

ADF Paris — the ADF show daily newspaper

Nov. 24–28, 2026



today

actus produits

planète dentaire

today

IFRO : Appel à projets 2025

STERIFY GEL HUFRIDYGROUP - STAND 1P10

Venez rencontrer HuFriedyGroup pendant l'ADF

APPLICATION E-TEST IRISH - STAND 3P00

La gestion connectée de vos stérilisateurs avec un cahier de stérilisation dématérialisé, enrichie par e-test

IFRO : Appel à projets 2025

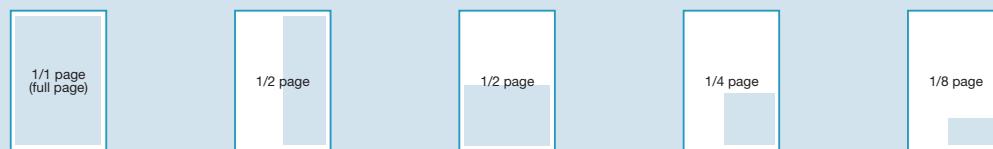
today

The *today* ADF Paris is the most widely distributed event newspaper at the annual congress of the French Dental Association (ADF). As one of the benchmark events for dentistry, the ADF congress gathers more than 350 dental companies and 28,000 attendees.

Free hard copies of *today* will be made available to ADF attendees every day allowing exhibitors to inform them about their latest product launches and new technologies. The daily newspapers will also provide exclusive interviews and insights into the event program. The included floor plan and exhibitors' list help attendees make the most of their time at the ADF congress.

In addition, DTI keeps the global dental community up to date about the latest news from the ADF congress via the Dental Tribune website and its dedicated *today* event e-newsletter, which includes live coverage, product news and a photo gallery among others. In order to provide advertisers in the print issue of *today* ADF Paris with maximum exposure, the e-paper version is also included in the e-newsletter.

today	
Distribution	18,000
Release Date	Nov. 24–28, 2026
Editorial Deadline	Oct. 12, 2026
Ad Deadline	Oct. 19, 2026
Language	French



→ **Dimensions (w×h):** 280 × 400 mm 162 × 400 mm 280 × 200 mm 162 × 166 mm 122 × 92 mm

→ **Prices:** €3,450 €2,950 €2,950 €2,450 €1,950

3 mm bleed required for all formats. Special advertising formats and discounts for regional packages are available on request. The *today* newspaper and advertising formats may vary owing to local print specifications. For more information on personalized campaigns, formats and more, please contact mediasales@dental-tribune.com.

Event e-newsletter



→ Rectangle banner

(621 x 555 pixels)

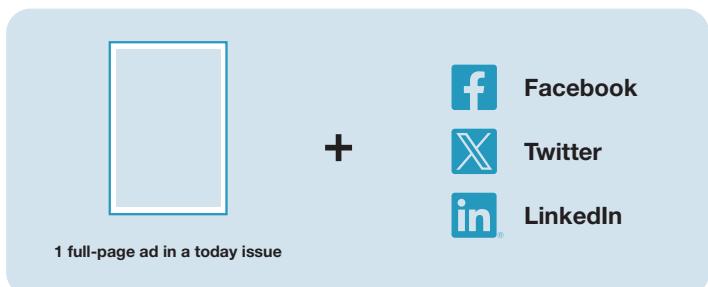
event e-newsletter	
Region	Europe or France
Distribution	52,000 or 10,000
Language	English or French
<ul style="list-style-type: none">non-exclusive: more than one sponsor possiblee-newsletter article and photo(s) also at www.dental-tribune.comrectangle banner (621 x 555 pixels) with link to corporate websiteproduct teaser with a link to the product entry at www.dental-tribune.com	
Price	€3,450

→ Article

→ Product teaser

Combined Social Media Event Campaign

Our social media event campaigns are the perfect extension to our well-known today show daily newspaper. They will allow companies to reach out to attendees of a specific dental congress or trade show through DTI-administered postings on one or more social media platforms, rendering their advertisement strategy most effective.



Please see today show daily overview for the full list of editions.

Dates subject to change. All prices apply to 4c advertisements. All prices in euros; VAT not included. Other formats, advertising forms and prices on request. The latest version of the media kit can be found at dental-tribune.com/advertise-with-us.

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