

# zm

## MEDIA INFORMATION 2026

zm  
Zahnärztliche Mitteilungen

PRINT/ONLINE • PRICE LIST NO. 68 FROM JANUARY 1, 2026

**MedTriX** Group  
we care for media solutions



LA-DENT



www.zm-online.de

The **zm – Zahnärztliche Mitteilungen (zm)** is the official publication of the German Dental Association, the Association of German Federal State Chambers of Dentists and the National Association of the Statutory Health Insurance Dentists. The zm is published twice a month and reaches all working dentists in Germany.\*

The zm deals with the following editorial topics:

- the entire spectrum of professional, health and social policy
- scientific and practical training in all areas of dentistry, oral and maxillofacial surgery
- interactive dental training based on the training concept of the German Dental Association and the German Society for Dental and Oral Medicine
- practice management and organisation including IT, economic and legal issues.

**Main target group:** Dentists working in the Federal Republic of Germany – practice owners, assistants and representatives in independent practices, officials, employees in university clinics, hospitals and the armed forces (registered and hospital physicians)

**Print run:** 78,000 copies  
Circulation necessary for inserts & bound inserts: 78,000 copies + 2 % subsidy

**Subscription price:** Annual subscription for doctors and other subscribers

Domestic	€ 180.30 (incl. VAT and shipping)
Chamber	€ 64.40 (incl. VAT and shipping)
Reduced/student	€ 64.40 (incl. VAT and shipping)

\* In the 2016 LA-DENT Dental Study, the zm achieved an RPI of 69.3% and was therefore number 1 in the ranking.



## Your contact partners

### Zahnärztliche Mitteilungen print + online

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zm-anzeigen@medtrix.group

**Nicole Brandt**

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### Job and classified ads

**Lara Klotzbücher**

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zm-stellenmarkt@medtrix.group

zm-rubrikenmarkt@medtrix.group

### Publishing company:

MedTriX GmbH

Unter den Eichen 5, 65195 Wiesbaden

P +49 611 9746-0

### Bank details:

HVB/UniCredit Bank AG

IBAN: DE12 7002 0270 0015 7644 62

BIC: HYVEDEMMXXX

### Terms of payment:

Net cash within 30 days after invoicing. Cash expenses for third-party services are not discountable.

### VAT:

All prices are exclusive of the statutory value added tax. In accordance with the statutory provisions, the applicable VAT rate will be shown separately on the invoice. VAT ID: DE 206 862 684

### General terms and conditions:

Furthermore, the "General Terms and Conditions for Advertisements in Magazines" and the publisher's additional terms and conditions shall apply to the processing of advertising orders.

**AE commission:** 10%

**Right of withdrawal:** up to 8 weeks before publication

Medical Tribune is a member of the Informationsgemeinschaft zur Feststellung der Verbreitung von Werbeträgern (IVW) e.V. (Information Association for the Determination of the Distribution of Advertising Media).



Reader analytics are available.

**LA-DENT**

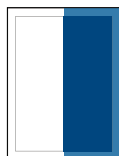
LA-MED Arbeitsgemeinschaft Leseranalyse medizinischer Fachzeitschriften

You can find our general terms and conditions at  
[www.dental-wirtschaft.de/agb](http://www.dental-wirtschaft.de/agb)

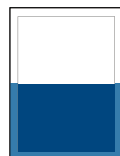
**Formats** (width × height), **Advertising rates** discountable, 4 colors Euroscale, b/w



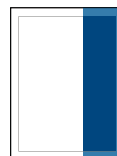
**1/1 page**  
207 × 280 mm  
ad bleed size\*  
**8,700 €**



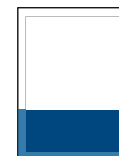
**1/2 page vertical**  
101 × 280 mm  
ad bleed size\*\*  
**5,610 €**



**1/2 page horizontal**  
207 × 142 mm  
ad bleed size\*  
**5,610 €**

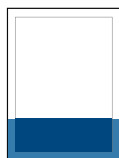


**1/3 page vertical**  
69 × 280 mm  
ad bleed size\*  
**4,590 €**

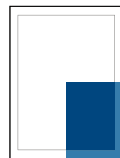


**1/3 page horizontal**  
207 × 101 mm  
ad bleed size\*  
**4,590 €**

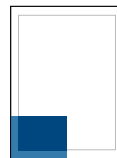
**Inside cover page**  
**9.750 €**  
**Back inside cover**  
**9.100 €**  
**Back cover**  
**9.990 €**



**1/4 page horizontal**  
207 × 79 mm  
ad bleed size\*  
**3,775 €**



**1/4 page block**  
101 × 142 mm  
ad bleed size\*  
**3,775 €**



**1/8 page block**  
101 × 81 mm  
ad bleed size\*  
**2,300 €**

## Discounts

Frequency discount  
Publications of uniform size of at least:

6 adverts 2 %  
11 adverts 4 %  
21 adverts 8 %  
32 adverts 12 %  
42 adverts 15 %

**Print documents:** Please send the ad data as a high-resolution composite PDF file (version 1.3–1.5) by e-mail to:

**zm-anzeigen@medtrix.group**

For further information, please refer to the technical data on **page 16**.

All prices are exclusive of the statutory value added tax. The general terms and conditions apply.

**Special forms of advertising on request.**

\* plus 3 mm bleed with crop marks all around

## Prices

**Type area:** 186 mm wide, 260 mm high; 1 column = 45 mm; 2 columns = 92 mm; 3 columns = 139 mm; 4 columns = 186 mm

### Common formats:

Prices	bw/2c*	3c/4c*
<b>Basic price (per mm) in the following categories*</b>		
Job offers		
Job offers abroad		
Part-time offers	€ 7.–	€ 7.30
Representation offers		
Applications for jobs and representation commercial		
* Minimum size for colour adverts is a total of 30 millimeters. Adverts will be placed and charged according to text content.		
<b>Numbered advert service (no discounts)</b>		<b>€ 25.–</b>

### Prices and formats for additional attention

Online job market*	Term	Price
Online-first publication on zm-online.de as soon as the ad has been booked		without surcharge
Top-Job (your premium placement on the start page <a href="http://www.zm-online.de">www.zm-online.de</a> , the hit list and in the newsletter)	2 weeks	€ 175.–
Refresher – Date update within the term: Your online job advertisement is again well ahead of the results list, price per position.	after 14 days	€ 175.–
* The online job market <a href="http://www.zm-online.de">www.zm-online.de</a> can only be booked in the print/online combination. The range you need!		

### MISCELLANEOUS

In addition to the basic price for advertisement texts which are mainly an Internet address, we charge a price premium of 600 €.

### YOUR CONTACT:

**Lara Klotzbücher**  
[zm-stellenmarkt@medtrix.group](mailto:zm-stellenmarkt@medtrix.group)

## Prices

**Type area:** 186 mm wide, 260 mm high; 1 column = 45 mm; 2 columns = 92 mm; 3 columns = 139 mm; 4 columns = 186 mm

Prices	bw/2c*	3c/4c*
<b>Basic price (per mm) in the following categories*</b>		
Group/Joint Practice		
Practice Dissolution/Searches –		
Practices Abroad – Offices		
Residential establishment offers (only for cities and municipalities)		
Practice Facilities/Needs, Dental invoicing/IT	€ 7.– €	€ 7.30
Leisure/Marriage/Partnership		
Art/Antiques		
Miscellaneous		
Training and Further Education		
Education – Student counselling	€ 7.– €	€ 7.30
Travel – Clinics/Resorts/Sanatoriums		
Real Estate/Capital Market		

\* Minimum size for colour adverts is a total of 30 millimeters.  
Adverts will be placed and charged according to text content.

The above prices include the additional publication for 30 days at [www.zm-online.de](http://www.zm-online.de)

<b>Numbered advert service (no discounts)</b>	<b>€ 25.–</b>
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Online First	Price
Publication on <a href="http://www.zm-online.de">www.zm-online.de</a> as soon as the advertisement has been booked	without surcharge

## Discounts

Frequency discount  
Publications of uniform size of at least:

6 adverts	3 %
11 adverts	5 %
21 adverts	10 %
32 adverts	15 %
42 adverts	20 %

## YOUR CONTACT:

**Lara Klotzbücher**  
[zm-rubrikenmarkt@medtrix.group](mailto:zm-rubrikenmarkt@medtrix.group)

## Inserts

Prices	Weight	Price per thousand
<b>Full insert</b>	<b>up to 25 g</b>	<b>€ 145.–</b>
<b>Partial insert</b>		
from 10,000 copies	up to 25 g	€ 165.–
5,000 to 10,000 copies	up to 25 g	€ 190.–

### Format

Maximum 195 × 275 mm or folded to that size, no fanfold.

We can provide prices for inserts with a higher weight on request with a sample.

Prices are per thousand and include machine insertion and postal excess weight charges. In the case of multi-page inserts, the closed side is always parallel to the spine of the journal.

## Post card

Prices	Price per thousand
<b>Total print run</b>	<b>€ 139.–</b>
<b>Partial print run</b>	<b>€ 145.–</b>

### Format

DIN A6 (148 × 105 mm)

### Information on inserts

- Required circulation
  - Full insert: 78,000 copies + 2 % subsidy
  - Partial insert: on request
- Submission of a final sample is required for the order to be accepted and confirmed by the publisher.
- Attached advertisements are only possible with prior consultation.
- Inserts are not discounted.
- Inserts must be designed so that they can be clearly differentiated from the text portion of the journal.

### Delivery address inserts and post cards:

L. N. Schaffrath GmbH & Co. KG  
 DruckMedien  
 Zahnärztliche Mitteilungen Issue/Year  
 Marktweg 42–50  
 47608 Geldern/Ndrh.

Special advertising formats – unique ad designs

Special advertising formats go beyond traditional ads. Their increased attention value, unique additional benefits, diverse design possibilities, and exceptional brand presence highlight the effectiveness of special advertising formats in print.

Cover flap



Cover flap  
Front



Cover flap  
Back

**Price: €23,900 €** (incl. production) | eligible for agency commission

Cover flap front	104 × 213 mm + 3 mm trim
Cover flap back	104 × 280 mm + 3 mm trim + 5 mm bleed on the right due to gutter loss

We require two separate print PDFs  
(front and back).

In combination with the booked back cover (U4), the cover flap can be used  
as a wrap for the zm. Combo price available: **€28,500.**

Further options on request.



## Price

Scope	Price per thousand with a paper weight of up to 115 g/m <sup>2</sup>
1 sheet = 2 pages	€ 200.–

## Technical information

Prices apply for all bound inserts that can be processed without additional time required (by machine). Bound inserts that are printed on any material other than paper can only be accepted once the publisher receives prior approval from the post office.

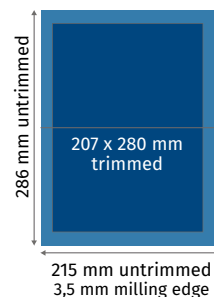
When designing the bound inserts, please ensure that none of the fonts or images cross folds that would be disturbed by the milling of the bleed margin. A milling zone of 3.5 mm in the binding must be taken into account. Trimmed size of the journal: 207 × 280 mm.

## Sizes

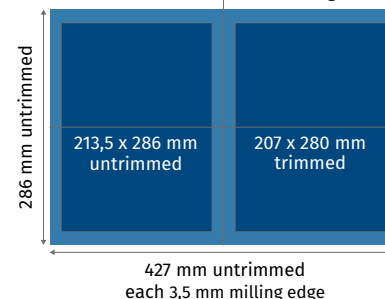
1 sheet (= 2 pages): 207 × 280 mm plus 3.5 mm milling edge and 3 mm bleed at the top, bottom, and outside (see illustration)

2 sheets (= 4 pages): 207 × 280 mm each  
folded once to 213.5 × 286 mm

**Trimming diagram:  
2 pages**



**Trimming diagram:  
4 pages**



## Information on inserts

- Required circulation
  - Full insert: 78,000 copies + 2 % subsidy
  - Partial insert: on request
- Submission of a final sample is required for the order to be accepted and confirmed by the publisher.
- Attached advertisements are only possible with prior consultation.
- Bound inserts are not discounted.
- Bound inserts must be designed so that they can be clearly differentiated from the text portion of the journal.

**Brief description**

The special pages in the category zm starter inform the young dentist about trends and provide basic knowledge in dentistry. The focus is on current practical tips on patient communication, work-life balance and contributions on career opportunities.

An eyecatcher on the cover of the zm draws the readers' attention to the zm starter special pages.

**Online**

see page 11

**Newsletter**

see page 13

**Publication dates**

see page 18–20

**Ad formats and prices (4c)**

1/1 page	1/1 page 180 × 249 mm Bleed size 207 × 280 mm*	€ 8,700.–
1/2 page	1/2 page horizontal 180 × 126 mm Bleed size 207 × 142 mm*	€ 5,610.–

\* Bleed sizes: additional 3 mm bleed margin on each trimmed side and with crop marks.

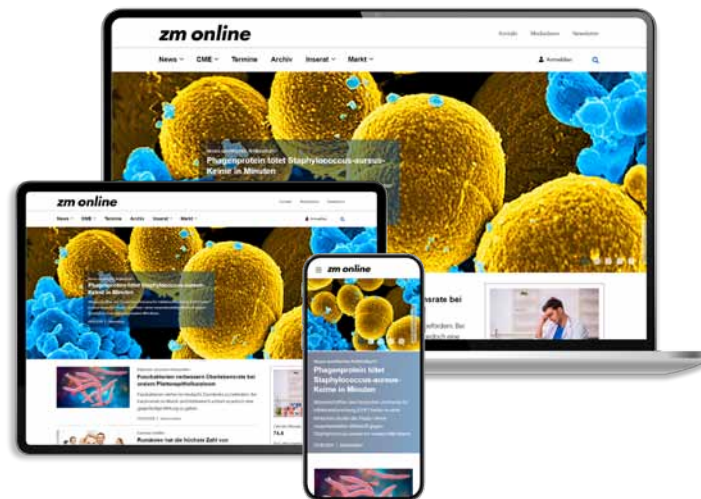
### Brief description (www.zm-online.de)

The responsive internet offer of the Zahnärztliche Mitteilungen is directed at all dentists. It extends the contents of the title by numerous offers in the areas of information and service. The portal offers important news from politics, society and industry.






With current information from science and industry as well as dental articles, the portal focuses on the interests of dentists. Also on-line the interests of the young dentists are paid special respect with the column zm Starter.

An up-to-date further education calendar and job market with an extensive search function round off the offer.

With the newsletters of zm – Zahnärztliche Mitteilungen, dentists receive a regular update with relevant news.



## Display advertising (Display-/Mobile-Banner)

Format		Desktop	Smartphone	CPM Run of site	CPM Category: zm starter
Superbanner		728 × 90 px	300 × 250 px/ 320 × 160 px	€ 75.–	€ 95.–
Skyscraper		120/160 × 600 px	300 × 250 px/ 320 × 160 px	€ 90.–	€ 110.–
Medium rectangle		300 × 250 px	300 × 250 px/ 320 × 160 px	€ 100.–	€ 120.–
Billboard		930 × 250 px	300 × 250 px	€ 125.–	€ 145.–
Half page		300 × 600 px	300 × 600 px	€ 135.–	€ 155.–

Advertising materials must be sent to [wi-banner@medtrix.group](mailto:wi-banner@medtrix.group) no later than 7 days before the publication date.

Link to our [technical specifications Display/Banner](#) >>

## Newsletter prices und sizes

### zm



#### Content Breaking Ad

Content breaking ad: €2,935.-  
600 × 200 px  
Link to your desired target

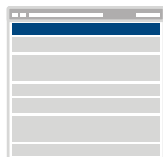
### zm starter



#### Content Breaking Ad

Content breaking ad: €4,290.-  
600 × 200 px  
Link to your desired target

## Premium Banner and Teaser



#### Premium Banner

Exclusive: only one premium banner in every second mailing – right at the top – your content cannot be overlooked.  
Format: 600 × 100 px (jpg, png)  
Link to your desired target



#### Teaser

Teaser: €3,120.-  
Headline max. 50 characters (incl. spaces)  
Teaser text max. 210 characters (incl. spaces)  
Teaser image: 600 × 450 px (JPG, PNG)  
Link to your desired target

Article will be published on [zm-online.de/markt](https://zm-online.de/markt):  
3,000 characters, 1 image (1000 × 500 px horizontal)



#### Teaser

Teaser: €4,485.-  
Überschrift max. 50 Zeichen (inkl. Leerzeichen)  
Teasertext max. 210 Zeichen (inkl. Leerzeichen)  
Teaserbild: 600 × 450 px (JPG, PNG)  
Link to your desired target

Article will be published on [zm-online.de/markt](https://zm-online.de/markt):  
3,000 characters, 1 image (1000 × 500 px horizontal)



#### Premium Teaser

Exclusive: only one premium teaser in every second mailing. Directly below the header, every second letter contains a premium editorial space.  
Format: 600 × 450 px (jpg, png)  
Text: 80 characters for the title and 250 characters teaser text (incl. spaces)  
Link to your desired target

Article will be published on [zm-online.de/markt](https://zm-online.de/markt):  
3,000 characters, 1 image (1000 × 500 px horizontal)

## The “Exklusiv-Newsletter/Standalone”

The Exklusiv-Newsletter/Standalone ensures **maximum exclusivity** in distributing your comprehensive advertising messages. Whether it's a product launch, presentation of your product portfolio, treatment or therapy methods, or the announcement of an event or training program – with our Exklusiv-Newsletter/Standalone, you communicate your message **exclusively** to our dentists in an **eye-catching and targeted manner!**

### Your benefits:

- individually customisable
- minimal scatter loss through targeted selection

**Open rate:** On average between 18% and 25%, depending on the topic and content.

For each mailing, you receive a detailed report as well as individual link tracking.

Distribution	Coverage	Price*
all newsletter recipients	19,500	€ 5,900
zm Starter newsletter recipients	5,000	€ 1,950

**Shipping:** every Sunday by agreement

\* Price includes two revision rounds. If an HTML file needs to be created from your texts and images, this is available for an additional cost of € 650.



Information on technical requirements can be found in the “Guidelines Exklusiv-Newsletter”.



## PR integration

**Business package****€ 3,500.–/year**

Bundling of current news, videos, event information and product information under one company profile in the market area.

Service components	Scope
Basic entry with logo	included
Highlighting in the complete company directory	included
Company profile	included
Presentation of your focus products	5 products
Download options for publications	2 download options
Integration of your videos	3 videos
Image galleries	5 galleries of 10 pictures each
Current advert theme	included
PR message with teaser on the “Markt” homepage	12 messages

**Sponsored post****€ 620.–**

Publication of a PR message in the market section.

## Technical data

<b>Basic font:</b>	Stone Serif ITC Pro 8.3/10.75 pt
<b>Magazine format:</b>	207 mm width, 280 mm height
<b>Printing area:</b>	179 mm width, 232 mm height
<b>Column width:</b>	87 mm at 2 columns/52 mm at 3 columns

### Digital printing templates

Since we produce our magazine using the CTP process, we require artwork in the following form:

- high-resolution composite PDF files (version 1.3–1.5)
- all fonts used must be embedded in the PDF
- image data must be integrated in the PDF in 300 dpi resolution, preferably ZIP-compressed (8-bit)
- OPI information is not permitted
- all colors must be defined in the PDF in CMYK print colors; spot colors are not permitted
- color profile cover: isocoated\_v2\_300\_eci.icc
- color profile content: SC\_paper\_eci.icc
- special settings and preflight profiles on request.

Please send print documents to: **zm-anzeigen@medtrix.group**

The publisher and printer cannot accept any responsibility for any errors caused by transmission.

You can find our **general terms and conditions** at [www.dental-wirtschaft.de/agb](http://www.dental-wirtschaft.de/agb).



## Inserts, bound inserts and post cards

**Please note the date indicated in our order confirmation, arriving at:**

L. N. Schaffrath GmbH & Co. KG  
DruckMedien  
Zahnärztliche Mitteilungen Issue/Year  
Marktweg 42-50  
47608 Geldern/Ndrh.

**Please note the following terms of delivery:**

- Send a sample of the insert to be processed to the publisher with weight in advance.
- There must be perfect processing.
- Deliver the inserts separately according to publication date if the total quantity for several issues is delivered in one pallet.
- Mark the delivery with a delivery bill stating the sender, title and issue of the magazine, total quantity delivered and a contact person with a telephone number for queries.
- There should be a sample visibly attached to each packaging unit.
- Take 2 % allowance into account on the distributed circulation stated in the media data.
- Palletization must be on Euro pallets. Delivery unbound (handle height for manual application approx. 10 – 12 cm per layer).
- Banding by means of rubber bands or paper strips is to be avoided.

## Additional information on bound inserts

**Please also note the following delivery requirements for bound inserts:**

- They must be delivered untrimmed.
- The front page must be clearly marked.
- Multi-sheet bound inserts must be delivered folded.

Issue	PD	AD and PMD	Special pages
1/2	16.01.26	11.12.25	
3	01.02.26	05.01.26	
4	16.02.26	19.01.26	
5	01.03.26	02.02.26	
6	16.03.26	16.02.26	zm starter
7	01.04.26	04.03.26	
8	16.04.26	16.03.26	
9	01.05.26	31.03.26	
10	16.05.26	15.04.26	
11	01.06.26	28.04.26	zm starter

Issue	PD	AD and PMD	Special pages
12	16.06.26	12.05.26	
13/14	16.07.26	17.06.26	
15/16	16.08.26	20.07.26	
17	01.09.26	04.08.26	zm starter
18	16.09.26	19.08.26	
19	01.10.26	02.09.26	
20	16.10.26	17.09.26	
21	01.11.26	05.10.26	
22	16.11.26	19.10.26	zm starter
23/24	01.12.26	03.11.26	

PD = Publication date, AD = Ads deadline, PMD = Print material deadline

### zm-online.de Newsletter

The zm Newsletter is always published weekly on Wednesdays.

### zm Issue Newsletter

The issue newsletter is sent out on the publication date of the print issue.

### zm-online.de starter Newsletter

The zm-starter newsletter is published four times a year parallel to the zm-starter special pages.

You can find the General Terms and Conditions (GTC) at:  
[www.dental-wirtschaft.de/agb](http://www.dental-wirtschaft.de/agb).

NL	CW	PD	AD + MR
1	2	07.01.26	31.12.25
2	3	14.01.26	07.01.26
3	4	21.01.26	14.01.26
4	5	28.01.26	21.01.26
5	6	04.02.26	28.01.26
6	7	11.02.26	04.02.26
7	8	18.02.26	11.02.26
8	9	25.02.26	18.02.26
9	10	04.03.26	25.02.26
10	11	11.03.26	04.03.26
11	12	18.03.26	11.03.26
12	13	25.03.26	18.03.26
13	14	01.04.26	25.03.26
14	15	08.04.26	31.03.26
15	16	15.04.26	09.04.26
16	17	22.04.26	15.04.26
17	18	29.04.26	22.04.26

NL	CW	PD	AD + MR
18	19	06.05.26	29.04.26
19	20	13.05.26	06.05.26
20	21	20.05.26	12.05.26
21	22	27.05.26	19.05.26
22	23	03.06.26	25.05.26
23	24	10.06.26	03.06.26
24	25	17.06.26	10.06.26
25	26	24.06.26	17.06.26
26	27	01.07.26	24.06.26
27	28	08.07.26	01.07.26
28	29	15.07.26	08.07.26
29	30	22.07.26	15.07.26
30	31	29.07.26	22.07.26
31	32	05.08.26	29.07.26
32	33	12.08.26	05.08.26
33	34	19.08.26	12.08.26
34	35	26.08.26	19.08.26

NL	CW	PD	AD + MR
35	36	02.09.26	26.08.26
36	37	09.09.26	02.09.26
37	38	16.09.26	09.09.26
38	39	23.09.26	16.09.26
39	40	30.09.26	23.09.26
40	41	07.10.26	30.09.26
41	42	14.10.26	07.10.26
42	43	21.10.26	14.10.26
43	44	28.10.26	21.10.26
44	45	04.11.26	28.10.26
45	46	11.11.26	04.11.26
46	47	18.11.26	11.11.26
47	48	25.11.26	18.11.26
48	49	02.12.26	25.11.26
49	50	09.12.26	02.12.26
50	51	16.12.26	09.12.26

NL = Newsletter, CW = Calendar week, PD = Publication date, AD + MR = Ads deadline and materials receipt

You can find the **General Terms and Conditions (GTC)** at: [www.dental-wirtschaft.de/agb](http://www.dental-wirtschaft.de/agb).

NL	CW	PD	AD + MR
1/2	3	16.01.26	08.01.26
3	5	01.02.26	25.01.26
4	7	16.02.26	09.02.26
5	9	01.03.26	23.02.26
6	11	16.03.26	09.03.26
7	14	01.04.26	25.03.26
8	16	16.04.26	08.04.26
9	18	01.05.26	24.04.26
10	20	16.05.26	07.05.26
11	22	01.06.26	25.05.26
12	25	16.06.26	09.06.26

NL	CW	PD	AD + MR
13	27	01.07.26	24.06.26
14	29	16.07.26	09.07.26
15/16	33	16.08.26	07.08.26
17	36	01.09.26	25.08.26
18	38	15.09.26	08.09.26
19	40	01.10.26	23.09.26
20	42	16.10.26	09.10.26
21	44	01.11.26	23.10.26
22	46	16.11.26	06.11.26
23/24	49	01.12.26	24.11.26

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NL = Newsletter, CW = Calendar week, PD = Publication date, AD + MR = Ads deadline and materials receipt

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