

The comprehensive DTI product portfolio, which combines print, digital and educational media, is specifically designed to engage target audiences. Highlighted hereafter, please find a number of integrated advertising opportunities for companies looking to reach orthodontists and their teams globally or in a selected region, such as Asia, Europe, the Middle East or North America.

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## ortho international magazine of orthodontics



*ortho international magazine of orthodontics* (*ortho*) is a C.E. publication (print run: 6,000 copies) with an interdisciplinary approach involving orthodontics, oral surgery, periodontics and restorative dentistry. *ortho* covers the most significant developments in the field with the aim of providing comprehensive knowledge and information on the latest technology that can profitably be integrated into treatment concepts. The magazine presents the latest research and case studies, as well as pertinent industry news, trends in procedures and techniques, and the newest education and events. Coverage includes, but is not limited to, successful diagnostic procedures, imaging techniques, bracket and archwire materials, extraction and impaction concerns, orthognathic surgery, TMJ disorders and removable appliances. The purpose of the magazine is to serve as an educa-

tional tool as well as to present innovative treatment mechanisms as they are developed.

Owing to its successful launch in 2016, *ortho* will be published with two editions in 2017 and will be distributed at all major international congresses and exhibitions. Additionally, *ortho* is sent to opinion leaders worldwide (mainly the US, Middle East & Africa, Asia Pacific and Europe) and distributed at many specialty specific events.

Please note: Complimentary PR as well as product and industry news are offered in support of advertising. The publication of clinical articles and case studies is limited in each edition. Therefore, submissions are subject to review and approval by the managing editor.

Print run: 6,000 copies  
Editorial submission deadlines: January 2017/July 2017

Ad submission deadlines: 1 February 2017/1 August 2017  
Release dates: March 2017/September 2017

## Ortho Tribune Editions



*Ortho Tribune*, a tabloid-format specialty publication, has a clinical approach and features case reports by practitioners and respected specialists from around the globe. In these articles, the products used to treat the case are shown and the reasons for selecting them are provided. Written in a highly readable style, explaining techniques with

ample space for images, this editorial approach translates into guidance regarding the product choices clinicians make in their daily practice. *Ortho Tribune* supplements are available in Asia Pacific, Bulgaria, China, Croatia, France, Greece, Italy, the Middle East, Poland, the UK and the US.

Ortho Tribune	Issues per year	Distribution**
Asia Pacific	1	30,000
Bulgaria	1	5,000
China	2	20,000
Croatia	1	4,000
France	1	20,000
Greece	2	11,000
Italy	2	15,000
Middle East	6	20,000
Poland	2	10,000
UK	2	16,000
USA*	2	11,000

\*The *Ortho Tribune* US edition is published as a standalone newspaper. \*\*Includes print and e-paper distribution.

# E-newsletters & E-blasts

## Targeted e-marketing campaigns

Targeted e-marketing campaigns are the most successful products in the DTI portfolio. With customized e-mail campaigns, our business partners can effectively engage and retain customers and prospects. We guarantee a high deliverability rate for our e-blasts and e-newsletters, and boast open and click-through rates that exceed the industry standard.

Our **e-newsletters** come out weekly or monthly, depending on the country, and offer article teasers along with a sponsorship option. Because our subscribers have opted in and because they trust and look for the *Dental Tribune* brands, our e-marketing has a wide and successful reach.

Additionally, DTI offers **live reporting e-newsletters** before, during and after an event that both inform visitors and support organizers, their founding partners and participating industry members.

## Sponsorship options

### E-newsletters

- regional starting at 1,950 Euros
- global starting at 3,450 Euros

### E-blasts

- regional starting at 4,450 Euros
- global starting at 6,950 Euros



→ e-newsletter

→ sponsor logo

→ rectangle banner (280 x 250 pixel)

→ complementary article

→ link to latest e-paper edition

→ social media links

→ product teaser

In 2017, the DTI editorial team is scheduled to attend all major international events related to orthodontics, from where they will provide instant and comprehensive live online coverage. Selected events in 2017 include:

Feb 18	EAS Aligner Lab, Vienna/Austria
Apr 21–25	Annual Session of the American Association of Orthodontists (AAO), San Diego/USA
Jun 6–10	European Orthodontic Society (EOS), Montreux/Switzerland
Jun 15–17	AIO & SIDO Symposium, Cagliari/Italy
Sep 13–15	Annual Session of the Canadian Association of Orthodontists (CAO), Toronto/Canada
Sep 14–16	British Orthodontic Society Conference (BOC), Manchester/UK
Oct 11–14	Annual Meeting of the German Associations of Orthodontics (DGKFO), Bonn/Germany
Oct 11–15	Annual Meeting of the Pacific Coast Orthodontic Society (PCSO), Reno/USA
Oct 18–20	Japanese Orthodontic Society (JOS), Sapporo/Japan
Nov 9–12	Northeastern Society of Orthodontists (NESO), Boston/USA
Nov 10–13	Journées de l'Orthodontie, Paris/France
tba	German Association for Aligner Orthodontics Meeting (DGAO)

# Ortho Tribune Study Club

www.otstudyclub.com

## Webinar specifications



The Ortho Tribune Study Club (OTSC) is an education-based online community that provides a quintessential opportunity for orthodontists to meet with other orthodontists and their team members and learn in a friendly, non-intimidating environment. Additionally, online learning allows orthodontic professionals anywhere to benefit from continuing education courses without incurring the usual travel costs and time away from the practice.

OTSC offers specialists an entire online community, including live, interactive and archived webinars, a focused discussion forum, product reviews with recordings of opinion leaders' first impressions, a growing database of case studies and articles, and networking possibilities that go beyond country borders to create a global ortho village.

- 45- to 60-minute online lecture in a virtual classroom, followed by a 30-minute Q-and-A session
- live broadcast accessible from any computer worldwide (no additional software is required; works on most computers)
- professional recording, editing and archival of the lecture in the DTSC online archive
- technical support, comprehensive briefing, and, if requested, assistance in finding a speaker and/or lecture topic
- up to 1,500 participants
- PACE and ADA CERP-recognized credit administration
- promotion of the webinar on the international DTSC platform and via the DTI social media channels
- you receive the participant list with contact details for immediate follow-up
- the virtual classroom features the company logo hyperlinked to the corporate website and a download area for brochures, catalogues, etc.
- technical requirements: a stable broadband connection, a computer, a camera and a headset



## Sponsorship options

→ regional	5,500 Euros
→ global	7,500 Euros

# Communication Services

DTI's Communication Services department develops state-of-the-art public relations content for dental companies and manufacturers with the goal of engaging consumers, partners and other stakeholders in dialogue quickly and efficiently. We help companies and institutions to

build, maintain and strengthen valuable relationships with their target groups. We apply proven PR strategies and creative solutions geared entirely at driving your business forward while increasing your company's visibility, reputation and profitability. At DTI, our PR approach

is based on our combined expertise and in-depth knowledge of the ortho industry. Whether you would like a multichannel strategy or a two-page press release, we will work with you to develop a communication plan that has a positive impact on your brand and business.

## Our services

### → Editorial service

Press releases are among the most widely used means of engaging with the dental media. Working closely with the client, we create and distribute editorial content, such as press releases and interviews, as well as event previews and reviews. You can choose from any print or online publication in addition to our social media channels. Increase customer trust, promote your product and company, and gain more value from your participation in trade shows and congresses.

### → Digital and social media

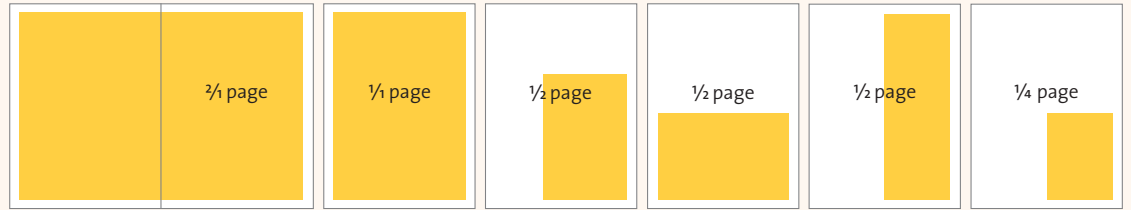
Effective online communication is growing increasingly complex. The best platform and channels to reach your target group need to be carefully identified. Many dental companies already use Facebook, YouTube

or Twitter to interact with their customers—but what channel suits your needs? We create, monitor and optimize your company blog and social media accounts on these platforms. Our services include social media consulting and the design of complex websites and apps.

### → Event organization and communication

Look at your business calendar. Trade shows, congresses and symposia have become the most common marketing tool in the dental industry. Events are the perfect opportunity to build relationships with customers and journalists alike. We organize and present your press conference, open day or podium discussion, from idea to implementation, including pre-event and follow-up communication.

# Print Advertising Formats & Rates



## ortho

→ Dimensions:	420 × 297 mm	210 × 297 mm	148 × 210 mm	210 × 148 mm	105 × 297 mm	105 × 148 mm
→ Advertising Rates*:	5,250 Euros	3,250 Euros	2,450 Euros	2,450 Euros	2,450 Euros	1,950 Euros

## Ortho Tribune

→ Dimensions**:	560 × 400 mm	280 × 400 mm	210 × 297 mm	249 × 184 mm	122 × 368 mm	122 × 184 mm
→ Advertising Rates*:	4,950 Euros	2,950 Euros	2,450 Euros	2,450 Euros	2,450 Euros	1,750 Euros

\*VAT not included. Annual packages are available on request.

\*\*The Ortho Tribune newspaper and advertising formats vary from country to country. You will be advised of the exact specifications in the order confirmation of your booking.

# DT Communication Services Rates

## Public relations products

<b>One page</b> equals 400 words or up to 3,000 characters; photos to be provided by clients	<b>650 Euros</b>
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<b>Two pages</b> equals 800 words or up to 6,000 characters; photos to be provided by client	<b>950 Euros</b>
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<b>Newsletter</b> one newsletter with up to four articles (of 300 words or up to 2,000 characters each; photos to be provided by client)	<b>1,950 Euros</b>
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## Digital and social media services

<b>Company blog communications</b> – one blog post (of 400 words or up to 3,000 characters; photos to be provided by client) – full-year packages available	<b>From 850 Euros per blog post</b> – sharing via DTI social media channels guaranteed – price and details for full-year package upon request
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<b>Setting up of social media channel</b>	<b>From 490 Euros</b>
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## Public relations events

<b>Corporate event newsletter</b>	<b>2,950 Euros</b>
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<b>Event organization</b>	<b>3,950 Euros</b> (plus costs for venue and related costs)
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