



**EDI Journal**  
European Journal  
for Dental Implantologists

**Media Information**  
**2012**

Valid as of 01.01.2012

## Profile

**EDI Journal** as the official member magazine of EDI – European Association of Dental Implantologists – is the first and only European professional journal of its kind for clinicians with distinct interest in dental implantology. The specific dental section of this periodical offers a wealth of original work, case reports, scientific research and other articles presented by authors from all over Europe, all helping to make this top-quality platform a truly international voice in dental implantology. A peer-reviewed scientific journal, EDI Journal is also a platform for product innovations, new technologies, techniques and methods.

For the first time ever, dental implantologists are offered exhaustive information on important ancillary themes such as European standards, quality guidelines, legal advice, questions of remuneration and professional qualification and specialization. With a large number of EDI partners throughout Europe, EDI Journal offers direct access to cutting edge knowledge and places technical excellence and the intra-European exchange of knowledge at the centre of attention, striving towards continual advancement in implant education and the creation of pan-European standards and compliance for a progressive harmonization of dental implantology in Europe.



## Team

- Publisher:** Bundesverband der implantologisch tätigen Zahnärzte in Europa / European Association of Dental Implantologists
- Organ:** Official Organ of Bundesverband der implantologisch tätigen Zahnärzte in Europa / European Association of Dental Implantologists (BDIZ EDI e.V.)
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## Basic Information

- Place of Issue:** FUCHSTAL, GERMANY
- Volume:** 8<sup>th</sup> Volume 2012
- Language:** English (also recommended for advertising)
- Advertising Deadline:** 4 weeks prior to publication
- Frequency:** 4 times per year (March, June, Sept., Dec.)
- Circulation:** 10,000
- Readership:** Implantologists in Europe
- Subscription Price:** Foreign Countries 58,- EUR (incl. post charge)  
Germany 40,- EUR (incl. post charge)

## Publishing House

- Address:** teamwork media GmbH, Hauptstr. 1, 86925 FUCHSTAL, GERMANY  
Phone +49 8243 9692-0, Fax -22
- Internet | Email:** www.teamwork-media.de, service@teamwork-media.de
- Board of Directors:** Angelika Suckert, Ralf Suckert, Dieter Adolph

- Bank Details:** Raiffeisenbank Fuchstal/Denklingen; Domestic/Overseas:  
BLZ (bank code): 733 698 54, Account No.: 423696  
European: IBAN DE03 7336 9854 0000 4236 96  
BIC/SWIFT GENODEF1FCH
- Terms of Payment:** Payment is due in full two weeks from the date of invoice. A 3 % discount is applied to directdebit payments (German bank accounts only).

Issue #	Date of publication	Deadline for editorials	Deadline for bookings	Copy/artwork deadline
1	28. March	30. Jan.	1. March	5. March
2	27. June	2. May	25. May	29. May
3	28. Sept.	10. Aug.	3. Sept.	5. Sept.
4	17. Dec.	29. Oct.	19. Nov.	21. Nov.

**Size:** DIN A4, 210 x 297 mm (W x H) **Trimmed size:** 177 x 265 mm (W x H)

Format	Black/White	1 extra colour	4-coloured
1/1 page	1.990,-	2.460,-	3.400,-
1/2 page	1.240,-	1.420,-	1.720,-
1/3 page	845,-	1080,-	1.520,-
1/4 page	725,-	840,-	1020,-

**Priority  
position:**

Inside front cover	Inside back cover	Back cover
+ 20 %	+ 20 %	+ 25 %

**Loose inserts:** EUR 238,- / 1000 + related post charge

**Pollybagged  
outserts:** EUR 578,- / 1000 + related post charge

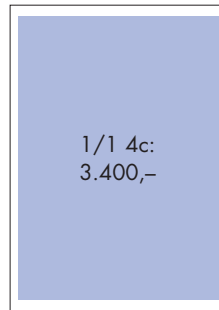
**Bellyband:** EUR 462,- / 1000 + related post charge

**Discounts:** Off the base rate for multiple insertions within one year:

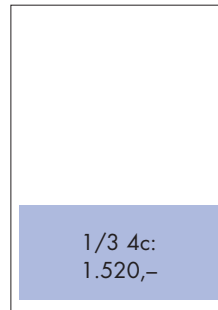
2 insertions 10 %  
4 insertions 20 %

No discounts for inserts etc.

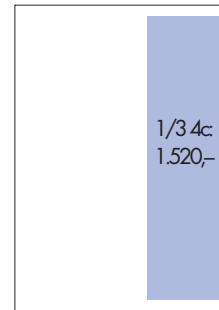
All **rates** are quoted in **EUR** and are subject to VAT. All offers are subjects to our Terms and Conditions for Advertisements and Inserts in Newspapers and Magazines. No rate reductions on supplements or stapled or adhesive inserts. "Co-op" stapled or adhesive inserts are not accepted.



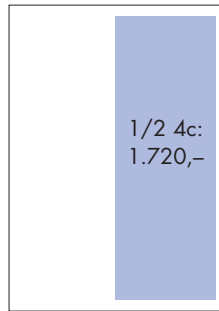
1/1 page  
177 x 265 mm



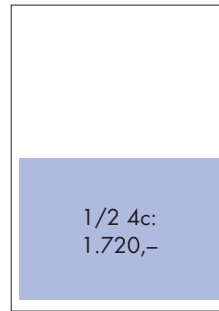
1/3 page, horizontal  
177 x 83 mm



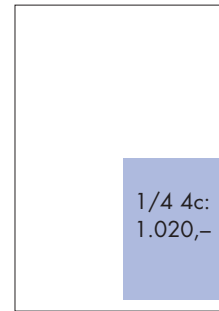
1/3 page, vertical  
55 x 265 mm



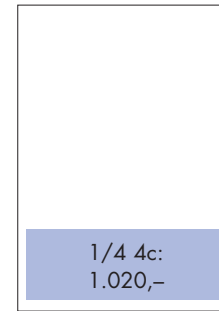
1/2 page, vertical  
85 x 265 mm



1/2 page, horizontal  
177 x 128 mm



1/4 page, vertical  
85 x 128 mm



1/4 page, horizontal  
177 x 60 mm

## technical specifications

**Printing**

Offset printing.

**Printing material**

Mirror-image positive film up to 54-screen. Printed material can be produced by the publisher at cost. Pruned: rotary 3 mm

**Submissions**

Materials must be received no later than two weeks before the publication date.

**Inserts**

We need a definitive pattern, or a blind model with accurate sizes and weight, if necessary, for order acceptance. Inserts must meet the postal requirements; specifically, they must not be confused with editorially content. Inserts will be placed at the publisher's discretion and in accordance with the technical possibilities.

Inserts will be inserted loosely. Maximum insert size is 200 ~ 270 mm. Any post-processing that may be required will be billed separately. If a material other than paper is to be used, please contact the publishers regarding the postal requirements. Split-run inserts (e.g. inserts for specific post-code zones only) are available on request.

Quantity to be submitted: Print run + 5%.

**Postcards and merchandise samples**

Glued-on postcards or merchandise samples are billed like inserts. For an order to be accepted, an advertisement mockup including the postcard or the merchandise sample must be presented. Postal approval may also have to be obtained. The pasting edge should always be parallel to the gutter.

Sizes:           Minimum: 90 x 140 mm (W x L)  
                  Maximum: 125 x 235 mm (W x L)

Quantity to be submitted: Print run + 5%.

**Delivery address for inserts**

The delivery address for inserts will be communicated on your order confirmation. Please note the title and issue of the journal (e.g. EDI 1/2012) on the waybill.

**Digital print material****Hardware**

Apple und Windows systems

**Software Apple Macintosh**

Photoshop CS3, QuarkXPress Passport 8, In Design CS3, Freehand 10, Illustrator CS3, Adobe Acrobat 8, Postscript files, MS Office 2008  
(exposure by agreement)

**Software Windows**

Photoshop CS3, QuarkXPress Passport 8, In Design CS3, Freehand 10, Illustrator CS3, Adobe Acrobat 8, Postscript files, MS Office 2008  
(exposure by agreement)

**General**

Do not send your material as an open file, but as EPS, TIFF (minimum 400 dpi) or PDF and inject the fonts into the file. If this is not possible, please enclose the fonts.

**Data media**

ZIP-Cartridges 100 MB  
CD-ROM/DVD

**Data transmission:**

FTP  
m.benedikt@teamwork-media.de

**Artwork**

Coloured images in the CMYK colour space in TIFF or EPS formats. No JPEG encoding in EPS please. Image resolution: 300 dpi (for 100% reproduction); stripes: minimum 800 dpi (ideally 1200 dpi).

**Colours**

Please work within the CMYK colour spectrum. If required, send process colours in an extra file using an exact notation (to be arranged with the publisher in advance).

When submitting digital print material via paper mail, add obligatory colour proofs or print proofs.

**Address for delivery and contact**

teamwork media GmbH  
Melanie Benedikt  
Hauptstr. 1  
86925 FUCHSTAL, GERMANY  
m.benedikt@teamwork-media.de

## Terms and Conditions for advertising sales

1. For reasons of organizational effectiveness, economic considerations and our determination to treat our customers fairly and equally, the following General Terms and Conditions cannot be altered or modified and shall also prevail if the other party is using different or contrary terms and conditions. This Clause shall only be applied in legal dealings with an enterprise, a legal entity under public law or a special fund under public law. The General Terms and Conditions valid on the day of the contract date shall prevail.
2. "Advertising sale" means any contract concerning the publication of one or more advertisements on behalf of a commercial enterprise in a periodical publication for distribution purposes. Pull-out and fly leaf supplements are considered advertising for the purpose of these Terms and Conditions.
3. An advertising sale shall be considered binding for the Client if the corresponding purchase order has been provided in person, by phone, in writing, by telex by fax or by email. If the Client exercises his right to withdraw the purchase order, the publisher and the advertising agency must be correspondingly instructed no later than 8 weeks before the publication date.
4. Unless the confirmation of order is not objected within eight days, the order is placed irrevocable. Afterwards cancellation is only possible in justified cases and has to be carried out in written form six weeks before the deadline for bookings at the latest. Irrespective of the justification a 50 % cancellation fee of the price agreed is charged generally. After cancellation quantity discounts will be adjusted according to the discount situation, and if necessary, claimed for already performed services.
5. An advertising sale shall be considered binding for the Contractor once the written confirmation has been issued. Orders for pull-out and fly leaf supplements can only become binding for the advertising department after a sample has been received and approved. If the advertising department does not receive an objection from the Client within 10 days, the order shall be fulfilled as stated in the confirmation. The objection period for urgent orders (including those received by phone) which need to be processed immediately by the advertising department is 24 hours.
6. The publisher shall be entitled to refuse advertisements on the basis of their content, origin or technical form in compliance with standard procedures and reasonable publishing policies - even after a contract has been concluded - if the content is unlawful or immoral or if it violates official regulations or if a publication would be unacceptable for the publisher. The same applies to pull-out and fly leaf supplements. They can also be refused if their format and presentation seem intended to create the impression that they are an integral part of the magazine or paper.
7. No guarantee can be provided for the publication of advertisements or supplements in certain places. The publisher reserves the right to modify the content and/or the layout of his publication at any time. Circulation figures are provided without obligation or guarantee.
8. The publisher guarantees the faithful print reproduction of the advertisement as provided by the Client. Minor deviations of the final print and colours from the original are possible and shall not be considered as deficiencies under § 633 BGB (German Civil Code). If the

printed advertisement has serious flaws, the Client shall be entitled to a reduction. In the event of grave defects which significantly undermine and impair the purpose of the advertisement, the Client shall be entitled to the publication of a faithfully reproduced replacement advertisement. If this replacement advertisement again turns out flawed, the Client shall have the right to reduce his payment or to cancel the order. The Client shall be responsible for the quality of the print masters. The Contractor shall not be liable for defects or deficiencies which result from defects or deficiencies of the print masters. This shall also apply in the event that any defects or deficiencies of the print masters have not been immediately recognized or become apparent only in the printing process. No guarantee can be given for the faithful reproduction of advertisements and/or modifications ordered by telephone. Advertisements which have been designed in such a way that their nature as commercial messages is not immediately apparent may be signposted as such by the advertising department.

9. The publisher reserves the right to refuse any advertisement order - including individual insertions covered by an existing contract - or supplement order on the basis of content, provenience or technical format, following standardized and objectively justified principles as laid down by the publisher, if the content of the advertisement or supplement is held to be in violation of any laws or regulations or if their publication is incompatible with the publisher's own interests or otherwise unacceptable. This is also true of any orders placed with agents or representatives of the publisher. Supplement orders will be binding upon the publisher only after a sample of the supplement has been received and approved. Supplements which, by virtue of their format or design, may create the impression in the reader's mind that the supplement is a constituent part of the newspaper or magazine or supplements that contain third-party advertisement will not be accepted. The customer alone is responsible for the protection of any image or text copyright or any other rights pertaining to the contents of advertisements or supplements. The publisher will make no attempt to determine whether any such rights exist. In the event that the publisher is aware of the fact that the rights of a third party are violated, the publisher has the right to refuse the corresponding advertisement or supplement order. The customer will be immediately notified of any refusal.

10. Advertising orders must be fulfilled within one year of the contract date. If the Client has been given the right to call off individual advertisements, the order must be fulfilled within one year of the publication of the first advertisement. The Client shall be entitled to call off additional advertisements within separately agreed periods. The tariff chart valid at the time shall be considered a part of the agreement. The discounts specified shall only apply to the advertisements published within a period of one year. If the order is extended within the course of the insertion year, the higher discount rate will be retroactively applied to the advertisements already published. If the order is reduced, the lower rate will be correspondingly applied.

11. Warranty and compensation claims based on obvious defects shall be ruled out unless they have been duly and formally notified in writing within four weeks of the publication date. § 639 BGB shall not be affected. In the event that the order cannot be fulfilled due to reasons beyond the responsibility of the publisher, the Client shall be obliged to reimburse the publisher for his costs (typesetting, film production etc.). If the purchased advertisements have only been partially published due to reasons beyond the responsibility of the publisher, the

Client shall have to make an appropriate pro-rata payment. Discounts shall be calculated on the basis of the number of actually published advertisements. In cases of ordinary negligence on the part of the Contractor, his legal representatives or vicarious agents, any compensation claims of the Client due to the non-publication or delayed publication of his purchased advertisements shall be limited to immediate damages which may be deemed foreseeable and typical for agreements of this kind. The Contractor shall not be held liable by enterprises in cases of ordinarily negligent violations of immaterial contractual duties. These limitations of liability shall not apply to damages caused intentionally or through gross negligence and personal injuries.

12. Invoices must be paid in full within 30 days after the invoice date. If the Client has failed to make his payment by the due date, the publication of any additional advertisement can be made conditional upon the pre-payment of the respective fee and the settlement of all outstanding invoices, not with standing the originally agreed term of payment. If the Client exceeds the term of payment, all payable amounts will become due immediately, including the fees for advertisements currently in print which have not yet been formally invoiced.

The advertising department demands pre-payment for recruitment ads and occasional ads. The advertisements will only be inserted after the invoiced amount has been received. If the invoice address is different from the Client's postal address, this address will need to be identified as such.

13. Delayed and deferred amounts are subject to an interest rate of 8 percent above the basic interest rate plus the collection costs. Reminders will be issued at a charge of € 5,- each. The Contractor reserves the right to fulfill an order only after he has received the corresponding payment. In the event that the Client requests insolvency proceedings to be opened or that his assets are otherwise charged or forfeited, all demands shall become due immediately. This also includes demands for advertisements which have as yet not been published.

14. All contracts are subject to German Law. Place of performance is Fuchstal. Place of jurisdiction for all rights and obligations including those emanating from bills and cheques is Augsburg, inasmuch as the Client is a full trader, a legal entity under public law or a special fund under public law.

15. Contracts between autonomous subsidiary publishers in other countries and their customers are subject to the laws of the country where said subsidiary has been duly registered. Place of performance and place of jurisdiction is the domicile of the subsidiary publisher.

16. Any divergent provisions must be confirmed in writing.

17. We point out that the personal data required for purposes of distribution and the performance of contractual duties have been stored by us or by third parties.

18. If for certain reasons some of these terms and conditions were found to violate legal regulations, the other terms would continue to be valid. In all business dealings with enterprises, any wholly or partially invalidated provision shall be replaced by a regulation which reflects the economic purpose and intention of the original provision as faithfully as possible.

## teamwork media | The Dental Publishers



THE DENTAL  
PUBLISHERS