

## ZWR Das deutsche Zahnärzteblatt

<b>Total print-run</b>	16,660
<b>Published by</b>	Georg Thieme Verlag, Stuttgart PO Box 30 11 20 D-70451 Stuttgart, Germany
<b>Frequency</b>	10 times a year
<b>Publication language</b>	German
<b>Material requested</b>	Closed data formats (pdf / PostScript) E-mail to <a href="mailto:dispo@thieme-media.de">dispo@thieme-media.de</a>
<b>Closing dates</b>	on request

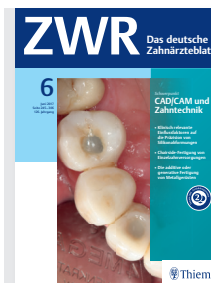
Rates (Width x Height in mm)	Type Area	Full Page Bleed Size	b/w
1/1 page	175 x 253	210 x 280	€ 3,150
1/2 page vertical	85 x 253	100 x 280	€ 1,760
1/2 page horizontal	175 x 123	210 x 135	€ 1,760
1/3 page vertical	55 x 253	70 x 280	€ 1,200
1/3 page horizontal	175 x 80	210 x 100	€ 1,200
1/4 page vertical	85 x 123	100 x 135	€ 920
1/4 page horizontal	175 x 64	210 x 82	€ 920

**Job advertisements** Please request information  
[stellenmarkt@thieme-media.de](mailto:stellenmarkt@thieme-media.de) or phone: ++49-710711/8931-414

**Additional charge per color** (no discount) standardcolors € 530  
4/c € 1,590

Special placement charge: 2<sup>nd</sup>, 4<sup>th</sup> cover page and opposite of contents  
20 % on black/white rate

Discounts	repeated		multiple	
	3 x 3 %	1 page	3 %	12 pages
6 x 5 %	3 pages	5 %	18 pages	20 %
12 x 10 %	6 pages	10 %		
18 x 15 %				



### Contact and delivery address for material

Thieme.media  
Pharmedia GmbH  
Rüdigerstraße 14, 70469 Stuttgart, Germany  
phone: ++49-711-89 31-461  
fax: ++49-711-89 31-470

### Advertising- and publisher service

Advertising Manager: Eleonore Warlitz  
phone: ++49-711-89 31-304  
fax: ++49-711-89 31-470  
e-mail: [eleonore.warlitz@thieme-media.de](mailto:eleonore.warlitz@thieme-media.de)

### Bound insert requirements (no discount)

Double page	216 mm x 288 mm	€ 4,740
Four pages	432 mm x 288 mm	€ 9,480

Stock 80 lb coated or 70 lb uncoated. Consult publisher regarding non-regular inserts.

### Loose Inserts on request, Delivery address for inserts on request

**Quantity delivered** 16,660 + 300 overprints

**Journal format** 210 mm x 280 mm  
**Page stock** inside pages 60 lb matcoated, cover 80 lb

For trim size allow 5 mm respectively. Half tone requirements: 120 lines for body and covers  
**Binding** Perfect Bound