

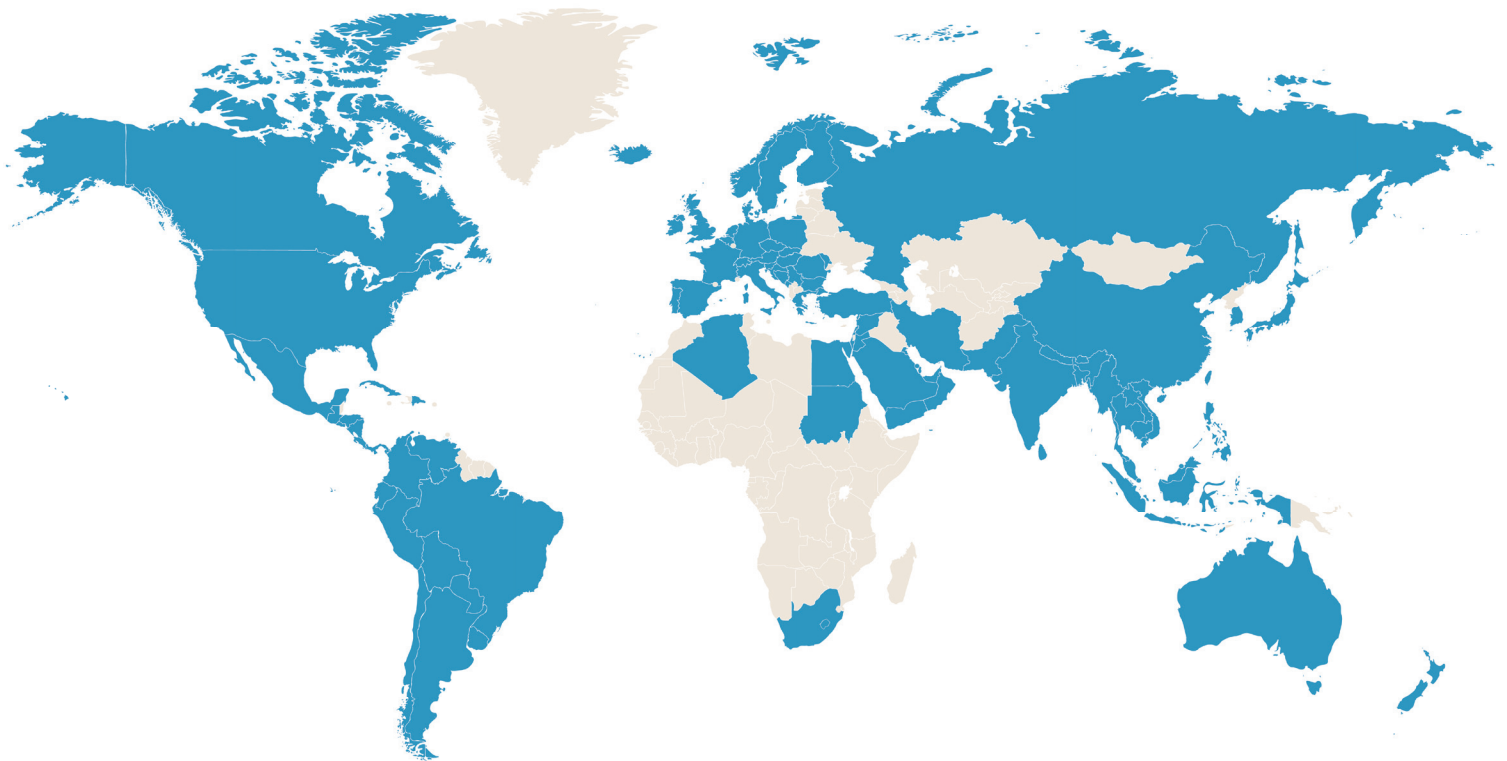
Dental Tribune International

Global Print & Digital Coverage



REACH THE LARGEST DENTAL COMMUNITY

dti | Dental
Tribune
International



www.dental-tribune.com

Developing a solid marketing budget and spending it through the best possible channels is an important part of creating a plan of action that is realistic and will help improve revenue.

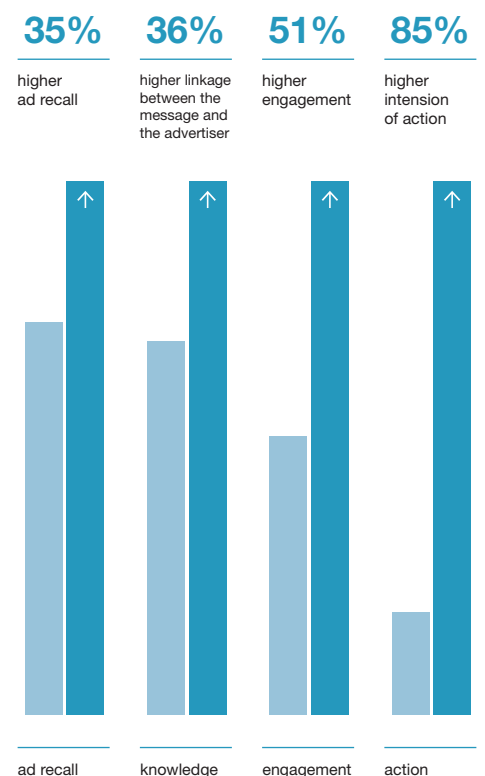
DTI's unique publishing platform combines print, digital and educational media, offering a multitude of marketing channels to reach the largest dental community worldwide. Google ranks the Dental Tribune website, www.dental-tribune.com, among the most comprehensive, up-to-date and influential websites in dentistry, given the hourly updated news feeds from DTI correspondents and publishers from around the world.

In order to benefit from this high Google ranking, as well as the ever-increasing

online audience, and to generate active sales leads, www.dental-tribune.com offers a number of products, the most pivotal being the search engine-optimized Partner Content Distribution Package. This multimedia hub contains all of the relevant company information and serves as a gateway for interactive advertising. All marketing channels offered by DTI are linked to the Partner Content Distribution Package and serve to generate quality sales leads globally and locally.

Collaborating with us will help you improve the visibility of your company and products. Accelerate the success of your advertising campaign by using the channels, branding and lead generation tools DTI has to offer.

Combined print and online advertising effectiveness



Source: www.inma.org

Print Print + Online

Europe		
Country/Region	Print Distribution	Digital Distribution
Austria	6,000	3,000
Belgium	2,000	2,000
Bosnia and Herzegovina	1,000	2,000
Bulgaria	1,500	2,000
Croatia	4,000	4,000
Czech Republic & Slovakia	3,000	11,000
France	20,000	10,000
Germany	20,000	24,000
Greece	11,000	6,000
Hungary	5,000	7,500
Israel	—	4,000
Italy	10,000	23,000
Total Europe	Print Distribution	119,800
	Digital Distribution	223,500

¹ Countries of distribution: Denmark, Finland, Iceland, Norway, Sweden.

Europe		
Country/Region	Print Distribution	Digital Distribution
Netherlands	9,300	7,000
Nordic ¹	—	4,000
Poland	—	13,000
Portugal	—	7,000
Romania & Moldova	1,000	11,000
Russia	15,000	6,000
Serbia & Montenegro	4,000	3,000
Slovenia	3,000	2,000
Spain	—	20,000
Switzerland	6,000	3,000
Turkey	—	25,000
UK & Ireland	—	24,000
Total Europe	Print Distribution	119,800
	Digital Distribution	223,500

Middle East & Africa		
Country/Region	Print Distribution	Digital Distribution
Algeria	—	1,500
Middle East ²	—	65,000
Total Middle East & Africa	—	66,500

² Countries of distribution include: Bahrain, Egypt, Iran, Jordan, Kuwait, Lebanon, Oman, Qatar, Saudi Arabia, Sudan, Syria, UAE, Yemen.

Americas		
Country/Region	Print Distribution	Digital Distribution
Brazil	—	15,000
Hispanic & Latin America ³	—	60,000
U.S.	—	42,000
Total Americas	—	117,000

³ Countries of distribution: Argentina, Bolivia, Chile, Colombia, Costa Rica, Cuba, Dominican Republic, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Puerto Rico, Uruguay, USA, Venezuela.

Asia & Oceania		
Country/Region	Print Distribution	Digital Distribution
ASEAN ⁴	2,000	37,000
Australia & New Zealand	—	5,000
China	5,000	25,000
India & South Asia ⁵	—	35,000
Japan	—	25,000
Korea	18,000	27,000
Pakistan	10,000	20,000
Vietnam	—	4,500
Total Asia & Oceania	35,000	178,500

Regional (English Newsletter Distribution)	
Region	Digital Distribution
Europe ⁶	52,000
International ⁷	65,000

⁴ Countries of distribution: Indonesia, Malaysia, Philippines, Singapore.

⁵ Countries of distribution: Bangladesh, Bhutan, India, Nepal, Myanmar, Sri Lanka.

⁶ Countries of distributions: Austria, Denmark, Finland, France, Germany, Greece, Iceland, Ireland, Italy, Netherlands, Norway, Poland, Spain, Sweden, Switzerland, UK.

⁷ Countries of distributions: Australia, Austria, Brazil, Canada, China, Denmark, Finland, Germany, Greece, Hong Kong, Iceland, India, Ireland, Israel, Italy, Japan, New Zealand Norway, Netherlands, Pakistan, Poland, Russia, UAE, UK, USA, Saudi Arabia, South Africa, Spain, Sweden, Switzerland.

Industry	
	Digital Distribution
Industry International	16,000

Total Worldwide	Print Distribution	154,800
	Digital Distribution	718,500
DT Study Club	Distribution	500,000

DTI Global Coverage
1.373,300

E-newsletters and e-blasts are published in the dominant business language of each country. The regional databases combine recipients from different country databases interested in information in English. Some duplicates may be possible.

Media Sales Contact

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



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Legal information

Information provided according to Sec. 5,

German Telemedia Act (TMG):

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Entry in the commercial registry:

Registering court: Leipzig district court
Registration number: B 19276

VAT:

VAT ID number according to Section 27a,
German Value-Added Tax Act (Umsatzsteuergesetz):
DE227724594

Business identification number:

232/107/02156

Responsible for contents according to Sec. 55, para. 2,

German Federal Broadcasting Agreement (RstV):

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The most current version of this rate card is available at
www.dental-tribune.com/advertise-with-us.