

Dental Tribune International

Content for orthodontists

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.

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 arch-wire materials, extraction and impaction concerns, orthognathic surgery, TMJ disorders and removable appliances. The purpose of the

magazine is to serve as an educational tool as well as to present innovative treatment mechanisms as they are developed.

In 2018, *ortho* will be published with two editions and will be distributed at 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 2018/July 2018

Ad submission deadlines: 1 February 2018/1 August 2018

Release dates: March 2018/September 2018

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, Greece, Italy, the Middle East, Poland and the US.

Ortho Tribune	Issues per year	Distribution**
Asia Pacific	1	30,000
Bulgaria	1	5,000
China	2	20,000
Greece	2	11,000
Italy	2	10,000
Middle East	6	20,000
Poland	2	10,000
USA*	4	50,000

*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 3,450 Euros
- global starting at 5,450 Euros



→ e-newsletter

→ rectangle banner (280 x 250 pixel)

→ complementary article

→ link to latest e-paper edition

→ social media links

→ product teasers

Ortho calendar

2017

- Sep 14–16** Annual Session of the Canadian Association of Orthodontists (CAO), Toronto/Canada
- Sep 14–16** British Orthodontic Society Conference (BOC), Manchester/UK
- Sep 14–16** European Carriere Symposium, Barcelona/Spain
- Oct 6–7** Spanish Association for Aligner Orthodontics Congress (SEDA), Madrid/Spain
- Oct 11–14** Annual Meeting of the German Associations of Orthodontics (DGKFO), Bonn/Germany
- Oct 12–15** Annual Meeting of the Pacific Coast Orthodontic Society (PCSO), Reno/USA
- Oct 18–20** Japanese Orthodontic Society (JOS), Sapporo/Japan
- Oct 19–21** SIDO International Congress, Rome/Italy

- Nov 9–12** Northeastern Society of Orthodontists (NESO), Boston/USA
- Nov 10–13** Journées de l'orthodontie, Paris/France
- Nov 17–18** Congress of the German Association of Oral Surgeons (BDO), Berlin/Germany

2018

- Feb 16–19** EAS Aligner Lab, Venice/Italy
- Mar 9–12** Australian Orthodontic Congress (ASO), Sydney/Australia
- May 4–8** American Association of Orthodontists (AAO), Washington D.C./USA
- Jun 17–21** European Orthodontic Society (EOS), Edinburgh/Scotland
- Nov 23–24** German Association for Aligner Orthodontics Meeting (DGAO), Cologne/Germany

DT Communication Services

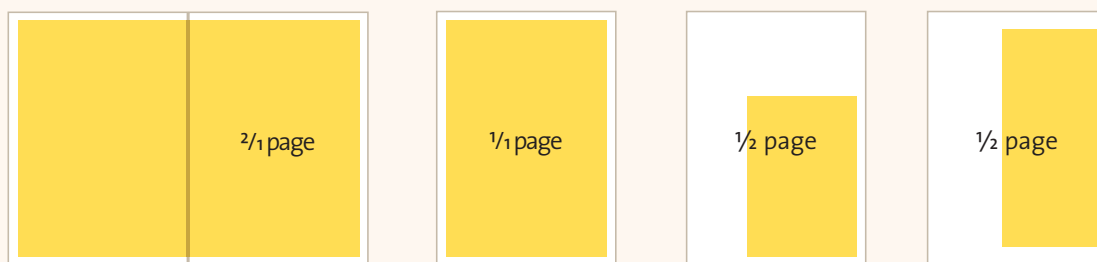
DTI's Communication Services department develops state-of-the-art public relations content for dental companies and manufacturers with the goal of engaging consumers, partners and other stakeholders in dialogue quickly and efficiently. We help companies and institutions to build, maintain and strengthen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

Communication Services Rates

One page equals 400 words or up to 3,000 characters; photos to be provided by client	650 Euros
Two pages equals 800 words or up to 6,000 characters; photos to be provided by client	950 Euros
Newsletter one newsletter with up to four articles (of 300 words or up to 2,000 characters each; photos to be provided by client)	1,950 Euros
Company blog communications – one blog post (of 400 words or up to 3,000 characters; photos to be provided by client) – full-year packages available	From 850 Euros per blog post – sharing via DTI social media channels guaranteed – price and details for full-year package upon request
Setting up of social media channel	From 490 Euros
Corporate event newsletter	2,950 Euros
Press event organization	3,950 Euros (plus costs for venue and related costs)

Print Advertising Rates & Formats (w×h)



ortho

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

Ortho Tribune

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

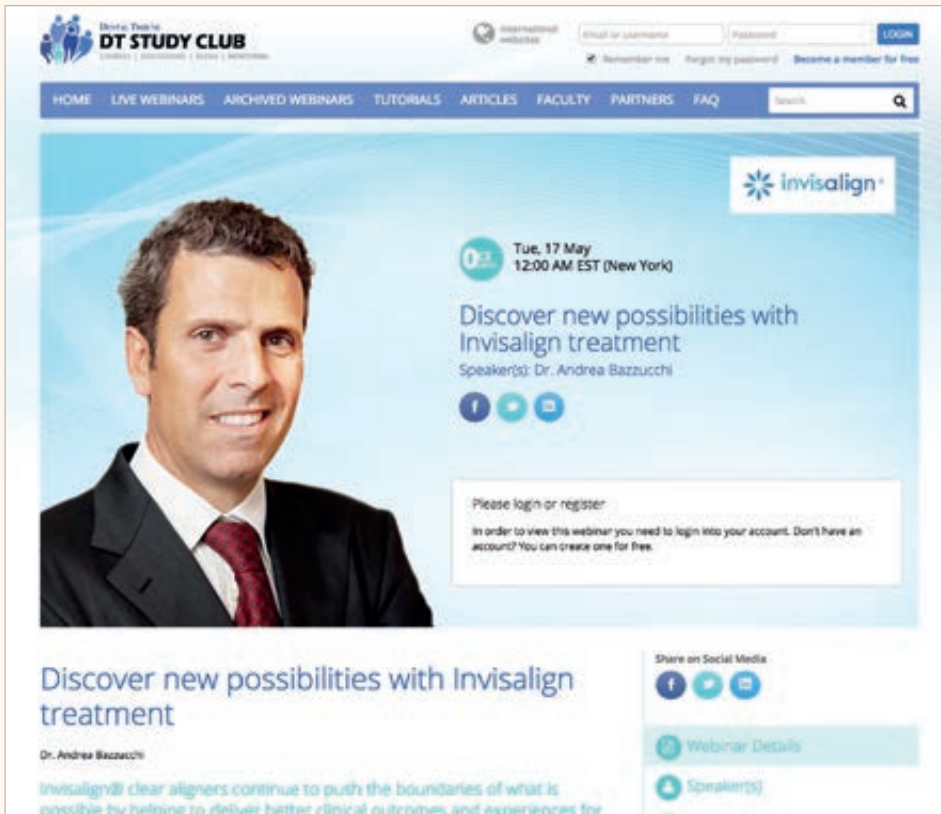
Educational Media

Dental Tribune Study Club

The DT Study Club is an education-based online community that inspires new possibilities while creating higher expectations in

online learning. Study clubs provide a quintessential opportunity for dentists to meet with other dentists and their team members

and learn in a friendly, non-intimidating environment. With www.dtstudyclub.com, DTI has taken this concept to the next level.



Bringing study clubs online facilitates interaction across the globe. Additionally, online learning allows dental professionals anywhere to benefit from continuing education courses without incurring the usual travel costs and time away from the practice. DT Study Club offers dentists 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 dental village.

With more than 220,000 members worldwide DT Study Club has access to the largest online dental community. Localized sites are available in Asia Pacific, Brazil, Bulgaria, Canada, China, the Czech Republic and Slovakia,** France, Germany, Greece, Hungary, India, Iran**, Israel,** Italy, Latin America, the Netherlands, Pakistan, Poland, Romania, Russia, Turkey, the UK and the US. Member numbers are constantly growing and the latest figures are available on request.

Rates depend on the country, region and number of local language versions, and are available on request. *Interpreting of live and archived webinars is available on request. **Currently under development.

Ortho Show – www.ortho-show.com



On 18 & 19 May 2018, DTI is holding the Ortho Show, an online education event for orthodontists. The unique education concept will generate qualified leads for participating sponsors within a dedicated community of dental professionals. The show will be presented on a dedicated platform – www.ortho-show.com – and cover two full consecutive days with ten 60-minute lectures per day.

Each lecture will be recorded, edited and archived in the online archive of the show website. Speakers can present their lectures from anywhere in the world or travel to Berlin in Germany for production in the newly estab-

lished Tribune Studios with the option of streamed panel discussions and more.

The Ortho Show will be promoted globally via the DTI news and social media channels, as well as via the DT Study Club with its education-based online community of more than 220,000 members worldwide.

The Ortho Show package is available at 8,000 Euros per lecture.*

*Maximum of two lectures per show per client. Discounts are not available.