

CAD/CAM Update 2023

Materials

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, address all three DACH markets.

Features

- Provides an overview of the CAD/CAM materials available on the market
- The materials are tabulated according to: Facts & Figures, Indication, Process Steps, Compatibility, System Components, Colours, Geometries, Delivery Forms.
- The individual characteristics are compared with each other
- The recommended indications are presented

Categories

Subtractive manufacturing processes: Oxide and glass ceramics | Hybrid materials | Precious metal-free materials | Precious metals | Waxes for pressing and casting technology | High-performance polymers | Plastics | Plaster | Accessories
 Additive manufacturing processes (e.g. 3D printing processes): Plastics | Precious metal-free materials | Accessories



Distribution: 21,000 total circulation + 1 year online



10,600 copies

as a special section of the dental dialogue 12/2023
 Date of publication: 08.12.2023



5,800 copies

as supplement to rot&weiß 6/2023
 Date of publication: 13.12.2023



4,600 copies

as a supplement to rot&weiss swiss 6/2023
 Date of publication: 08.12.2023

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• 1 entry (1/3 page) 560 EUR	• 1/3 page inside: 2,050 EUR	Booking deadline 01.11.2023
• 2 entries (2/3 page) 1,080 EUR	• 1/2 page inside: 3,100 EUR	Data deadline 03.11.2023
• 3 entries (1/1 page) 1,450 EUR	• 1/1 page inside: 4,100 EUR	Booklet format DIN A4 (210x297 mm)
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• 6 entries (2/1 page) 2,380 EUR	• 1/1 page U4: 4,700 EUR	Advertisement 1/1 page: 216x303 mm
• from 7 entries (1/3 p. each), per step 390 EUR	• Insert (up to 25 g)*: 6,350 EUR	(all formats include 3mm bleed on every side)
• from 12 entries (1/3 p. each), per step 370 EUR		
• from 21 entries (1/3 p. each), per step 340 EUR		

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

Points of contact

<p>Advertising booking: Waltraud Hernandez Mediaservice Mobil +49 151 24122416 mediaservice@waltraud-hernandez.de</p> <p>Head of dental media consulting: Wolfgang Hansel Tel. +49 8243 9692-15 Mobil +49 151 15071847 w.hansel@mgo-fachverlage.de</p> <p>Ad disposition: Sarah Krischik Tel. +49 8243 9692-13 Fax +49 8243 9692-22 s.krischik@mgo-fachverlage.de</p> <p>Project management: Daniel Eckert Tel. +49 8243 9692-28 Mobil +49 171 36 75 318 d.eckert@mgo-fachverlage.de</p>	<p>Publisher (from 2023-01-01): mgo fachverlage GmbH & Co. KG Branch Office Schwabmünchen Franz-Kleinhans-Straße 7, 86830 Schwabmünchen Tel. +49 8243 9692-0, Fax +49 8243 9692-22 www.mgo-fachverlage.de Managing Director: Walter Schweinsberg, Bernd Müller Publishing Manager: Michael Dietl, HRA Bayreuth Nr. 4600</p> <p>Terms of payment: within 8 days with 2 % discount, 30 days net Bank details: Sparkasse Bamberg IBAN DE18 7705 0000 0302 2465 09 BIC BYLADEM1SKB</p>
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