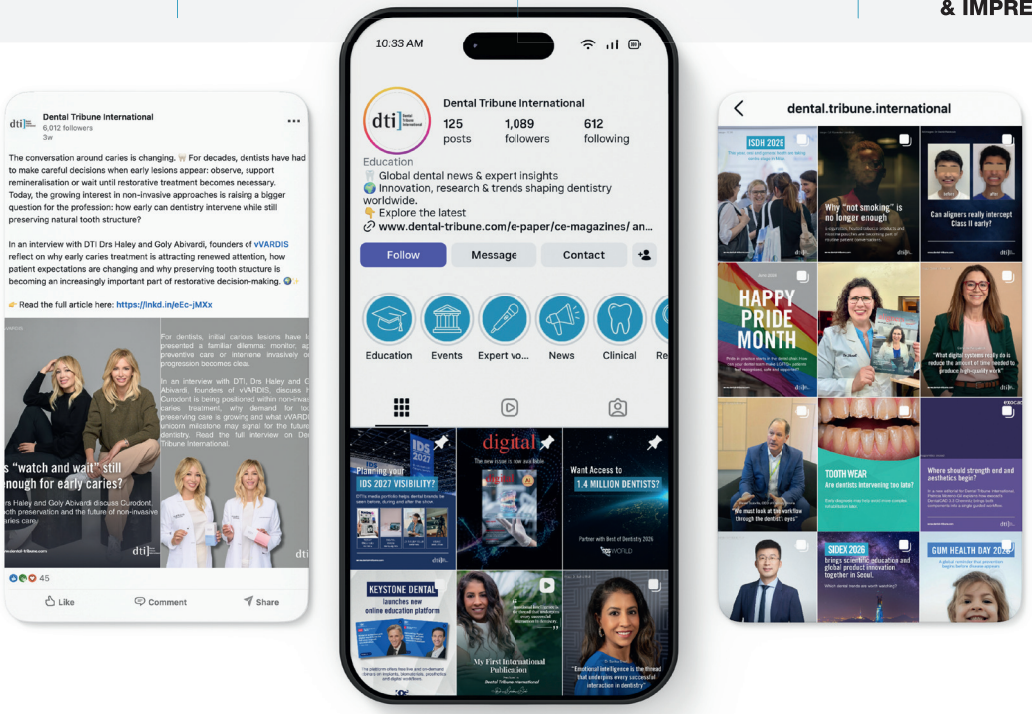
SOCIAL MEDIA — engaging the global dental community

33K+	25–35 %	50K+	120K+
FOLLOWERS	MONTHLY GROWTH	MONTHLY REACH	MONTHLY VIEWS & IMPRESSIONS



Social media has become an integral part of how the global dental community discovers information, exchanges ideas and engages with colleagues, experts and industry. At DTI, we see social media as a dynamic extension of our established print and online media portfolio and continuing education activities. It allows us to communicate in a more immediate and interactive environment, raise awareness of relevant news, learning opportunities and events, encourage dialogue and strengthen our connection with dental professionals worldwide.

Across Facebook, Instagram, LinkedIn, Threads and X, we share dental news, clinical insights, expert interviews, educational content, event coverage and webinars. This combination of editorial expertise, education and social engagement gives our partners a direct way to increase the visibility of their brands, products, events and educational activities among a highly relevant professional audience.

Social media opportunities

- Sponsored and branded social media campaigns
- Product, brand and innovation features
- Event, congress and partner promotion, including event coverage
- Webinar and continuing education promotion
- Speaker and KOL collaborations, including co-posts
- Feed, story and other platform-specific placements

Campaigns can be adapted to support objectives including brand awareness, audience engagement, event visibility, website traffic and registrations, with content tailored to the platform, audience and purpose and linked to relevant websites, landing pages or registration pages.

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Dental Tribune International

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

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Legal information

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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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