Dental Tribune International

DTI@IDS

March 16–20, 2027



TODAY @ IDS 2027
SHOW DAILIES

dti Dental Tribune International

Today Show Dailies — The longest running trade show newspaper

For over 20 years, *today* show dailies have been providing comprehensive coverage of every major dental event worldwide. During IDS 2027 in Cologne, Dental Tribune International and OEMUS MEDIA, the leading publishing groups in dentistry worldwide, will again produce a series of today show daily newspapers, including live coverage in both German and English. The longest running show daily at IDS, today has become the ultimate product reference guide for visitors to and exhibitors at the world's largest dental exhibition.

Our experience gained through the worldwide production and distribution of trade show and congress newspapers ensures that all IDS visitors can be thoroughly informed about your offers even before entering the exhibition halls. In addition, e-paper versions of our daily issues will be sent to our global databases of over 200,000 recipients each morning of the exhibition.

In order to accomplish the monumental task of providing daily news coverage from the world's largest dental exhibition, an on-site editorial team will work closely with the organizers and dental societies to ensure that each daily issue of *today* includes not only information about upcoming press conferences, lectures, presentations and contests during IDS, but also a comprehensive recap of the previous day's events, including interviews, industry reports, analysis and photographs. The experienced editorial team will also ensure up-to-the-minute news feeds at www.dental-tribune.com and www.zwp-online.info.

One day before the official opening of the exhibition, DTI will release an issue of *today* that focuses on dental trade. This issue provides members of the industry and dental professionals with a sneak preview of the days to come and allows them to already begin planning their visit.

Free copies of today will be available daily

- from hostesses at IDS exhibition hall entrances
- at public transport points
- at Cologne/Bonn airport
- in over 150 hotels in and around Cologne
- at Cologne harbours
- in the exhibition halls, displayed and distributed at numerous exhibitor booths
- at IDS trade newspaper and magazine stands
- through daily dispatch via e-paper to over 200,000 recipients (without inserts and supplements)

Today show preview

In the weeks leading up to IDS, two editions of the *today* show preview, one in German and one in English, will be released to announce product launches, news and company profiles. *Today* show previews allow you to directly target leaders in science, research and practice, as well as importers, dealers and distributors in over 112 countries. The corresponding database is updated regularly and extended through new business contacts made at the more than 100 shows and congresses that DTI attends and organizes every year. The international preview edition is released digitally to over 140,000 contacts worldwide, and the German edition to 55,000 subscribers in the DACH region.

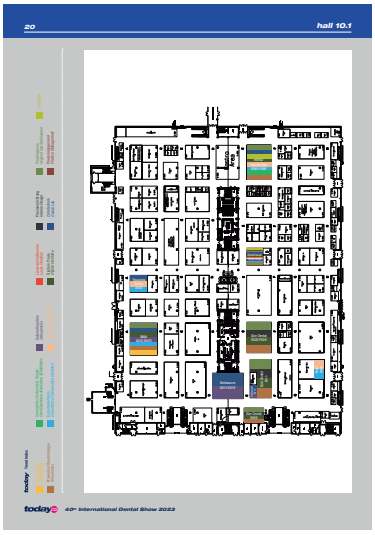
Today show review

Making use of the momentum of IDS, *today* show review editions offer the perfect opportunity to effectively follow up with newly established contacts, potential partners and those you might have missed during the world's largest show in dentistry. Two editions, one in German and one in English, will be produced. Our *today* editorial team will recap, analyze and review all the main innovations, events and scientific topics in these special editions. The international *today* show review will be distributed digitally to our database of over 140,000 contacts worldwide, and the German edition to 55,000 subscribers in the DACH region.

Today Floor Plan and Trend Index — The essential navigational guide at IDS

A navigational guide is essential in allowing visitors to find the products and companies they have come to see at the world's largest dental exhibition. Since IDS 2003, the sophisticated *today* floor plan has proved to be a reliable orientation guide and an indispensable navigational tool for IDS. The plan makes use of a trend index, which uses a color code to visually distinguish between different product categories, enabling visitors to easily find all providers in their desired category. The following categories are available:

- implantology
- periodontics
- organisers, associations and trade
- endodontics and conservative dentistry
- orthodontics
- cosmetic dentistry
- laser dentistry
- CAD/CAM
- digital dentistry
- interior design
- dental lab
- hygiene and sterilization
- practice management



Today @ IDS 2027 — International Dental Show, Cologne, Germany, March 16–20, 2027



Today show dailies

→ Number of issues: 6 (daily)
→ Language: German/English
→ Print distribution: 10,000 per day
→ Digital distribution:
over 200,000 contacts worldwide

→ Release dates:

Issue	1	Monday	March 15, 2027
Issue	2	Tuesday	March 16, 2027
Issue	3	Wednesday	March 17, 2027
Issue	4	Thursday	March 18, 2027
Issue	5	Friday	March 19, 2027
Issue	6	Saturday	March 20, 2027



Today floor plan

→ Number of issues: 1
→ Language: German/English
→ printed once, inserted in all daily issues
→ Print distribution: 60,000 total
→ Digital distribution:
over 200,000 contacts worldwide



Today show previews

→ Number of issues: 2

International *today* show preview

→ Language: English
→ Digital distribution:
over 140,000 contacts worldwide

German *today* show preview

→ Language: German
→ Digital distribution: 55,000



Today show reviews

→ Number of issues: 2

International *today* show review

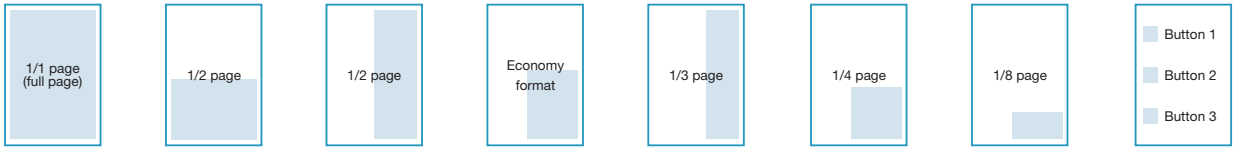
→ Language: English
→ Digital distribution:
over 140,000 contacts worldwide

German *today* show review

→ Language: German
→ Digital distribution: 55,000

TODAY SHOW DAILIES — Rates and formats





→ **Bleed:**	280 × 400 mm	280 × 200 mm	162 × 400 mm	162 × 227 mm	112 × 400 mm	162 × 166 mm		
→ **Trim:**	249 × 368 mm	249 × 170 mm	147 × 338 mm	147 × 208 mm	97 × 338 mm	147 × 147 mm	97 × 147 mm	46 × 46 mm

3 mm bleed required for all formats.

	SHOW PREVIEW INTERNATIONAL	SHOW PREVIEW GERMAN	TODAY SHOW DAILIES 1st	2nd	3rd	4th	5th	6th	TODAY SHOW DAILIES FLOOR PLAN	SHOW REVIEW INTERNATIONAL	SHOW REVIEW GERMAN
Language	English	German	German/English						German/English	English	German
Print distribution	---	20,000*	10,000 per issue						60,000	---	20,000*
Digital distribution	140,000+	55,000	200,000+						200,000+	140,000+	55,000
Editorial deadline	Jan. 15, 2027	Feb. 2, 2027	Jan. 27, 2027						---	March 31, 2027	April 27, 2027
Ad deadline	Jan. 21, 2027	Feb. 9, 2027	Feb. 8, 2027						Feb. 8, 2027	April 7, 2027	May 4, 2027
Release date	February 2027	March 2027	March 15	March 16	March 17	March 18	March 19	March 20	March 16–20, 2027	April 2027	May 2027
1/1 page	3,950	3,950	3,950 per issue						19,450	3,950	3,950
1/2 page	3,450	3,450	3,450 per issue						17,450	3,450	3,450
Economy format	3,250	3,250	3,250 per issue						16,250	3,250	3,250
1/3 page	2,950	2,950	2,950 per issue						15,450	2,950	2,950
1/4 page	2,450	2,450	2,450 per issue						13,450	2,450	2,450
1/8 page	1,950	1,950	1,950 per issue						11,450	1,950	1,950
PR texts	Placement of complimentary PR text included as per booked advertisement and if delivered within editorial deadline.										
Ad specials	Inserts, buttons, sleeve, postcards and other formats available on request.										
Trend index	399 for first booking; 199 for each additional index booking										

*Prices in euros. VAT not included. * Included within Dental Tribune edition.*

MEDIA SALES CONTACT

Contact us for more information, offers and individually designed packages.

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