

zm

MEDIA INFORMATION 2026

zm

Zahnärztliche Mitteilungen

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

zm

ZAHNÄRZTLECHE MITTEILUNGEN | WWW.ZM-ONLINE.DE

AUSGABE 10 | 2025

zm

70 Jahre FVDZ
Der Bundespräsident Dr. Christian Orl will „auch zukünftig mit starker Verband mit starker Stimme“ sprechen.
SEITE 16

Smarter durch das Prozessdesign
Eine echte Hilfe ist die Unterstützung durch externe Dienstleister nur, wenn die Prozesse stimmen.
SEITE 18

Mykose mit oszillierender Dystokzie
Schwangerschaften können systemische Infektionen auslösen – mit hoher Mortalität bei Antimykotika-Resistenzen.
SEITE 66

WAS WIR WISSEN – UND WAS NICHT
Rätsel MIH

Publication frequency:
2 x per month

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:

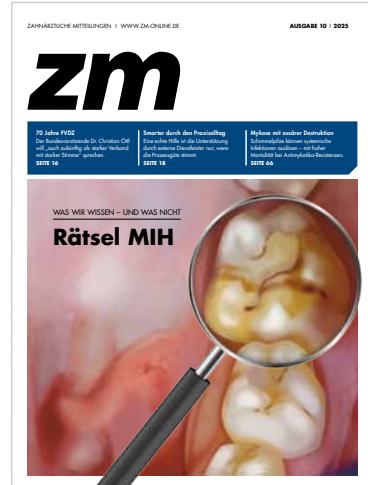
- the entire spectrum of professional, health and social policy
- scientific and practical training in all areas of dentistry, oral and maxillofacial surgery
- interactive dental training based on the training concept of the German Dental Association and the German Society for Dental and Oral Medicine
- 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

Sylvia Sirch

P +49 8191 30555-30

zm-anzeigen@medtrix.group

Nicole Brandt

P +49 8191 30555-11

zm-anzeigen@medtrix.group

Job and classified ads

Lara Klotzbücher

P +49 611 9746-237

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).



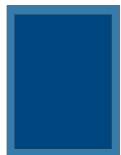
Reader analytics are available.



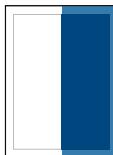
Mitglied der Arbeitsgemeinschaft LA-MED
Kommunikationsforschung im Gesundheitswesen e.V.

You can find our general terms and conditions at
www.dental-wirtschaft.de/agb

Formats (width × height), **Advertising rates** discountable, 4 colors Euroscales, 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 €

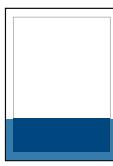


1/3 page horizontal
207 × 101 mm
ad bleed size*
4,590 €

Inside cover page
9.750 €

Back inside cover
9.100 €

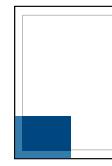
Back cover
9.990 €



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*
Basic price (per mm) in the following categories*		
Job offers		
Job offers abroad		
Part-time offers		
Representation offers	€ 7.-	€ 7.30
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.

Numbered advert service (no discounts)	€ 25.-
---	---------------

MISCELLANEOUS

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

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 www.zm-online.de , 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 www.zm-online.de can only be booked in the print/online combination. The range you need!

YOUR CONTACT:

Lara Klotzbücher

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*
Basic price (per mm) in the following categories*		
Group/Joint Practice		
Practice Dissolution/Searches – Practices Abroad – Offices		
Residential establishment offers (only for cities and municipalities)	€7.-€	€7.30
Practice Facilities/Needs, Dental invoicing/IT		
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

Numbered advert service (no discounts)	€ 25.-
Online First	Price
Publication on www.zm-online.de 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

Inserts

Prices	Weight	Price per thousand
Full insert	up to 25g	€ 145.-
Partial insert		
from 10,000 copies	up to 25g	€ 165.-
5,000 to 10,000 copies	up to 25g	€ 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
Total print run	€ 139.-
Partial print run	€ 145.-

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 ²
1 sheet = 2 pages	€200.-

Technical information

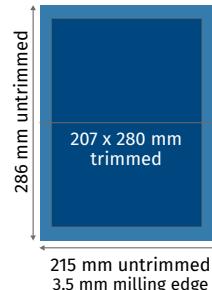
Prices apply for all bound inserts that can be processed without additional time required (by machine). Bound inserts that are printed on any material other than paper can only be accepted once the publisher receives prior approval from the post office.

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 x 280 mm.

Sizes

1 sheet (= 2 pages): 207 x 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 x 280 mm each folded once to 213.5 x 286 mm

Trimming diagram:
2 pagesTrimming 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.

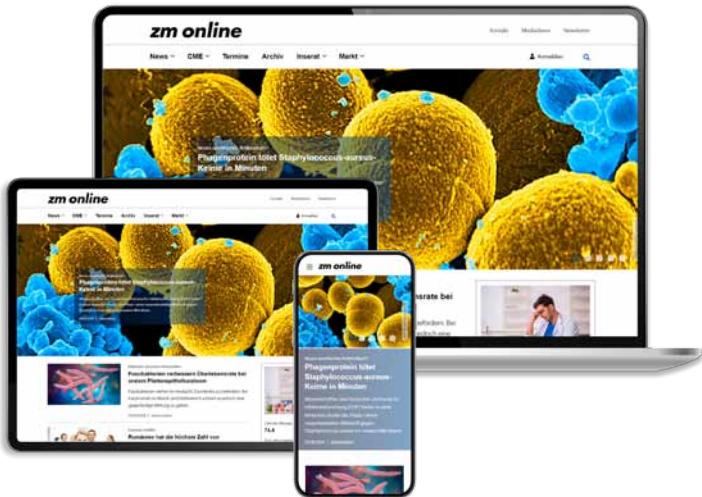
Brief description (www.zm-online.de)

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 de-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: € 1,190.–
600 × 200 px
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:
3,000 characters, 1 image (1000 × 500 px horizontal)



Teaser

Teaser: € 1,240.–
Überschrift max. 50 Zeichen (inkl. Leerzeichen)
Teaser text 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:
3,000 characters, 1 image (1000 × 500 px horizontal)

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



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:
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.

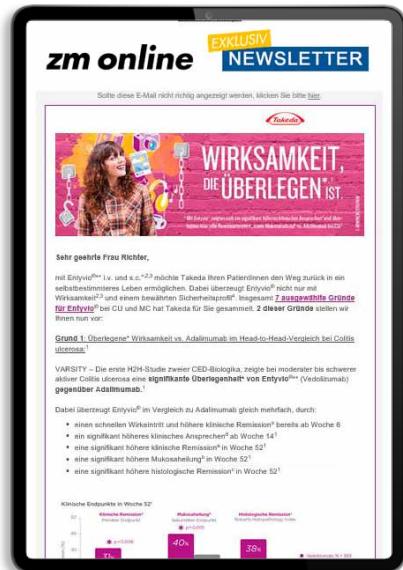
Distribution	Coverage	Price*
all newsletter recipients	19,500	€ 5,900
zm Starter newsletter recipients	5,000	€ 1,950

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

Basic font:	Stone Serif ITC Pro 8.3/10.75 pt
Magazine format:	207 mm width, 280 mm height
Printing area:	179 mm width, 232 mm height
Column width:	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.

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.

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.

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

PUBLICATION SCHEDULE: ZM-STARTER NEWSLETTER · 2026

NL	CW	PD	AD + MR
1	11	14.03.26	06.03.26
2	22	30.05.26	22.05.26

NL	CW	PD	AD + MR
3	35	30.08.26	21.08.26
4	46	14.11.26	06.11.26

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.

Das starke Dental-Trio

für das gesamte Praxisteam



Digital &
gedruckt!

Das Wichtigste für eine
erfolgreiche Praxisführung
dental-wirtschaft.de

News aus Praxis, Politik
und Wissenschaft
zm-online.de

Tipps für Karriere, Praxis-
management und Lifestyle
recall-magazin.de



**Jetzt mehr erfahren
und abonnieren**
qr.medtrix.group/shop-dental



Ratko Gavran
Publisher's representative
D&W + ZM + recall
GAVRAN & Partner Medienvertretungen
Racine-Weg 4
76532 Baden-Baden
P +49 7221 9964-12
F +49 7221 9964-14
M +49 179 2413276
gavran@gavran.de



Götz Kneiseler
Publisher's representative
D&W + ZM + recall
Presse- und Verlagsbüro Kneiseler
Uhlandstraße 161
10719 Berlin
P +49 30 8868-2873
F +49 30 8868-2874
M +49 172 3103383
g.kneiseler@t-online.de



Andrea Nikuta-Meerloo
Key Account Manager Dental
international & Special Projects
P +49 611 9746-448
M +49 162 2720522
andrea.nikuta-meerloo@medtrix.group