



世界牙科技术

INTERNATIONAL DENTAL PRODUCTS FOR CHINA

Media Kit 2019

1. Print



- Year of Foundation: 1997
- 10 Issues per Year
- Format: 210x285 mm (WxH)
- Target Group: Dentists, Dental Technicians, Professors/Tutors, Traders, Manufacturers and Service Providers (please see Statistics on Page 4-5)
- Contents: Clinical Cases, Technical Cases, Research & Development, Expert Statements, Training Courses, User Guides, Materials & Equipments, Event Reports, General Theory

2. Website



- About 170,000 Viewers on www.idpc.cn
- Target Group: please see above
- Contents: Industry News, Expert-Forums, Product News, eMagazine of IDPC, Online Shop, Events & Education, Video Courses
- Relaunched Website with Online Lectures Category (**NEW**)

3. WeChat



- WeChat Channel *idpc1997*
- Target Group: please see above
- Contents: Clinical Cases, Dental Techniques, Industry News, Lecture Corners, Video Courses, Events & Education

The application-oriented magazine provides information about all special fields of modern dentistry. Up-to-date trends and innovations of the international dental world are presented in different terms.



Clinics & Labs 3 Issues

- General Editions: Clinics as well as Laboratory
- Pediatric Dentistry
- Esthetic Prosthodontics
- Orthognathia



Orthodontics 1 Issue

- Fixed Appliance
- Functional Appliance
- Removable Appliance
- Lingual Orthodontics
- Orthodontic Invisible Aligner Technique
- Digital Orthodontics



CAD/CAM 2 Issues

- Digital Impression and Scanning
- 3D Design
- Digital Manufacturing / Forming
- Innovative Materials / Equipment / Techniques
- Functional Occlusion
- 3D Printing



Implantology 2 Issues

- Navigation Technology (3D Diagnosis, Design and Surgical Guide)
- Hard/Soft Tissue Management
- Minimally Invasive Surgery
- Risks and Complications
- Esthetic Implantology
- Edentulous Maxilla
- Digital Implantology



Endodontics 1 Issue

- Diagnosis and Therapy
- Root Canal Treatment
- Minimally Invasive Surgery
- New Biomaterials
- Pediatric Dentistry



Laboratory 1 Issue

- Classical Prosthodontics (Model, Wax-up, Casting, Ceramics, Teeth Set-up etc.)
- Digital Technology / Workflow
- Other Techniques (Functional Restoration, Orthodontic Appliances, etc.)
- 3D Printing
- Excellent Dental Esthetics
- Up-to-date Training

PUBLISHER

Röser Verlag International GmbH & Co. KG

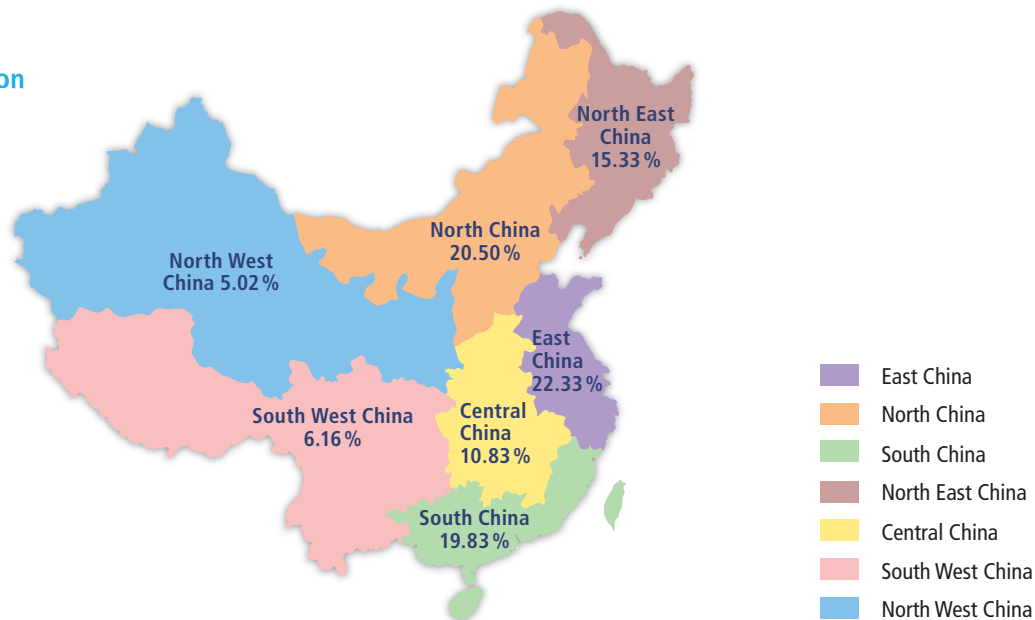
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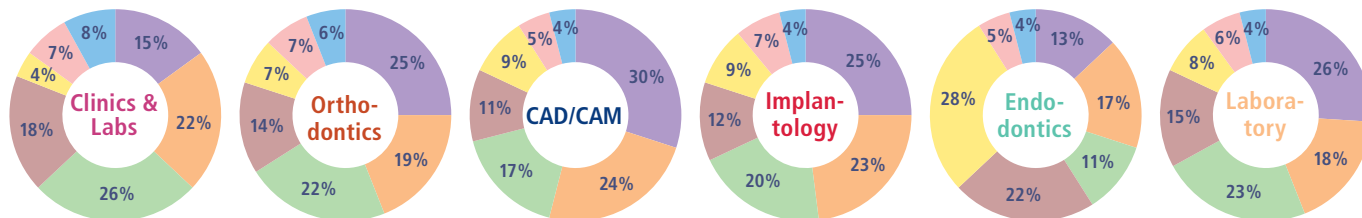
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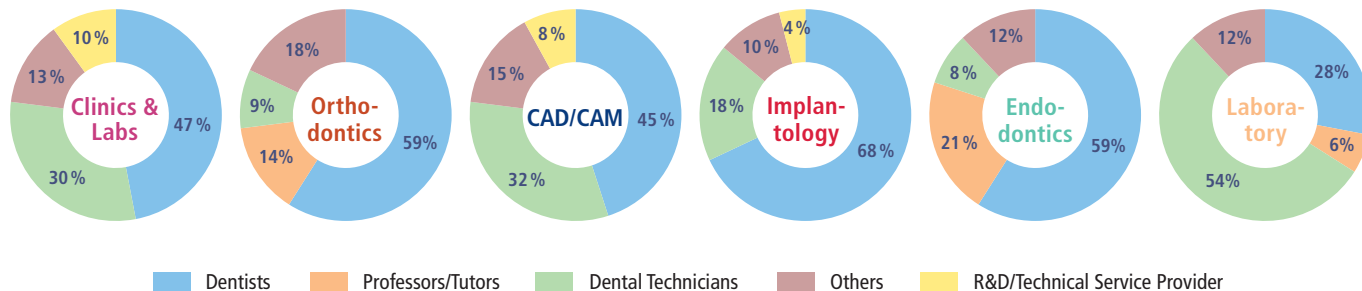
General Regional Distribution



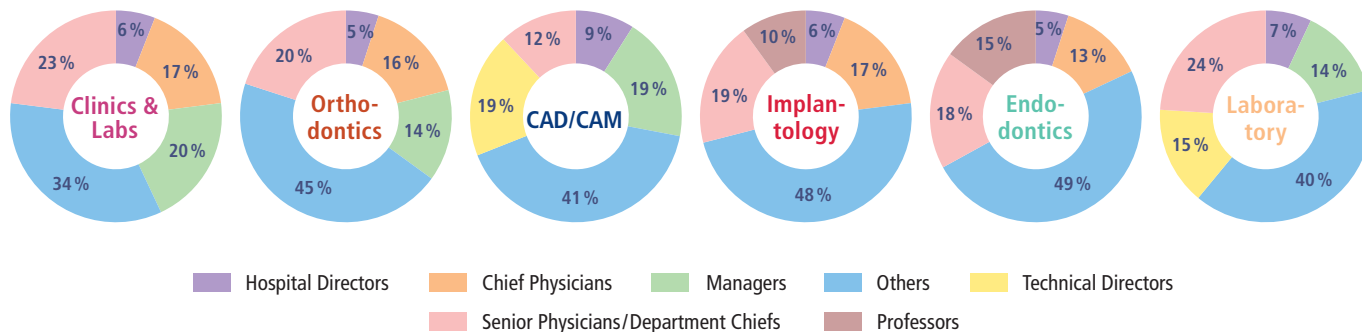
Regional Distribution



Target Groups



Functions/Duties



KEY DATA

	Issue 1	Issue 2	Issue 3	Issue 4	Issue 5	Issue 6	Issue 7	Issue 8	Issue 9	Issue 10
	<i>Clinics & Labs</i>	<i>Implan-tology</i>	<i>CAD/ CAM</i>	<i>Clinics & Labs</i>	<i>Endo-dontics</i>	<i>Labora-tory Digital Workflow</i>	<i>Implan-tology Esthetics Special</i>	<i>Ortho-dontics</i>	<i>CAD/ CAM</i>	<i>Clinics & Labs</i>
Editorial Deadline	2018.12.14	2019.01.04	2019.01.23	2019.03.08	2019.03.19	2019.04.26	2019.06.03	2019.06.24	2019.07.12	2019.08.07
Advertising Deadline	2019.01.17	2019.02.01	2019.03.05	2019.04.09	2019.04.18	2019.05.28	2019.07.05	2019.07.29	2019.08.16	2019.09.12
Publishing Date	2019.02.27	2019.03.19	2019.04.10	2019.05.22	2019.06.05	2019.07.11	2019.08.14	2019.09.05	2019.09.25	2019.10.22
Circulation	15,000	9,000	10,000	15,000	10,000	10,000	9,000	6,000	10,000	15,000
Exhibitions	Dental South China (Guangzhou)			Sino-Dental (Beijing)	Sino-Dental (Beijing)		Implantology Congress Esthetics Symposium	Challenging Orthodontics		DenTech China (Shanghai)

Website (www.idpc.cn)



Banner Options

Position	Format	Size
1	jpg/gif	1205 x 100 px (max. 200 KB)
2/3	jpg/gif	216 x 352 px (max. 200 KB)
4	jpg/gif	960 x 203 px (max. 200 KB)
5	jpg/gif	273 x 407 px (max. 200 KB)
6	swf (Video)	216 x 203 px

Videos

- Video Courses
- Step by Step Tutorials

Editorial Advertising

- News / Announcement / Product Information: Text and one Picture + Linkage to your Website
- Events / Training Courses: Including PDF of up to two Pages + Linkage to your Website

WeChat (idpc1997)



Videos

- Video Courses
- Step by Step Tutorials

Editorial Advertising

- Stand-alone Tweet: Exclusive for one Company, Linkage to your own Website