Banners and advertorials are integrated into the newsletter in an optimal and measured manner and thus experience equally strong attention and the same high acceptance as the editorial contributions.

Dispatch cycle/receiver

The **dental dialogue** newsletter reaches around 6,000 recipients every 14 days (as of October 2022).

We will be happy to submit attractive combination offers, cross-media packages or media plans in combination with your print advertising measures.

Advertising	possibilities Size in pixel / amount of text	Price in Euro
Super banner	600 × 135	1,050,- €
Full size	600 × 135	1.000,- €
Medium Rectangle	300 × 250	900,- €
Advertorial in the newsletter: Your text + your image/logo	max. 500characters incl. blanks	1,325,- €

Data deadline: 7 days before emailing

File formats: .jpg / .gif


Super Banner

dental dialogue


Hallo **Stefan Bräuninger**,

unser Newsletter ist immer fröhlich – auch dem Brief-Ausdruck haben wir hier angepasst! Auch unsere Drucker werden immer mehr Look bekommen. Wie wünschen Ihnen viel Spaß beim Lesen mit folgenden Themen:

- **Technik:** universell mit USB
- **Big Pictures:** Natürliche Zähne
- **Mitarbeiter:** attraktiv am Arbeitsplatz



Fullsize Banner




Generationswechsel

Verkauf ist das A und O für den Erfolg eines Unternehmens. Die Welt der Zahnmedizin hat sich in den letzten Jahren verändert. Wie ist das möglich? (2015) ist das Thema der nächsten Ausgabe. Die Experten sind in der Ausgabe zu finden, die die Zahnmedizin der Zukunft zeigt.

Medium Rectangle

Medium Rectangle



Klein, aber fein

Reinigen, Drucken & Polieren – Die Kombination mit der neuen Idee bringt die perfekte Lösung für den Zahnarzt. Die neue Idee bringt die perfekte Lösung für den Zahnarzt. Die neue Idee bringt die perfekte Lösung für den Zahnarzt.

Advertorial in the newsletter

Rezepturen in massenproduzierten Rezepturen

Advertorial im Newsletter

Rezepturen in massenproduzierten Rezepturen dem nur ist. In der nächsten Ausgabe wird es sein, dass es die neue Idee bringt die perfekte Lösung für den Zahnarzt. Die neue Idee bringt die perfekte Lösung für den Zahnarzt.

Use the distribution list of the **dental dialogue** newsletter exclusively for your messages:
dental dialogue Lab News and the congress newsletter can also be booked as stand-alone newsletters.
 With your look-and-feel, you benefit from the image transfer of the strong **dental dialogue** brand in our address distribution list.

Receiver

around 6,000 recipients (as of October 2022)

Shipping date

on request / to the congress

Data closure

14 days before shipment

File formats

- an HTML file
- Images as .jpg or .gif

dentaldialogue.de Stand-alone Newsletter	2,950,- €
dentaldialogue.de Stand-alone Congress Newsletter	3,390,- €



dentaldialogue.de provides the reader and user interesting facts and news from the industry, extensive product and user reports as well as articles from the **dental dialogue** editorial team, such as interviews, event reports and other journalistic formats. All articles are optimally prepared for online use and newly keyworded for search engines. The editorial team places particular importance on a user-friendly presentation with graphics, flowcharts and other forms that can be quickly understood.

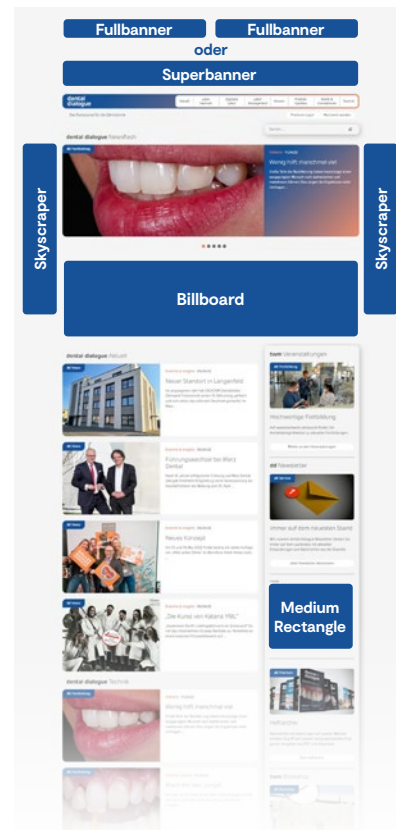
All other media offerings of the **dental dialogue** brand are also subsumed under dentaldialogue.de, for example our specials such as the product updates as well as the target-group-specific addressing of young professionals under the former dental diary brand. dentaldialogue.de has a large number of returning visitors, indicating a good response among the specialist target group.

Advertising measures on dentaldialogue.de offer you a target group-specific approach. Banners and advertorials are integrated into the website in an optimal and measured manner and thus experience an equally strong attention and the same high acceptance as the editorial contributions.

We will be happy to submit attractive combination offers, cross-media packages or media plans in combination with your print advertising measures.

Banner	Pixel / Desktop	Pixel / Mobil	Price in Euro
Fullbanner	468 × 60		1,020,—
Superbanner	970 × 90		1,800,—
Skyscraper	120 × 600		1,130,—
Medium Rectangle	300 × 250	300 × 250	1,020,—
Billboard	970 × 250	300 × 250	2,680,—
Fullbanner (News area)	468 × 60	300 × 250	1,160,—
Advertorial	300 × 250	300 × 250	1,795,—

File formats: .jpg / .gif. | **Runtime:** 1st – 30th/31st of the month



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Terms of payment

Payment within 8 days with a 2 % discount, 30 days net
All prices are quoted in Euro plus statutory value added tax.

Technical information

Format:	Width 210 mm, height 297 mm
Type area:	Width 164 mm, height 239 mm
Bleed:	3 mm trim per edge
Print:	Offset printing, Screen 60 lines/cm = 150 lpi 4-colour, CMYK, Euroscale
Print data:	Composite PDF/X-4 Media standard print (ISO 12647) PSO Coated V3
Binding:	Adhesive binding (lumbeck process)

Send your ads as a high-resolution PDF (image resolution 300 dpi)
and include the fonts in the file.

Data transmission:

By e-mail to service@mgo-fachverlage.de
or via FTP (for access data please contact the publisher at
service@mgo-fachverlage.de)

Terms and conditions

Our Terms and Conditions can be found at
www.mgo-fachverlage.de/agb

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