CAD/CAM — international magazine of dental laboratories

Aimed at laboratory owners, dental technicians and digitally oriented clinicians, *CAD/CAM* focuses on modern dental production and laboratory workflows. The magazine covers market developments, laboratory workflows, business strategies, product integration and practical approaches to improving laboratory efficiency and patient services.



10K	**40K**	**AEEDC, IDS, EXPODENTAL MEETING, FDI, ADF, GNYDM**
PRINTED COPIES PER ISSUE	DIGITAL DISTRIBUTION	EVENT DISTRIBUTION

CAD/CAM—international edition

Issue	Editorial Deadline	Ad Deadline	Release
1/2027	April 5, 2027	May 3, 2027	May 2027

CAD/CAM—regional edition

Region	Issues	Language	Print Distribution	Digital Distribution
Italy	3	Italian	1,000	23,000



CAD/CAM—specialty newsletter

Region	Distribution	Language	Release
International	40,000	English	November 2027

Description

- non-exclusive: more than one sponsor possible*
- e-newsletter article and photo(s) also at www.dental-tribune.com
- rectangle banner (621 × 555 pixels) with link to corporate website
- product teaser with a link to the product entry at www.dental-tribune.com

* exclusive sponsoring available upon request

CAD/CAM —DTI Online Specialty Symposia

Date	Package overview	Price
May 21, 2027	210×297 mm + 3 mm; article; 1-hour lecture	€6,950

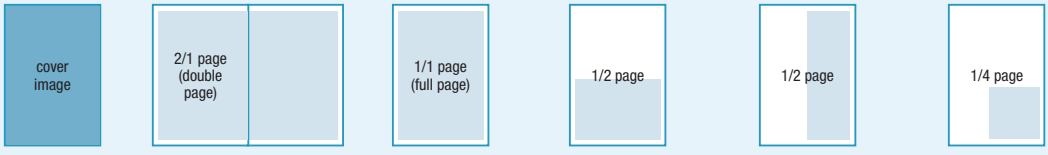
Key benefits

- **Targeted audience:** Reach a focused group of dental professionals through the specialty-based approach.
- **Large online community:** Access over 500,000 members on the DT Study Club platform.
- **Premium print visibility:** Gain exposure through DTI's high-quality CE magazines, with a print run of 10,000 copies per issue, distributed at major dental events throughout the year.
- **Comprehensive promotion:** Benefit from exposure through DTI's extensive print and online media channels.
- **CE credits:** Participants can earn CE credits as the DT Study Club is an ADA CERP-recognized provider.

Rates and Formats—Publishing Media — CE magazines

CE MAGAZINES	ISSUES	DISTRIBUTION PRINT	DISTRIBUTION DIGITAL	LANGUAGE	COVER PACKAGE	2/1 PAGE	1/1 PAGE	1/2 PAGE	1/4 PAGE	E-NEWSLETTER
INTERNATIONAL										
3D printing	2	10,000	42,000	English	6,750	5,450	3,650	3,150	2,350	3,950
aligners	1	10,000	36,000	English	6,750	5,450	3,650	3,150	2,350	3,450
CAD/CAM	1	10,000	40,000	English	6,750	5,450	3,650	3,150	2,350	3,950
ceramic implants	2	10,000	65,000	English	upon request	5,450	3,650	3,150	2,350	—
cosmetic dentistry & facial aesthetics	1	10,000	35,000	English	6,750	5,450	3,650	3,150	2,350	3,450
digital	2	10,000	65,000	English	6,750	5,450	3,650	3,150	2,350	3,950
implants	4	10,000	54,000	English	upon request	5,450	3,650	3,150	2,350	3,950
roots	1	10,000	31,000	English	6,750	5,450	3,650	3,150	2,350	3,450
REGIONAL										
Italy										
aligners	1	1,000	23,000	Italian	6,750	3,950	2,950	1,950	1,450	—
CAD/CAM	3	1,000	23,000	Italian	6,750	3,950	2,950	1,950	1,450	—
facial aesthetics	1	1,000	23,000	Italian	6,750	3,950	2,950	1,950	1,450	—
implants	2	1,000	23,000	Italian	6,750	3,950	2,950	1,950	1,450	—
prevention	2	1,000	23,000	Italian	6,750	3,950	2,950	1,950	1,450	—
U.S.										
implants	2	—	42,000	English	6,750	4,750	2,650	1,950	1,450	—
ortho	2	—	8,000	English	6,750	4,750	2,650	1,950	1,450	—
roots	2	—	42,000	English	6,750	4,750	2,650	1,950	1,450	—

Prices in euros. VAT not included.



→ **Dimension (w × h):**	210 × 297 mm	420 × 297 mm	210 × 297 mm	210 × 148 mm	105 × 297 mm	105 × 148 mm

3 mm bleed required for all formats. | Special advertising formats are available on request. ***Cover Package*** *includes cover image, 1 full-page advertisement, release of 2 editorials, such as company portrait, user story, clinical article, case report, interview.*

INFO *Click here to see a full list of editions, rates and format. The latest version of the media kit can be found at www.dental-tribune.com/advertise-with-us/*

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Dental Tribune International

mediasales@dental-tribune.com
+49 341 48474 100

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Information provided according to Sec. 5, German Telemedia Act (TMG):
Dental Tribune International GmbH
Holbeinstraße 29
04229 Leipzig

Represented by:
Chief Executive Officer: Torsten Oemus

Contact:
Telephone: +49 341 48474 302
Email: info@dental-tribune.com

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Chief Content Officer: Claudia Duschek
Email: newsroom@dental-tribune.com

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