

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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Supplier entry	Advertising	Dates/Formats
• 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)
• 4 entries (1/1 + 1/3 page) 1,810 EUR	• 1/1 page U2: 4,500 EUR	Advertisement 1/3 page: 76x303 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

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