Minimalinvasiv trotz stark reduziertem Knochenangebot bei Zahnarztphobie,
Seite 8

Open 3-D-Navigation und 3-D-Modellierung – Vision oder Mission?,
Seite 30

Im Implantologiemarkt auf "mehrWert+" setzen,
Seite 64

Implantatgetragene Prothese zur Versorgung zahnloser Kiefer,
Seite 38

Endodontie/Zahnerhaltung ab Seite 52

Wirtschaft | Generation Y: Eine große Herausforderung für die Praxis ab Seite 12

Zahnmedizin | Thixotroper Wundverband zur Hämostase bestätigt ab Seite 84

Parodontologie und Prophylaxe/Metall- und Vollkeramik

Zahnmedizin/Zahnhygiene/Prothetik/Dentale Implantologie/Dentalkiefer-Chirurgie/Dundiebe und Parodontologie/Metall- und Vollkeramik
G.I.M. [General Interest Media]

ZWP Zahnarzt Wirtschaft Praxis
Print-run 40.800

Profile
ZWP Zahnarzt Wirtschaft Praxis (Dentist Economy Practice) has been the leading trade journal for dentists for 20 years. As a general interest title ZWP covers the entire spectrum of dental practice management. With twelve issues per year, it is one of the most frequent and high-circulated titles and unquestionably one of the most trusted sources of information on the German dental market.

The high level of awareness also applies to the subject-specific supplements ZWP spezial and ZWP extra. The readership consisting of opinion formers, decision-makers and employers from the dentistry sector is a particular benefit to advertisers.

In comparison with other media on the German dental market, ZWP magazines have been holding a leading position with regard to the volume of dental advertisement for several years and they are holding the first place compared to other monthly dental magazines.

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<th>Release Date</th>
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Find more detailed information by scanning the QR code or via www.oemus.com/mediadaten

All dates are subject to change. Prices are valid only for 4c advertisements. Prices in EUR, plus the legal-value added tax

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G.I.M. [General Interest Media]

ZWP spezial
Print-run 40,800

Profile
Every issue of ZWP contains a monothematic supplement, ZWP spezial, which incorporates comprehensively the current trends in dentistry and offers advertisers an ideal editorial sphere to place subject-specific advertising.

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For more than 17 years the successful sister publication of ZWP Zahnarzt Wirtschaft Praxis, has been the source of information preferred by dental laboratory owners and lab advisors with respect to all professional and economic aspects of running a modern laboratory. Reader surveys show that ZWL Zahntechnik Wirtschaft Labor, because of its practical case reports and up-to-date laboratory concepts, is the golden page for the many “bel-esprits” of the industry. Don’t complain, do something different! – Such is the motto and that’s why the editorial team focuses on useful business themes and offers practical solutions, so to speak, from colleague to colleague. What started as a supplement years ago, has, with six yearly editions, become a strong brand in the field of the media landscape of dental technology and should be part of every technology media plan.

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All dates are subject to change. Prices are valid only for 4c advertisements. Prices in EUR, plus the legal-value added tax.

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G.I.M. [General Interest Media]

DENTAL TRIBUNE GERMAN EDITION
Print-run 20.000

Dental Tribune German Edition is part of the worldwide dental newspaper family Dental Tribune. In this context, Dental Tribune German Edition is focused on the coverage of international knowhow transfer as well as current developments in science and practice. The target market includes opinion formers, primarily training active dentists plus members of dental associations and professional organisations in implantology, oraland maxillofacial surgery, endodontics, periodontics, laser dentistry, aesthetic dentistry, cosmetic dentistry and orthodontics. Supplements such as IMPLANT TRIBUNE, ENDO TRIBUNE, LAB TRIBUNE, ESTHETIC TRIBUNE and PERIO TRIBUNE cover special topics periodically. Furthermore, the supplement DT TODAY informs about training offers, seminars, congresses, curricula and master study paths. Dental Tribune Deutschland is connected to the worldwide portal www.dental-tribune.com. It offers large and detailed information, networking and e-learning tools integrated in DT Study Clubs.
Chemistry

Spanische Wissenschaftler um María Smyczko informierte und den Jahresbericht übergab er das Wort an Roman Reich.
DENTAL TRIBUNE SWISS EDITION
Print-run 5.000

Profile
Dental Tribune Swiss Edition is part of the worldwide dental newspaper family Dental Tribune. In this context, Dental Tribune Swiss Edition is focused on covering national and international know-how-transfer and current developments in science and practice. The target market includes opinion formers, dentists in advanced education as well as members of dental associations and professional organisations in implantology, oraland maxillofacial surgery, endodontics, periodontics, laser dentistry, aesthetic dentistry, cosmetic dentistry and orthodontics. Supplements such as IMPLANT TRIBUNE, ENDO TRIBUNE, LAB TRIBUNE, ESTHETIC TRIBUNE and PERIO TRIBUNE cover special topics periodically.
University training and daily new information on the dental market are indispensable for successful dental studies and for the personal future. With its publication dentalfresh, the Federal Association of Dental Students Germany (BdZM) is not only publishes a nationwide information and discussion medium for all dental students, but the association also wants to provide a sustainable wide range of information for future dentists in order to support them in starting their career. The magazine offers a one-time opportunity for the industry to develop an early brand awareness of different dental products in the students’ minds and to create an important basis for future purchase decisions of dental products for the practice. As a communication means of the BdZM, dentalfresh informs about the association’s activities as well as relevant economic and professional topics for students and assistants. dentalfresh stands out as a unique publication, distributed among students throughout Germany. With 6,000 copies and four editions per year, the publication dates are in line with German university semester dates.
Students in dentistry need diverse information on studies, campus and student life in order to start their career successfully. Studentenhandbuch Zahnmedizin is a guide combining a high amount of relevant information with entertainment.

Published in print at the beginning of each winter term with a print run of 4,000 copies, this essential guide enables dental media to present themselves to students at an early stage and make their products and brands well-known.
dental success – Ein Ratgeber zur Niederlassung

Profile
The eBook dental success offers young dentists inspiration and food for thought for a successful start in their dental career, discussing all important topics with regard to setting up a practice. dental success helps making thoughts of the first dental practice come true, custom made for the “Copy & Paste Generation”.

In cooperation with the BdZA, dental success is published as eBook-handbook by OEMUS MEDIA AG.

*eBook-Handbuch I Print on demand

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Ads Format: 1/1 | 4c | DIN A4
Advertising Deadline: upon request
Change of Motive: quarterly
Price in €: 490,–
Run time: 1 year | The agreement is valid for a period of at least one calendar year and will be tacitly extended for one further calendar year in each instance, unless said agreement is terminated by the subscribers one month before end of runtime of contract.
Discounts: List price cannot be discounted.
**Profile**

The official communication medium for the BVD, **DENTALZEITUNG** is the nationwide information source on the dental market for German specialist dental shops. With 50,000 copies distributed, it is one of the highest-circulation specialist dental magazines and has a broad readership in dental practices, dental laboratories and dental warehouses. The six editions per year are orientated towards the bi-monthly visit of the specialist trade advisor to give impulses for informed purchase decisions. **DENTALZEITUNG** gives advice on different products both in the practice and in the laboratory. All new and innovative products introduced to the dental market receive a detailed review in **DENTALZEITUNG**. Statements by leading dental market representatives help readers to recognise trends and developments quicker, enabling them to apply them in their everyday work. With its complex analysis, market overviews, research, user reports, and expert commentaries, **DENTALZEITUNG** has taken a crucial place in trade-oriented product communication. This is confirmed by experts and sales representatives.
P.I.M. [Product Interest Media]

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Target group: Opinion leaders | decision makers in practices and labs, resident assistant dentists, wholesalers, and sales representatives

Profile

DENTALZEITUNG today is the title of the exhibition newspaper authorised by the specialist trade for the dental practice and laboratories in the regional catchment areas of the eight largest dental fairs in Germany.

With free delivery to those involved in dentistry, this medium offers a clear overview on new products, special offers and trade promotions. Editorial product information provides a background to advisory discussions and specifically prepares economic decision makers from practice and laboratory for their trade visits. The well-arranged trade plan with an exhibitor index, many organisational tips as well as exhibition and street maps feature useful information and a high entertainment value which explain this medium’s popularity. With the additional distribution of the DENTALZEITUNG live at the dental exhibitions, this practical buyers’ guide also gives crucial advice on post processing and serves as a sound basis for any purchase decisions. DENTALZEITUNG today provides the exhibitor with an effective information and advertising platform and the possibility of having an excellent position within the growing advertising sector.
**S.I.M. [Special Interest Media]**

**IMPLANTOLOGIE Journal**

**Print-run 15,000**

Find more detailed information by scanning the QR code or via [www.oemus.com/mediadaten](http://www.oemus.com/mediadaten)

---

### Implantologie Journal

**Profile**

More content, more information, more currency, greater value – the new Implantology Journal

From 2015, the Implantology Journal is published with a higher print-run (15,000 copies instead of previously 6,500) and a larger frequency (10 times a year instead of previously 8). Due to this measure, the coverage of the journal will considerably increase with constant advert prices.

The new Implantology Journal — Journal for Implantology, Periodontology and Prostheses — expands its range of subjects that comprises specialist articles, event highlights, news from research and development, activities of the DGZI (German Association of Dental Implantology) as well as those of the dental industry. In this context, the Implantology Journal understands itself as a central medial platform. Besides the flagship ZWP Zahnarzt Wirtschaft Praxis, the journal is one of the most important publications in the portfolio of OEMUS MEDIA AG. Like all print products of OEMUS MEDIA AG, the Implantology Journal is connected online and comfortably available as e-paper via pc, tablet or smartphone.

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### Issue 1+2/15

**Editorial Deadline**: 05 January  
**Advertising Deadline**: 12 January  
**Release Date**: 06 February  
**Special Topic**: Implantology - State of the Art | Market Overview: Suppliers & Products

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### Issue 3/15

**Editorial Deadline**: 02 February  
**Advertising Deadline**: 16 February  
**Release Date**: 06 March  
**Special Topic**: The healthy Implant: Prevention, Tissue stability and Risk management | IDS Review

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### Issue 4/15

**Editorial Deadline**: 02 March  
**Advertising Deadline**: 16 March  
**Release Date**: 02 April  
**Special Topic**: Implantat prosthetics | IDS Review

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### Issue 5/15

**Editorial Deadline**: 07 April  
**Advertising Deadline**: 20 April  
**Release Date**: 08 May  
**Special Topic**: GBR & GTR in Implantology – Part 1 | Market Overview: Bone graft substitutes

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### Issue 6/15

**Editorial Deadline**: 11 May  
**Advertising Deadline**: 01 June  
**Release Date**: 12 June  
**Special Topic**: GBR & GTR in Implantology – Part 2 | Market Overview: Membranes

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### Issue 7+8/15

**Editorial Deadline**: 06 July  
**Advertising Deadline**: 20 July  
**Release Date**: 07 August  
**Special Topic**: Metal-free implantology - ceramics, synthetics & co | Market overview: ceramic/synthetic implants

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### Issue 9/15

**Editorial Deadline**: 03 August  
**Advertising Deadline**: 17 August  
**Release Date**: 04 September  
**Special Topic**: Risks and challenges in Implantology | The aging patient

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### Issue 10/15

**Editorial Deadline**: 31 August  
**Advertising Deadline**: 14 September  
**Release Date**: 01 October  
**Special Topic**: Implantological concepts for highly reduced bone material | DGZI Annual Session Preview

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### Issue 11/15

**Editorial Deadline**: 05 October  
**Advertising Deadline**: 19 October  
**Release Date**: 06 November  
**Special Topic**: Minimal-invasive implant therapy | DGZI Annual Session Review

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### Issue 12/15

**Editorial Deadline**: 02 November  
**Advertising Deadline**: 16 November  
**Release Date**: 04 December  
**Special Topic**: Digital Implantology

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### Advertising

**Deadline**

**Release Date**

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Oralchirurgie Journal
Print-run 4,000

Profile
Oralchirurgie Journal is aimed at all specialist dentists in German speaking areas, who work in Oral surgery and at those dentists who perform surgery. The journal is the official organ of all members of the Professional Association of German Oral Surgeons (BDO) and the authorised specialist medium for the profession as well as one of the leading magazines in this sector.

More than 4,000 specialists receive the journal quarterly, featuring user-oriented case reports, studies, market overviews and condensed product information as well as a regular medical update from the world of oral surgery.

The section BDO intern informs readers about the BDO’s various activities and about all aspects of professional politics. In combination with Implantologie Journal, advertisers can address a higher number of surgical specialists than any other specialist medium in Germany.

According to results from advertising researchers FaktenSchmied, Oralchirurgie Journal is the leading advertising medium in this product sector.
Profile

In the IDS year, the complete journal range of OEMUS MEDIA AG undergoes a comprehensive re-launch. Besides an entire revision of layouts and an expansion of themes in the individual issues, changes in the Dental Hygiene Journal additionally affect the title: From 2015, the Journal is published under the name Prophylaxis Journal. By changing the title, the publisher expects to address the target group in a clearer way. The term dental hygiene coupled with the related profession ‘dental hygienist’ ideally combines the thematic focal points. But especially in Germany, this often has led to confusions in regard of practice hygiene.

The new Prophylaxis Journal addresses both prevention-oriented dentists and those who work in the field of periodontology as well as practice teams in the German-speaking area. In its 17th year, the journal has established itself as high-circulation media with 5,000 regular readers. Against the background of an increasing orientation for prevention in dentistry, among others the Prophylaxis Journal promotes the development of according professions as dental hygienist, dental assistant or dental prophylaxis assistant. The specialised readership gets a regular update from the world of periodontology and prophylaxis by means of practice-oriented case reports, studies, market overviews, compromised product information and news. According to icontact advertising research, the Prophylaxis Journal is a leading advertising medium in this product segment.

Especially companies from dental care, tooth preservation, diagnostics, instruments, dental cosmetics, prevention and periodontology regularly use this target-group specific positioning to communicate about brands and products.
# S.I.M. [Special Interest Media]

## Endodontie Journal

**Print-run 4.000**

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### Profile

Endodontie Journal is aimed at all dentists specialized in endodontics in German speaking areas. It is one of the leading magazines in this information sector. More than 4,000 specialists receive a regular medical update from the world of Endodontics in user-oriented case reports, studies, market overviews and condensed product information.

Endodontie Journal is the leading advertising medium in this product segment. In particular, companies in the product ranges instruments, diagnostics, filling and consumer material, pharmaceutical preparations, services and data processing in endodontics make use of target-group specific positioning for brand and product communication on a regular basis.

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## S.I.M. [Special Interest Media]

### ZT Zahntechnik Zeitung

**Print-run 8.000**

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### Profile

ZT Zahntechnik Zeitung is the only independent newspaper format focussing on the current topics in vocational politics and laboratory management. The news format is based on information requirements of the entire dental technology industry. A part from professional qualifications, the current assessment of the developments in professional and health policies are now, more than ever, crucial for the long-term success of the dental technology industry. The editorial team of ZT Zahntechnik Zeitung consists of dental technicians, management experts, and specialized journalists with industry experience. They document and comment on policies, industry, technology, and service developments in the dental market, giving the dental technicians an important impetus for the everyday life in the laboratory and for strategic positioning in the growing competitive market. Analysis, background reports and expert commentaries on political, industrial, and dental technology developments are the journalistic basis for the newspaper’s high efficiency.

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Die Zeitung für Parodontologie, Implantologie und Prävention I www.pn-aktuell.de

Die Forscher heraus, dass es laren Reaktionen. Dabei fanden anschließend auf die molekul -
gallis Mäuse mit dern. parodontale Erkrankung zu för-
eigene Vermehrung und einedontitis-Bakterien auf das Im-
Eine neue Studie der University

Die Zahl der eigenen

In Deutschland leben heute mehr

erst über 65 Jahre alt. Hinzu

die doppelten Altersdynamisie-

junge als 60 Jahre und älter

Deshalb sind die Untersu-
dass das Alter nicht unmittel -

maßen Patient und auch der Profi

In an easy-to-read form at, practitioners are given a quick overview on the current scientific advances of their respective sector and the dental

PN Parodontologie Nachrichten
Print-run 4.000

Prophylaxe in der Alterszahnheilkunde

Bakterien-Strategie entschlüsselt

Find more detailed information by scanning the QR code or via
www.oemus.com/mediadaten

All dates are subject to change. Prices are valid only for 4c advertisements. Prices in EUR, plus the legal-value added tax

PN Parodontologie Nachrichten is the news format for periodontologists and implantologists. Continuous advanced periodontological education on a high international level is the focus of this newspaper’s up-to-date media coverage and periodontologists from around the world write for their colleagues. In an easy-to-read format, practitioners are given a quick overview on the current scientific advances of their respective sector and the dental market. With the principle "by specialists for specialists", PN Parodontologie Nachrichten contributes both to the scientific reporting and the success of the industry as a whole.
Die Zeitung von Kieferorthopäden für Kieferorthopäden | www.kn-aktuell.de


Der Monat über die spezifischen Anforderungen für die digitale intraorale Diagnostik erläuterte die digitale intraorale Diagnostik. In der Praxis kämpften sich die Praxiskonzepte implemen-...
## S.I.M. [Special Interest Media]

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**Print-run Distribution**

- 4,000 copies as Supplement of KN Kieferorthopädie Nachrichten 12/15
- 1,000 additional copies

**Format**

- 200 x 280 mm

### KN KOMPENDIUM

**Print-run 5,000**

*Find more detailed information by scanning the QR code or via [www.oemus.com/mediadaten](http://www.oemus.com/mediadaten)*

Print-run distribution includes:

- 4,000 copies as Supplement of KN Kieferorthopädie Nachrichten 12/15
- 1,000 additional copies

**Profile**

KN Compendium is published once a year as a monothematic supplement of KN Kieferorthopädie Nachrichten. The comprehensive reference book is designed to provide dental care professionals with detailed insights into orthodontic appliances and techniques with regard to the respective trend segments. Advertisers can therefore expect optimum editorial support for the placement of topic-related promotional messages.
## Cosmetic Dentistry – Beauty & Science

**German Edition**

Print-run 4,000

Find more detailed information by scanning the QR code or via www.oemus.com/mediadaten

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**Profile**

Cosmetic dentistry is the interdisciplinary specialist publication for high-end dentistry. Since the first edition in 2003, the publication has been one of the most popular publications in the German dental market.

In addition to restoration and the improvement of functional and natural proportions in mouth, jaw, and facial-section, cosmetic dentistry tries to answer key issues and gives important advice for optical and cosmetic improvements or changes. The new demand situation represents a new challenge for the dental practise. Cosmetic dentistry provides support in the form of basic information. Cosmetic dentistry addresses dentists, oral surgeons, maxillofacial surgeons, and orthodontists and promotes the reasonable and effective application of new dental technologies.

Its content is a combination of specialty articles, clinical studies, case and industry reports, reviews (meetings, products, etc.), news, and lifestyle articles.

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S.I.M. [Special Interest Media]

face – interdisziplinäres magazin für ästhetik
Print-run 4.000

Profile
face - interdisciplinary magazine for esthetics is the interdisciplinary specialist publication for esthetic medicine. The subjects of “face” are all relevant disciplines in the area of aesthetic medicine. Linking invasive and non-invasive therapy methods as well as the cosmetic-caring field, “face” provides a platform that displays all areas from aesthetic and plastic surgery, dermatology to cosmetic medicine. Beauty is understood as a multidisciplinary concept. With this, the journal gains a unique synergy from current scientific findings and practice-oriented case reports. Thereby, the primary aim is to deepen the understanding for the each different research areas and to open up qualitatively new interdisciplinary treatment concepts for a holistic aesthetic outcome. Social trends as youth, beauty and health are thus examined on a high level and presented in an aesthetically appealing and exclusive manner.

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Find more detailed information by scanning the QR code or via www.oemus.com/mediadaten
digital dentistry – practice & science
German Edition
Print-run 4,000

Profile

digital dentistry is devoted to future trends in the digitalisation of the dental practice and dental technology. Comprehensible and and easily implementable reports on the application of digital technologies in the practice and the laboratory are the focal point of the magazine’s editorial coverage.

In addition to case studies and user reports, trends and latest developments are observed. Current product information and market overviews complete the editorial content.

digital dentistry addresses dentists and dental technicians and conveys the reasonable and beneficial use of digital dental technology.
digital dentistry tries to answer key issues and gives important advices concerning the chances of intensive work cooperation, communication and optimization of patient care.
Profile
implants - international magazine of oral implantology is a scientific journal in English which is published under the patronage of the DGZI e. V. (Deutsche Gesellschaft für Implantologie – German Association of Dental Implantology).
It targets members of the association and is distributed in more than 60 countries. This makes implants the most wide-spread international magazine in the field of implantology.
10,000 specialised readers are given access to practice-oriented studies, case reports as well as compendious product information. They are updated regularly with all current facts from the world of dental implantology.
In addition, the magazine gives extensive information about the various activities of the DGZI and its international partners.
S.I.M. [Special Interest Media]

Profile

In cooperation with the World Federation of Laser Dentistry (WFLD), the magazine laser – international magazine of laser dentistry addresses all dental professionals worldwide using or interested in dental laser technology. The readers will regularly receive updates from the world of international laser dentistry by means of user-oriented case studies, scientific reports as well as summarized product information. The magazine is particularly focusing on reports from international scientific congresses and symposia as well as on the international activities of the World Federation of Laser Dentistry. This high gloss, English language magazine is published four times a year.

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S.I.M. [Special Interest Media]

roots – international magazine of endodontology
Print-run 4,000

Profile
The specialist magazine roots - international magazine of endodontology presents the most significant international developments and experiences within the endodontic profession in an easy-to-read format to practitioners around the world.

This high gloss, English language magazine is published four times a year and distributed at all major international congresses and exhibitions.

roots is sent to a database of 4,000 dentists worldwide (mainly USA, Middle East & Africa, Asia Pacific, and Europe) and is given a wide bonus distribution at the following shows in 2014: AAED, SIDEX, FDI, GNYDM, Roots Summit and AAE.

The content of the magazine is a combination of specialty articles, clinical studies, case reports, industry reports, reviews (meetings, products, etc.), news, and lifestyle articles. Specialists as well as general dentists are informed about new concepts in root canal treatment and the latest advances in techniques and instrumentation to help them keep pace with the rapid changes in this field.

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Find more detailed information by scanning the QR code or via www.oemus.com/mediadaten
Jahrbuch Implantologie
Print-run 5,000

Profile
With the 20st edition of yearbook Implantology, OEMUS MEDIA AG publishes an up-to-date and completely revised compendium on implantology in the dental practice and laboratory. Renowned authors from science, practice and industry discuss the basics of implantology and provide advice for getting started in this trend-setting dental discipline as well as an economic integration in the daily practice. Many case studies and more than 350 illustrations in colour document the broad spectrum of implantology. Companies present their product and service concepts. Topic-oriented market overviews allow a uniquely quick insight into implant systems, ceramic aesthetic components, bone graft substitutes, membranes, surgical units, piezoelectric devices and navigation systems.

The presentation is focused on already launched products as well as new developments. In addition, the Yearbook Implantology provides information about further educational programmes, and about the implantological active dentist’s associations. Beyond the participants of the START UP and the EXPERTENSYSPOSIUM, dentists and dental technicians that participate at OEMUS MEDIA AG organised Implant Congresses and subject-related events receive the annual book. In numbers: 3,000 to 4,000 participants will receive the Yearbook Implantology. The rest of the at all 5,000 copies will be sold directly. In reference of the long-term idle-period this compendium gains above-average significance.

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The yearbook Digital Dental Technologies is published on the occasion of the congress series Digital Dental Technologies which is held successfully by the dental training center Hagen und OEMUS MEDIA AG. The comprehensive compendium is provides up-to-date information, aiming at both dentists and dental technicians.

In the style of the yearbooks Implantology and Laser Dentistry, the yearbook Digital Dental Technologies informs about the state of the art in digital dentistry in the form of basis reports, user reports, case studies, product informations and market overviews. Renowned authors in science, practice and industry devote themselves to topics such as 3-D-diagnostics, computer-assisted navigation, prosthetic planning as well as colour mark-up and CAD/CAM production. Readers are given practice-oriented advice for the first steps into the “digital world” of dentistry as well as strategies to achieve an economic integration both in the practice and the laboratory.

The compendium addresses beginners and experienced users who seek a promising opportunity to expand their range of services and the chance to secure their position in digital dental technology.
Jahrbuch Laserzahnmedizin 2015
Print-run 1,000

Profile
The yearbook Laser Dentistry is published on the occasion of the congress series Annual DGL Conference and LASER START UP which is held successfully by OEMUS MEDIA AG. The comprehensive compendium is provides up-to-date information on laser applications in the dental practice. Renowned authors from science, practice and industry discuss the basics of laser technology. Many case studies and ca. 190 illustrations in colour document the broad specter of laser applications in dentistry. Companies introduce their product and service concepts. Topic-oriented market overviews allow a uniquely quick insight into CO2-Laser, Er:YAG laser, Nd:YAG laser, diode laser and therapeutic lasers. Beginners as well as experienced users will find helpful advice on this trend-setting dental discipline in this compendium. The 250 participants of the congress series ANNUAL DGL CONGRESS and LASER START UP receive the yearbook Laser Dentistry for free.

S.I.M. [Special Interest Media]

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### Jahrbuch Endodontie

**Print-run 1.500**

Find more detailed information by scanning the QR code or via [www.oemus.com/mediadaten](http://www.oemus.com/mediadaten)

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### S.I.M. [Special Interest Media]

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### Profile

OEMUS MEDIA AG presents the 2nd edition of its endodontology compendium Yearbook Endodontology, paying tribute to the growing importance of this discipline for the daily practice. Renowned authors from science, practice and industry address the basics as well as advanced aspects of their specialty in Yearbook Endodontology, giving helpful tips for the everyday working life. Numerous scientific articles, user and case reports document the broad range of endodontic applications. The relevant suppliers introduce their products and service concepts. Thematic market overviews provide readers with a fast and up-to-date overview on devices, materials, instruments and technologies. In addition to products already on the market, the latest innovations are presented. Furthermore, Yearbook Endodontology conveys news and information about accounting and invoicing, legal aspects, advanced training, dental societies and professional policy.

With a circulation of 1,500 copies and its direct presentation at endodontological congresses and acknowledged curricula (DGET/DGZ), Yearbook Endodontology reaches its relevant target group in the most direct way. Every dentist who participates in endodontology congresses organised by OEMUS MEDIA AG or dental societies receives the Yearbook Endodontology. In addition, Yearbook Endodontology is available for sale and will be distributed by OEMUS MEDIA AG online and via print media. The compendium addresses beginners as well as experienced users and those who see endodontology as a promising chance to enhance their own range of services.

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### Profile

“Prevention is better than healing. How many times have we heard this sentence already? Thereby, it always remains uncontradicted. I would even claim that this sentence has hit upon broad approval every time it has been said. In dentistry, successes in prevention cannot be ignored”, Prof. Stefan Zimmer, University Witten/Herdecke, stated. With the Yearbook Prevention & Oral Hygiene, OEMUS MEDIA AG exactly addresses this point. With the first edition of the current compendium in the area of prevention and oral hygiene, the publisher does justice to the importance of this topic in the daily practice. Renowned authors from economy, practice and industry deal with basis and advanced aspects of this specialised field and offer tips for the daily practice. Numerous scientific articles, practice-oriented user studies and case reports document a broad application spectrum.

Relevant suppliers present their product and service concepts; thematic market overviews allow a quick and up-to-date overview about devices, materials, instruments and technologies. With a print-run of 1,500 copies and a direct distribution at specialised conferences and practice courses, the Yearbook Prevention & Oral Hygiene addresses the relevant target group on the shortest route. Additionally, the Yearbook Prevention & Oral Hygiene is available free for sale and distributed in the online and print media of OEMUS MEDIA AG. The compendium is intended for both beginners and experienced practitioners.

### Jahrbuch Prävention & Mundhygiene 2015

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<th>Redaktionschluss</th>
<th>Anzeigenschluss</th>
<th>Erscheinung</th>
<th>Thema</th>
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<td>30 March</td>
<td>10 April</td>
<td>May</td>
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All dates are subject to change. Prices are valid only for 4c advertisements. Prices in EUR, plus the legal-value added tax.

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OEMUS MEDIA AG – innovations in dental publishing

Company profile
Over the last 21 years, Oemus Media AG has become an established, leading global publisher specialised in dental medicine. In addition to a range of more than 20 specialised publications only on the German market, the publisher is also one of the major providers of congresses and seminars for dentists, dental technicians and dental assistants.

In 1994, OEMUS MEDIA AG emerged from a freelancing educational institute. At the time of the company’s establishment, nobody expected or imagined that this idea would grow to become a publishing house operating worldwide and employing more than 100 people. Facing the health-political changes in the country, company founder Torsten Oemus created a logical but at that time little-understood publishing concept. Today’s “state of the art” intention of dentists with regard to their business activities faced a strong resistance in the middle of the 1990s. The principles of a practice which is lead in an entrepreneurially manner have grown to be the basis of a self-sustainable publisher’s portfolio that covers all sectors of dental medicine and dental technique basing on the foundation of OEMUS MEDIA AG’s flagship publication – ZWP Zahnarzt Wirtschaft Praxis. Beyond that, OEMUS MEDIA AG became a trendsetter in the specialisation of dentists but also was the first German dental publishing house which developed a well-coordinated range of magazines and events via its journal series and its newcomer congresses. In addition to its economical magazine for dental technicians (ZWL Zahntechnik Wirtschaft Labor) and professional political newspaper formats for dentists, orthodontists and dental technicians, OEMUS MEDIA AG also publishes the organ of the Federal Association for the German Dental Trade (Bundesverbandes Deutscher Dentalhandel) Dentalzeitung, and the internationally renowned exhibition newspaper today. The latest trend – and again OEMUS MEDIA AG can be seen as the initiator – is the focusing of interdisciplinary treatment concepts in the high-end sector of dental medicine as well as the interface to aesthetic surgery. Here, the magazines cosmetic dentistry and face have been positioned on the market since 2003 and the first interdisciplinary congresses for aesthetic surgeons and dentists have been held since.

Among others, the publisher is currently focussing on the advancement of the existing print offers for patient communication.