



***StomaTeam***



Services and Projects

2010

# Journals

**StomaTeam**  
CZ/SK

Professional journal for dentists, dental technicians, dental nurses, operating room nurses and dental hygienists.

Professional journal with the greatest outlays in Czech and Slovak Republic.

**Czech Rep. – outlay of 11000 press copies** (approx. 7150 dentists, 2500 dental technicians, 180 dental hygienists, 1170 companies, schools and libraries)

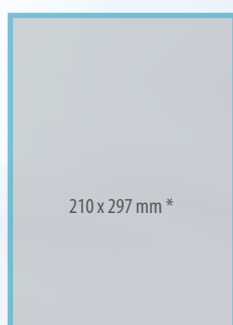
**Slovak Rep. – outlay of 4200 press copies** (approx. 2600 dentists, 1200 dental technicians, 180 dental hygienists, 150 companies, schools and libraries)

**StomaTip**  
CZ/SK

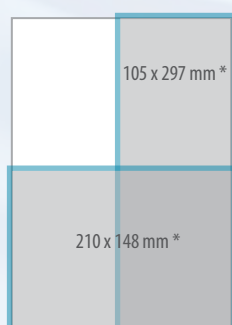
Journal with an idea “Healthy body – healthy tooth”

Section of StomaTeam journals intended mainly for waiting rooms in dental surgeries.

## Price List of Advertising



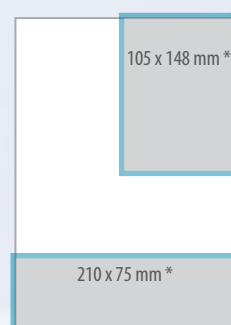
**1 page A4**  
StomaTeam CZ  
1.440 € (36.000 CZK)  
  
StomaTeam SK  
880 € (22.000 CZK)



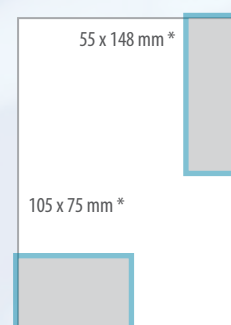
**1/2 page A4**  
StomaTeam CZ  
740 € (18.500 CZK)  
  
StomaTeam SK  
460 € (11.500 CZK)



**1/3 page A4**  
StomaTeam CZ  
500 € (12.500 CZK)  
  
StomaTeam SK  
320 € (8.000 CZK)



**1/4 page A4**  
StomaTeam CZ  
380 € (9.500 CZK)  
  
Stoma Team SK  
250 € (6.000 CZK)



**1/8 page A4**  
StomaTeam CZ  
200 € (5.000 CZK)  
  
StomaTeam SK  
140 € (3.500 CZK)

### 1 A4 page positioned on 2nd or 3rd page of the cover

StomaTeam CZ 1.560 € (39.000 CZK)  
StomaTeam SK 1.000 € (24.000 CZK)

### 1 A4 page positioned on 4th page of the cover

StomaTeam CZ 1.720 € (43.000 CZK)  
StomaTeam SK 1.125 € (27.000 CZK)

\* – with 3-mm overlapping margins in four directions

## Inserted advert

Leaflet up to A4	0,12 €/pc (3 CZK/pc)
Leaflet A3 folded to A4	0,16 €/pc (4 CZK/pc)
Brochure, catalogue, etc. – A4, 6 sheets	0,32 €/pc (8 CZK/pc)

We would willingly prepare an individual price based on your particular entry for you.

## Discounts

Advert twice a year	10 %
Advert twice a year	15 %
Advert four times a year	20 %
Advert 5 – 6 times a year	25 %
Advert multiple times a year	25% + other bonuses

Discounts are valid for advertisement in each of above mentioned journals.

## Publishing Scheme

Edition	6/2009	1/2010	2/2010	3/2010	4/2010	5/2010	6/2010
Editorial deadline	Fri 6. 11.	Fri 22. 1.	Fri 5. 3.	Fri 16. 4.	Fri 13. 8.	Fri 10. 9.	Fri 5. 11.
Editorial deadline	Mon 23. 11.	Mon 8. 2.	Mon 22. 3.	Mon 3. 5.	Mon 30. 8.	Mon 27. 9.	Mon 22. 11.

# Educational events and exhibitions

StomaTeam s. r. o.

- regularly organizes many various educational events for dentists, dental technicians, dental nurses and dental hygienists with and massive participation of the professional public
- runs stay courses which combines free-time activities with professional programme for dentists, dental technicians, dental nurses and dental hygienists
- cooperate with professional organisations - take part in realisation of meeting of Chamber of Dental Technicians of Czech republic and Association of Dental hygienist of Czech republic
- is co-organiser of InDent - dental fair and conferences in Ostrava
- offers an opportunity to reach a great number of potential customers by presentation during our professional events
- is able to provide professional care about your marketing projects and assure communication with your customers



## StomaTeam Forum (ZT, ZL, ZS, DH)

4th – 5th February 2010, Congress centre Prague

– Parallel conferences of all dental professions (dentists, dental technicians, nurses and dental hygienists). In terms of the programme, there is space dedicated to aspects of cooperation, practical exhibit and specialized discussion focused on introduced topics.



## InDent (ZT, ZL, ZS, DH)

20th – 22nd May 2010, Ostrava, Černá louka exhibition ground

– Dental exhibition and conference. InDent is an annual spring fair of dental technologies and materials accompanied by education in form of conferences of all dental professionals. Expositions of InDent 2008 viewed more than 2250 visitors, on exhibition area of 2500m<sup>2</sup> there were 61 exhibitors and about 880 conferees were present in the conference hall.



## StomaTeam Tour (ZT, ZL, ZS, DH)

– Education project ever focused on one of the dental professions. One or two main topics are circumstantially explained through the theoretical lecture. StomaTeam Tour is always held at several places of republic. Emphasis is posed on superior choice of topics and lecturers.



## Conference for Dental Technicians (ZT) (Pražské zubotechnické dny)

21st – 22nd October 2010, Prague



## Conference for Dental Technicians (ZT) (Brněnské zubotechnické dny)

## Dental Conference for Nurses (ZS, DH) (Dentální konference sester)

23rd October 2010, Prague



– Serial of specialized conferences focused on dental technicians and dental nurses. These programmes meet great acceptance.

– For example average visit rate of PZD is 300 participants. In terms of the programme professionals can see the practical exhibits specially projected on large screen, get comprehensive information through the presented topical complexes (e.g. Removable restorations in practise, All-ceramics etc.) or discuss with the lecturers and with other participants.



## Stay courses in Beskydy (ZT, ZL)

1st – 7th August 2010, Sepetná

– Traditional stay courses for dental technicians and dentists in Beskydy, eventually in other recreational locality. These courses meet great acceptance and popularity by the professionals. Dental professionals can educate themselves in terms of five-hour programme and in their leisure time they can take advantage of activities offered by the recreational locality and surrounding scenery.



# Our Web Portals



[www.stomateam.cz](http://www.stomateam.cz)

[www.stomateam.sk](http://www.stomateam.sk)

Web portals [www.stomateam.cz](http://www.stomateam.cz) and [www.stomateam.sk](http://www.stomateam.sk) present an important project realized in both Czech and Slovak Republic, where they belong to the most frequented dental professional portals. On our attractively designed web sites, the visitors can find number of current information, articles and expert messages. Average visit rate is approx. 9000 in Czech Republic and approx. 4000 in Slovak Republic of unique accesses through a month with a steady increase.



[www.i-zuby.cz](http://www.i-zuby.cz)

Dental-focused portal [www.i-zuby.cz](http://www.i-zuby.cz) is intended for general public, and in agreement with its recorded visitors and their acceptance, it also belongs to the most frequented dental portals. Design and structure of these web sites give the visitors information about various topics from dental world, inclusive of current options of prosthetic treatment.

## Price List of Advertising

Banner position	Price for a month	Price for 3 months	Price for a year
<a href="http://www.stomateam.cz">www.stomateam.cz</a>	4.900 CZK (200 €)	11.900 CZK (480 €)	39.000 CZK (1.580 €)
<a href="http://www.stomateam.sk">www.stomateam.sk</a>	2.900 CZK (120 €)	6.900 CZK (280 €)	24.000 CZK (980 €)
<a href="http://www.i-zuby.cz">www.i-zuby.cz</a>	4.900 CZK (200 €)	11.900 CZK (480 €)	39.000 CZK (1.580 €)

On our portals it is able to present your company, trade mark, service or product as the advertising banner with a cross-reference to the specified web site. This way of presentation is pretty unique with regard to its entire day function and limited number of positioned banners. We are also ready to offer you realization of graphic design of advertising banners according to your specifications. Here, we offer you basic prices of presentation on web portals mentioned above – after the settlement we will prepare an individual offer within a complex marketing campaign for you.

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