



DENTAL CADMOS

INDEXED IN SCOPUS AND WEB OF SCIENCE

RELIABILITY

MORE THAN 80 YEARS OF HISTORY

Dental Cadmos

The journal of continuing professional development for dentists



REGISTERED
PRINT RUN
•
FIRST RATE CREDIBILITY
•
VERY HIGHLY
REGARDED

DENTAL CADMOS

Dental Cadmos is the professional continuous development and training journal for dentists. For 80 years, Dental Cadmos has been the number one journal in Italy dedicated to technical and specialist dentistry, recognised for its scientific independence and the quality of its content.

The ideal tool for companies to use to **communicate** with their **target** audience, thanks to the **quantity** of users and the **quality** of the interaction. The best way of:

- **maximising visibility** of the brand itself, launching a new product by planning a campaign and other initiatives.
- **promoting culture** and knowledge of the most important topics at present.

Dental Cadmos is aimed at dentists (general dentists and specialists in all areas, freelance professionals and academics), healthcare bodies and scientific associations.

7,963
Registered half print run
Monthly



Synergy with

- DENTISTRY33
- ODONTOIATRIA33
- DOCTOR33
- FARMACISTA33
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- DICA33
- FARMAMAGAZINE

SCIENTIFIC DIRECTOR

Giovanni Lodi

EDITORIAL DIRECTOR

Ludovico Baldessin

EDITORIAL COORDINATOR

Barbara Moret

COMPOSITION

Greta Schincaglia

TECHNICAL PROPERTIES

- Bound
- Roto-offset printing in 4+4 colours
Online: 60/64 lines
- Coated paper 80g/mq
- Magazine format: 230 x 285 mm

REFIMI CERTIFICATION ASSOCIATION

DISTRIBUTION

7,686 copies

PRINT RUN

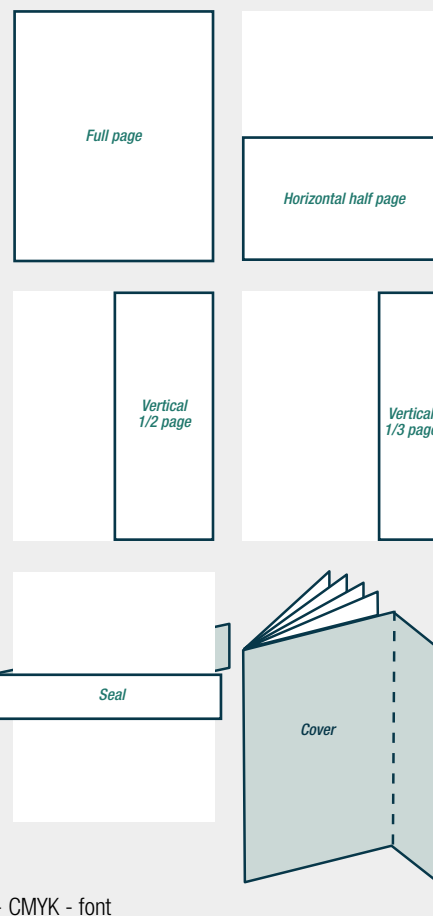
7,963 copies

ADVERTISING RATES

Cover (pull-out)	€ 4,500
Inside front cover	€ 2,900
Inside back cover	€ 2,500
Back page	€ 3,350
Top right	€ 2,800
Full page	€ 2,300
Horizontal half-page	€ 1,000
Vertical half-page	€ 1,000
Vertical 1/3 page	€ 700
Features	€ 3,000
Double page	€ 2,700
Key advertising spaces	+10%
Seal special anniversary project	€ 5,500
Inserts	to be determined
Special initiatives	to be determined
Reprint	to be determined
Supplement	to be determined

FORMATS

Full page	230 x 285 mm
Horizontal half page	230 x 130 mm
Vertical half page	118 x 285 mm
Vertical 1/3 page	87 x 285 mm
Cover (pull-out)	450 x 285 mm



TECHNICAL REQUIREMENTS

High resolution PDF format for printing (300 dpi - CMYK - font embedded) plus cutting marks. The format must have "bleeds", adding a 5mm margin on all sides (colour margin outside the format). Do not incorporate ICC profiles. A colour test is required. Possible costs with modifications, adaptations, layout and photolithography are charged separately.

HIGHLY EFFECTIVE



SPECIAL SERVICES PREVIEW BANNER

- Online service of Odontoiatria33 € 750
- Online and Offline service from € 1,750

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