

## 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 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

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 <sup>st</sup> 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

## 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,- €



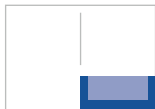
### 1/2 page, landscape

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

## 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 page 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 25g, per 1,000 copies, incl. postage

26g up to maximum 40g on request

Inserted loosely

Minimum insert size: 105 × 148 mm

Maximum insert size: 205 × 290 mm



**Cover page: Magazine style cover<sup>1</sup> (+ 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

Height: max. 10 cm

4,698,- €

**Please note:**

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

<sup>1</sup> 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.**



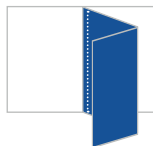
**Cover page:  
Postcard**



**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

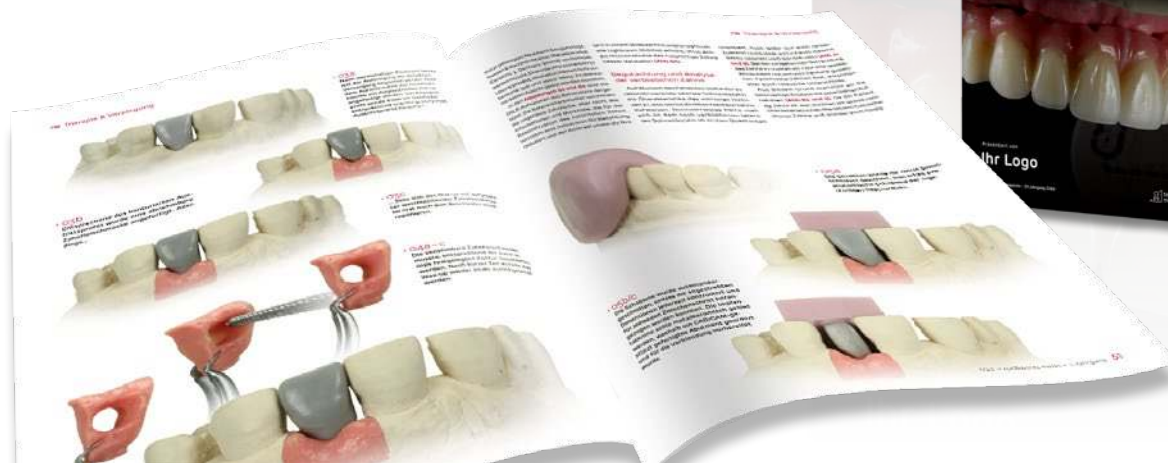
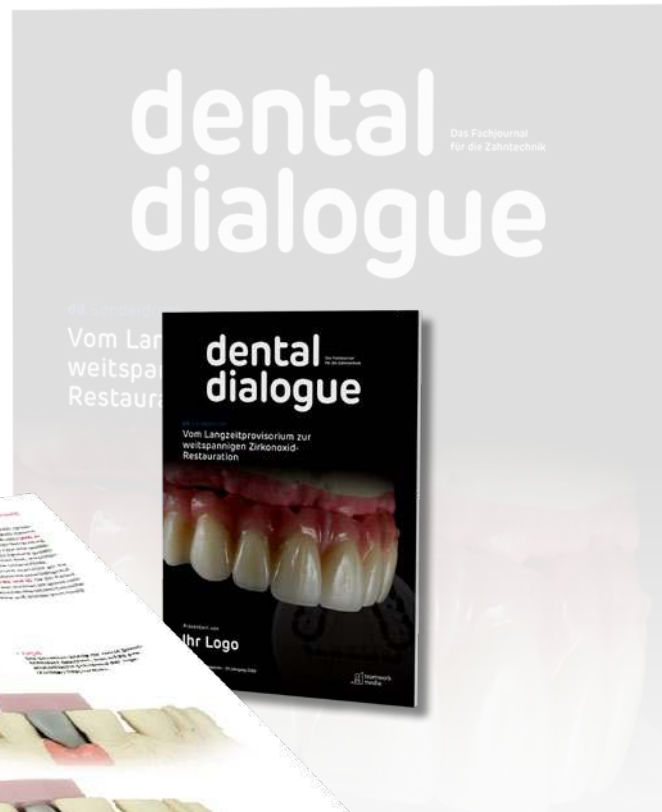
Paper: 170 g/qm

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

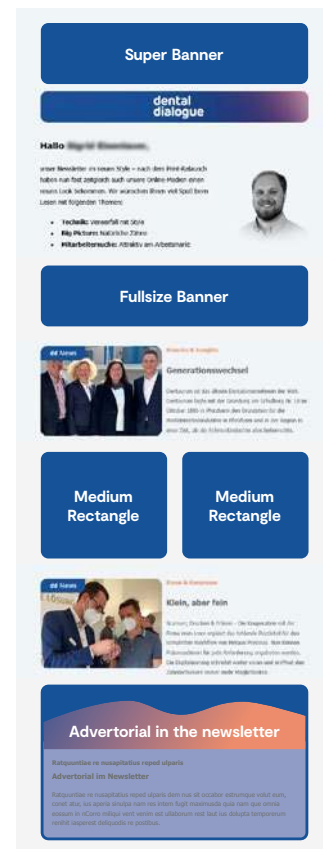
The **dental dialogue** newsletter reaches around 6,000 recipients every 14 days (as of October 2022).

**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 x 135	1,050,- €
Full size	600 x 135	1.000,- €
Medium Rectangle	300 x 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



## Content

**dental dialogue** Kongress-NEWS will report on the highlights of all relevant events (e.g. IDS, ADT, specialist dental trade fairs) in exclusive congress newsletters.

More exact dates are available on request.

## Receiver

6,000 recipients (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 x 135	1,210,- €
Fullsize Banner	600 x 135	1,170,- €
Medium Rectangle	300 x 250	1,210,- €

Advertorial in the newsletter: Your text + your image/logo

max. 500 characters incl. blanks

1,550,- €

**Data deadline:** 7 days before emailing

**File formats:** .jpg / .gif

The collage displays several examples of advertising placements within a newsletter layout:

- Super Banner:** A blue banner with white text.
- dental dialogue:** A logo with a purple-to-white gradient.
- Hallo [Name] [Title],** followed by a short introductory text and a list of bullet points.
- Fullsize Banner:** A blue banner with white text.
- Advertorial:** A section with a photo of three people and a title 'Generaldirektionswechsel', followed by several lines of text.
- Medium Rectangle:** Two identical blue rectangular boxes with white text.
- Advertorial:** A section with a photo of two people and a title 'Klein, aber fein', followed by several lines of text.
- Advertorial in the newsletter:** A section with a blue header and white text, including a sub-header 'Advertorial im Newsletter' and several lines of text.

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.

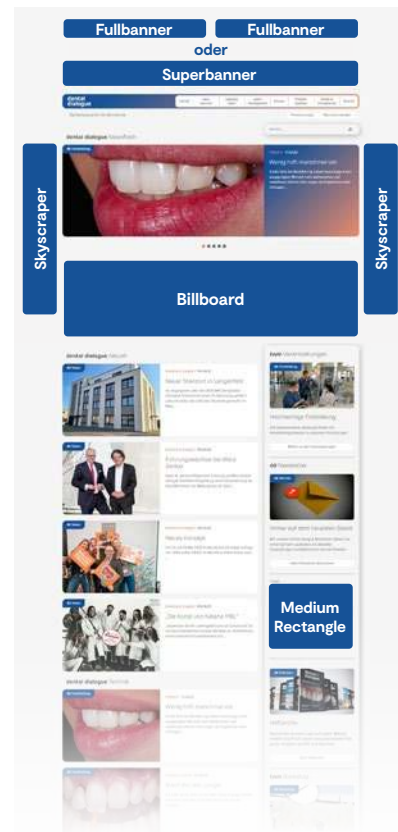
All other media offerings of the **dental dialogue** brand are also subsumed under dentaldialogue.de, for example our specials such as the product updates as well as the target-group-specific addressing of young professionals under the former dental diary brand. dentaldialogue.de has a large number of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



### **Publisher**

mgo fachverlage GmbH & Co. KG  
Betriebsstätte Schwabmünchen  
Franz-Kleinhans-Straße 7, 86830 Schwabmünchen  
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www.mgo-fachverlage.de  
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HRA Bayreuth Nr. 4600

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Sparkasse Bamberg  
IBAN DE18 7705 0000 0302 2465 09  
BIC: BYLADEM1SKB

### **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](mailto:service@mgo-fachverlage.de)**  
or via FTP (for access data please contact the publisher at  
[service@mgo-fachverlage.de](mailto:service@mgo-fachverlage.de))

### **Terms and conditions**

Our Terms and Conditions can be found at  
[www.mgo-fachverlage.de/agb](http://www.mgo-fachverlage.de/agb)



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