

Medical Corporate Publishing – A Success Model

“Prophylaxialog” Journal Addresses the European

Corporate publishing media are justifiably regarded by many of the target groups as primarily a tool for advertising. Indeed many publications, even from renowned companies, would confirm the

firmly on
the
company
and its
products,
the
contribu-
tions
originate
exclusively
from the
staff at
the
company's
PR
agency
and the
design is
more
evocative
of a
corporate
brochure
than a
journal.
However
with
"Prophy-
laxedial-
og",
which is
now
available
across
the
whole of
Europe,
and the
journals
which

from it,
GABA,
the
specialist
for oral
care, has
broken
new
ground.

**From a
Brochure
to a
Journal**

“Prophyl-
axedialog”
started
off life as
a
regularly
published
brochure
which
essentially
provided
dentists
with
information
on the
latest
studies
and
products
as well as
other
news
from the
dental
field. The
8 to 12-
page