

# Targeted Digital Marketing — e-blasts and e-newsletters for dental professionals

Through its pan-regional, language-specific and more widely scoped international websites, DTI reaches more than 751,000 dental professionals in over 90 countries.

DTI's e-newsletters and e-blasts are the most popular e-marketing campaigns within the DTI portfolio. Through customized digital campaigns, our business partners can effectively engage customers, reach new markets, increase lead generation, drive revenue, and increase brand exposure.

All mailings are sent to opt-in databases that include dental professionals from various specialties, key opinion leaders, hygienists, practice managers, laboratory owners, technicians, dental nurses, dental surgeons, which provides our clients with the opportunity to reach most varied audiences possible. This results in a high deliverability rate as well as open and click-through rates. In addition, we offer assistance in content design and scheduling, as well as analytics to assess the effectiveness of your campaign.

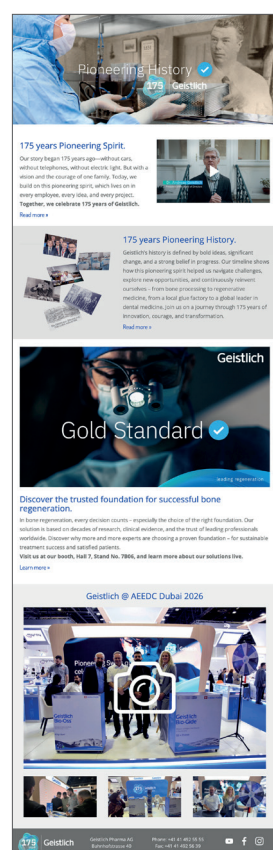
Exclusive **e-blasts** are an ideal marketing tool for targeting selected markets. They contain company-specific content only, with company branding and a customized layout.

We offer prime and exclusive sponsorships\* for our **e-newsletters** that are distributed to dental professionals who subscribed to receiving news and product updates from the trusted Dental Tribune brand. Our e-newsletters come out weekly or monthly, depending on the region.

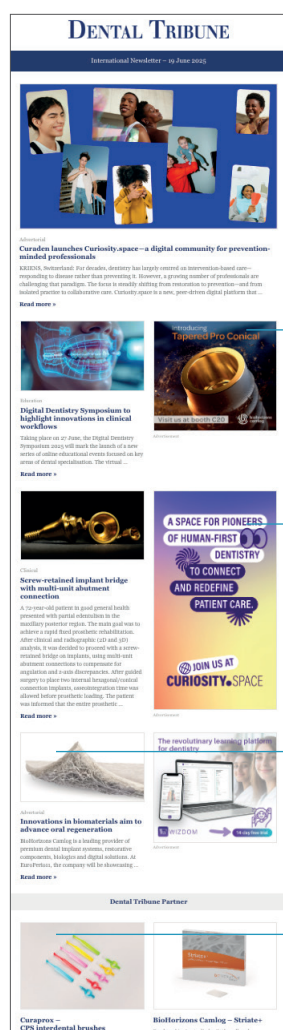
Sent out on a quarterly basis, our **specialty e-newsletters** focus on specific clinical topics. Specialty e-newsletter topics include 3D printing, aligners, digital dentistry, endodontics, implantology, orthodontics and prevention.

*\*Prime sponsorships include a maximum of two sponsors per e-newsletter. For exclusive sponsorships, please contact us for more information.*

## E-blast



## E-newsletter



### → Rectangle banner

621 × 555 pixels

### → Skyscraper vertical

621 × 1,110 pixels

### → Article

### → Product teaser



Rates vary based on the country/region. Please check the full list of rates here.

# Targeted Digital Marketing — event-specific e-newsletters

DTI offers e-newsletters before, during and after events that provide information to visitors and support organizers, their founding partners and participating industry members. Each year, the DTI editorial team attends over 80 shows around the globe, from where they will provide instant and comprehensive live coverage at [www.dental-tribune.com](http://www.dental-tribune.com). The corresponding e-newsletters will then be sent to relevant regional and international email databases.

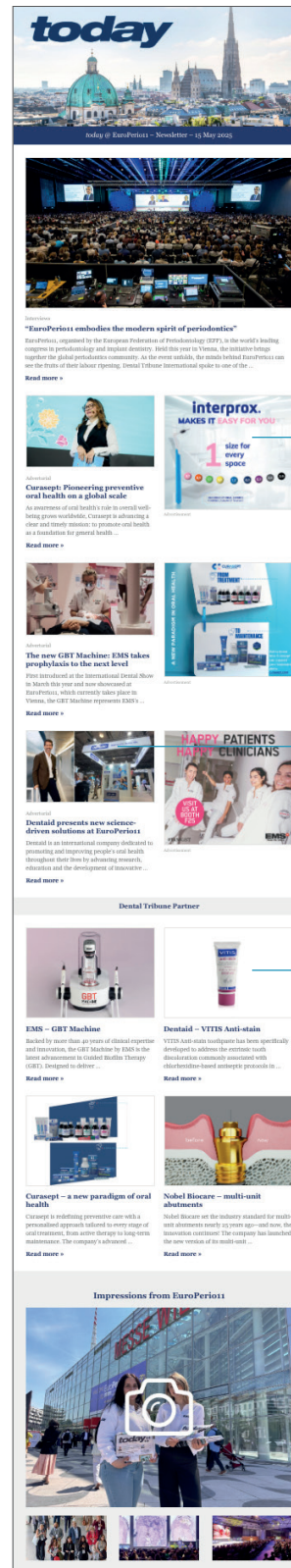
The sponsorship package for an event-specific e-newsletter is designed to be combined with our *today* show daily newspaper and is discountable.\* Allow us to connect you with the largest online network in dentistry. The DTI marketing packages will assist you in maximizing your marketing efforts and in achieving your goals at every leading dental event.

## Package details

- non-exclusive: more than one sponsor per e-newsletter possible
- article and photo(s) at [www.dental-tribune.com](http://www.dental-tribune.com)
- rectangle banner (621 × 555 pixels; JPEG or PNG) with a link to your corporate website
- product teaser with a link to the product entry at [www.dental-tribune.com](http://www.dental-tribune.com)

*\*Clients who have booked a print advertisement in the today show daily newspaper for an event are entitled to a discount of up to 50% for the additionally booked event e-newsletter (available once per event and client only).*

## Event e-newsletter



## → Rectangle banner

621 × 555 pixels

## → Article

## → Product teaser


# Targeted Digital Marketing — e-blasts and e-newsletters for the dental industry

E-blasts contain company-specific content only, with company branding and a customized layout. Our industry and dealer databases are highly targeted according to dental specialty. In addition, we offer assistance in content design and scheduling, as well as analytics to help assess the effectiveness of your campaign.

## E-blast

Open email in browser  
Click here to unsubscribe

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A Straumann Group Brand




Partners in excellence.  
United by smiles.

ClearCorrect® is committed to being your partner for clinical excellence. Drawing on the Straumann Group's 60-year legacy of research and innovation, we've created an exceptional end-to-end clear aligner experience that empowers clinicians to do their best work. Learn more about our new products and features below, and [become a partner](#) in clinical excellence today.

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**Premier aligner**




Engineered for precision, comfort and esthetics, ClearCorrect® aligners are the ultimate orthodontic tool for your practice. Born from decades of material science, research, and innovation, our aligners combine our proprietary ClearQuartz™ tri-layer material, high and flat trimline, and scientifically-proven clinical features to help you achieve your orthodontic goals.

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**Empowering Digital Workflow**




ClearCorrect's powerful digital ecosystem gives you control and flexibility over your treatments while maximizing productivity. With intuitive digital workflows, comprehensive treatment options, and advanced clinical planning tools in ClearPilot™, achieving optimal treatment plans has never been easier.

[LEARN MORE](#)

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**Partners in clinical excellence.**



Combining our clinical expertise with our commitment to education, global footprint, and dedication to top-tier support, ClearCorrect offers you a partnership in orthodontics that will help you unlock the potential of your practice, and ultimately, of people's lives.

[LEARN MORE](#)


The **Dental Business News** e-newsletter is published on a quarterly basis and contains essential business-related content for the dental industry. Sent to our growing database of 16,000 industry and dealer contacts worldwide, the newsletter is the No. 1 news source and indicator for market trends in dentistry.

## Dental Business News

**Dental Business NEWS**  
FROM BUSINESS TO BUSINESS

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International Business Newsletter – 14 June 2022



**"RAYSHAPE's advantages lie in reliability and ease of use"**


RAYSHAPE has found great success as a digital light processing (DLP) 3D-printing specialist in the Chinese market and is now pursuing offering its latest dental solutions internationally. In this interview ...

[Read more >](#)



**Shape 1+ Dental All-in-One 3D Printer for Digital Dentistry**

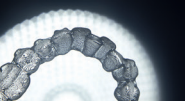
[Become a Reseller for a Top DLP 3D Printer](#)



**Ukraine war and supply difficulties slow dental sales**

Dental companies may have expected a widespread ebbing away of the SARS-CoV-2 pandemic to bring them out of the financial woods. However, the resulting supply chain crisis has choked the world's ports ...


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**Sales slowdown puts the brakes on Align Technology's record run**

Align Technology performed notably well in 2020, even as the pandemic took a bite out of income streams, and the company broke its own sales records in 2021, banking a staggering US\$4.4 billion ...


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**Henry Schein to acquire Condor Dental and expand its operations in Switzerland**

Henry Schein has signed a definitive agreement to acquire the privately held dental distribution company Condor Dental in a transaction that the healthcare distributor says will enhance its ability ...

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**Selling up for millions: Equity arbitrage increasing wealth of US dentists, but not for long**

Dental market consolidation in the US is triggering high demand for clinics and some owners are taking advantage of equity arbitrage in order to make sales even more lucrative ...

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→ Rectangle banner

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→ Article



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