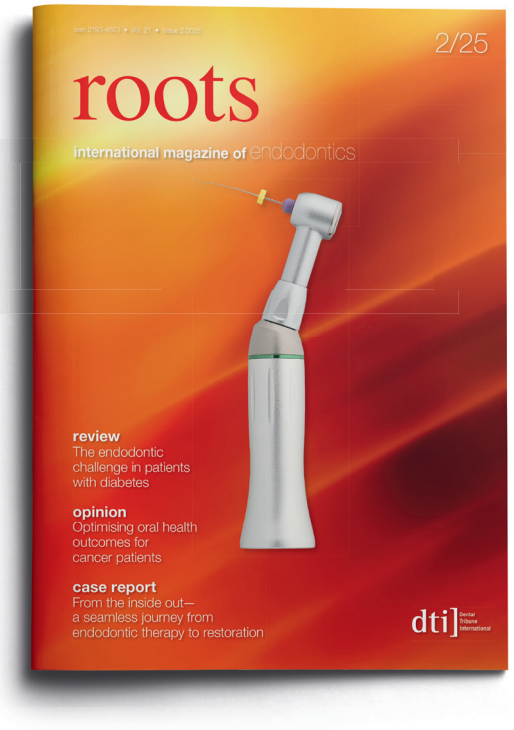
# **roots** — international magazine of endodontics

Dedicated to endodontics, *roots* provides a targeted environment for companies seeking to reach clinicians focused on endodontic treatment and technology. The magazine covers research, case studies, product news and treatment concepts, helping advertisers reach a specialised audience focused on endodontic care.




| 10K | 31K | AEEDC, IDS, EXPODENTAL MEETING, FDI, ADF, GNYDM |
|---|---|---|
| PRINTED COPIES PER ISSUE | DIGITAL DISTRIBUTION | EVENT DISTRIBUTION |

## *roots—international edition*

| Issue | Editorial Deadline | Ad Deadline | Release |
|---|---|---|---|
| 1/2027 | Oct. 20, 2027 | Nov. 16, 2027 | December 2027 |

## *roots—regional edition*

| Region | Issues | Language | Print Distribution | Digital Distribution |
|---|---|---|---|---|
| U.S. | 2 | English | – | 42,000 |




## *roots—specialty newsletter*

| Region | Distribution | Language | Release |
|---|---|---|---|
| International | 31,000 | English | May 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

## *roots—DTI Online Specialty Symposia*

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

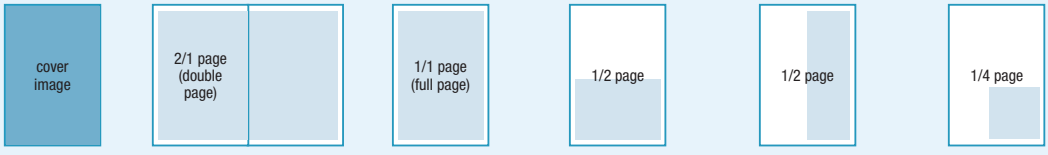
**Key benefits**

- **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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Registration number: B 19276

**VAT:**
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**Business identification number:**
232/107/02156

**Responsible for contents according to Sec. 55, para. 2, German Federal Broadcasting Agreement (RstV):**
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