Quintessence News – www.quintessence-news.de

The online information service for dentistry and dental technology

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Contact: news@quintessenz.de

“Quintessence News” is the online information service of Quintessence Publishing Germany for dentists, dental technicians, and the dental team. It offers up-to-date expert information on dentistry and dental technology as well as all the important news from politics, science, business, and the dental market for both the practice and laboratory.

- started in February 2018
- more than 2,000 published articles
- more than 160 video contributions from QTV
- approx. 21,000 visitors per month
- approx. 40,000 page views per month

The editorial Quintessence Newsletter: sent every Monday to more than 9,000 recipients

(Advertising): sent on Thursdays to more than 9,000 recipients
Banner formats on quintessence-news.de

horizontal bannerA
at the top of the quintessence-news.de homepage

horizontal bannerB
at the bottom of the quintessence-news.de homepage

category banner
on every article page of the booked category of quintessence-news.de homepage
## Banner prices on quintessence-news.de

<table>
<thead>
<tr>
<th>category banner</th>
<th>duration</th>
<th>format</th>
<th>1 week</th>
<th>1 month</th>
<th>3 months</th>
<th>12 months</th>
</tr>
</thead>
<tbody>
<tr>
<td>horizontal bannerA</td>
<td>1 week</td>
<td>1280 × 200 px, JPG</td>
<td>€ 350,–</td>
<td>€ 990,–</td>
<td>€ 2,650,–</td>
<td>€ 10,000,–</td>
</tr>
<tr>
<td>horizontal bannerB</td>
<td>1 week</td>
<td>1280 × 200 px, JPG</td>
<td>€ 300,–</td>
<td>€ 950,–</td>
<td>€ 2,550,–</td>
<td>€ 9,500,–</td>
</tr>
<tr>
<td>category banner Dentistry</td>
<td>1 week</td>
<td>600 × 1000 px, JPG</td>
<td>€ 2,400,–</td>
<td>€ 6,400,–</td>
<td>€ 19,700,–</td>
<td>€ 19,700,–</td>
</tr>
<tr>
<td>category banner Dental technology</td>
<td>1 week</td>
<td>600 × 1000 px, JPG</td>
<td>€ 2,160,–</td>
<td>€ 5,760,–</td>
<td>€ 17,730,–</td>
<td>€ 17,730,–</td>
</tr>
<tr>
<td>category banner Practice</td>
<td>1 week</td>
<td>600 × 1000 px, JPG</td>
<td>€ 2,160,–</td>
<td>€ 5,760,–</td>
<td>€ 17,730,–</td>
<td>€ 17,730,–</td>
</tr>
<tr>
<td>category banner News</td>
<td>1 week</td>
<td>600 × 1000 px, JPG</td>
<td>€ 2,160,–</td>
<td>€ 5,760,–</td>
<td>€ 17,730,–</td>
<td>€ 17,730,–</td>
</tr>
<tr>
<td>category banner Team</td>
<td>1 week</td>
<td>600 × 1000 px, JPG</td>
<td>€ 1,920,–</td>
<td>€ 5,120,–</td>
<td>€ 15,760,–</td>
<td>€ 15,760,–</td>
</tr>
</tbody>
</table>

1. Publication-ready data should be sent to news@quintessenz.de at least one week before the publication date.
2. Horizontal banners are displayed in a 10-second rotation change. Each banner area is used up to four times.
3. Placement on each article page of the booked category at www.quintessence-news.de.

**Info:** Displayed banner size varies depending on output device and responsive display.
Advertising opportunities in the Quintessence Newsletter

The Quintessence Newsletter informs more than 9,000 subscribers once a week, on Mondays, about news from the dental world. It provides an overview of the most important articles from dentistry, dental technology, practice, the dental team, and general news from www.quintessence-news.de.

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**Horizontal Banners**

- Link to a URL of your choice
- Size: 1280 × 200 px
- Format: JPG
- Cost per newsletter: € 400,–

**Advertorial**

- Short advertising message with link to a URL of your choice
- Image: 500 × 500 px, JPG
- Headline: 35 characters
- Subline: 90 characters
- Teaser text: 250 characters
- Cost per newsletter: € 500,–
Advertising opportunities in the Stand-Alone Newsletter

Send your advertising message as an advertising newsletter once a week, on Thursdays, to the subscribers of the Quintessence Newsletter. The following features are possible:

1. **Hot Topic**: Graphic lead-in of the newsletter consisting of a headline (35 characters), a subline (90 characters), and an optional lead-in graphic. Creation by Quintessence News. Please supply a suitable high-resolution image.

2. **Main article**: Lead-in graphic in 700 × 300 px format, headline (50 characters), subline (90 characters), and teaser text (250 characters). Link to a URL of your choice.

3. **Horizontal banner**: Format 1280 × 200 px, to be delivered as JPG. Marked as “Advertisement”.

4. **Article**: Lead-in graphic 500 × 500 px, headline (50 characters), and teaser text (250 characters). Link to a URL of your choice.

5. **Advertorial**: Lead-in graphic 500 × 500 px, headline (35 characters), subline (90 characters), and teaser text (250 characters). Link to a URL of your choice. Marked as “Advertisement”.

[1] To create an Advertising Newsletter, at least the Hot Topic and the main article with picture, teaser text, and link must be delivered to your landing page. Horizontal banners, articles, and advertorials can be added optionally. Each tag can be placed once.

**Info**

Please send publication-ready data to news@quintessenz.de. at least one week before the mailing date.

The creation of editorial contributions for advertorials/newsletters from sent material, including the approval process by an editor, is charged at € 200 per hour.

Cost per Stand-Alone newsletter: € 1,950,–
Videos on Quintessence News

Our affiliated Quintessence TV production team is your partner for professional video productions – from interviews and product videos to congress recordings, corporate films, and live surgeries. The produced videos are distributed on our video channel quintessenz.tv as well as on the portal Quintessence News and our social media channels. They are also available to you for your own channels.
Videos on Quintessence News

**Promotional video**

(Your video on Quintessence News will be marked as “Promotion”)

1 week: € 300,–
1 month: € 250,– per week
3 months: € 200,– per week

**Video production**

- Expert original sound, from € 500,–
- Event report, from € 3,500,–
- Corporate video, from € 5,000,–
- Live surgery video, from € 15,000,–

**Our recommendation: Short spot**

- Includes filming, editing, text overlays, social media QP
- Possible content: interview, product presentation, workshop, stand presentation
- You retain all film rights, royalty-free.
- Recommended length: approx. 2:30 min.
- Publication via our social media channels (Facebook and YouTube)
- Language: German or English

Cost: € 1,500,–