TARGETED DIGITAL MARKETING — e-blasts and e-newsletters for dental professionals

15–25 %	7–15 %	1–3 %
AVG. OPEN RATE	AVG. CLICK-TO-OPEN RATE	AVG. CLICK RATE

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

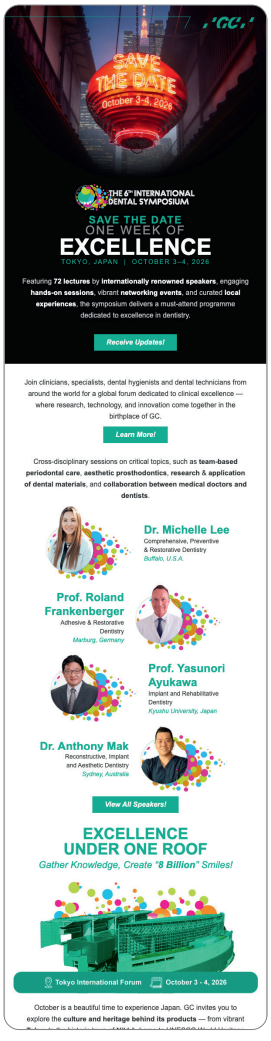
DTI's e-newsletters and e-blasts are the most popular e-marketing campaigns within the DTI portfolio. All mailings are sent to opt-in databases that include dental professionals from various specialties, key opinion leaders, hygienists, practice managers, laboratory owners, technicians, dental nurses, dental surgeons, giving our clients the opportunity to reach a broad range of target audiences. 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.

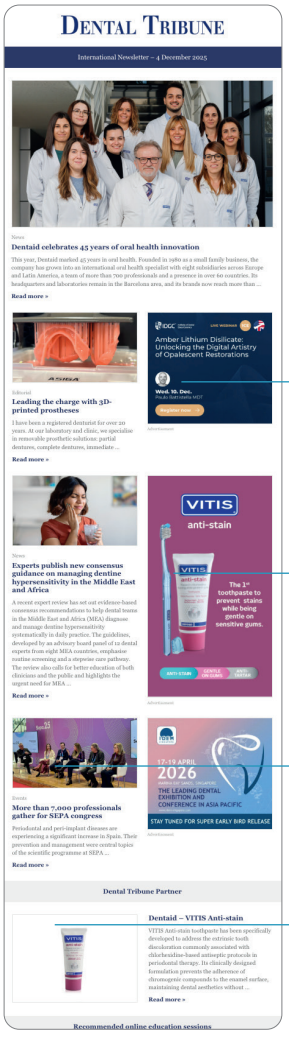
We offer prime and exclusive sponsorships* for our **e-newsletters** that are distributed to dental professionals who subscribed to receive news and product updates from the trusted Dental Tribune brand. Our e-newsletters come out weekly or monthly, depending on the region.

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

E-blast



E-newsletter



→ Rectangle banner

621 × 555 pixels

→ Skyscraper vertical

621 × 1,110 pixels

→ Article

→ Product teaser

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

INFO *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, and provides comprehensive live coverage from these events at 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 eligible for a discount.* Allow us to connect you with the largest online network in dentistry. The DTI marketing packages will assist you in maximizing your visibility and event impact.

Package details

- non-exclusive: more than one sponsor per e-newsletter possible
- article and photo(s) at 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

**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

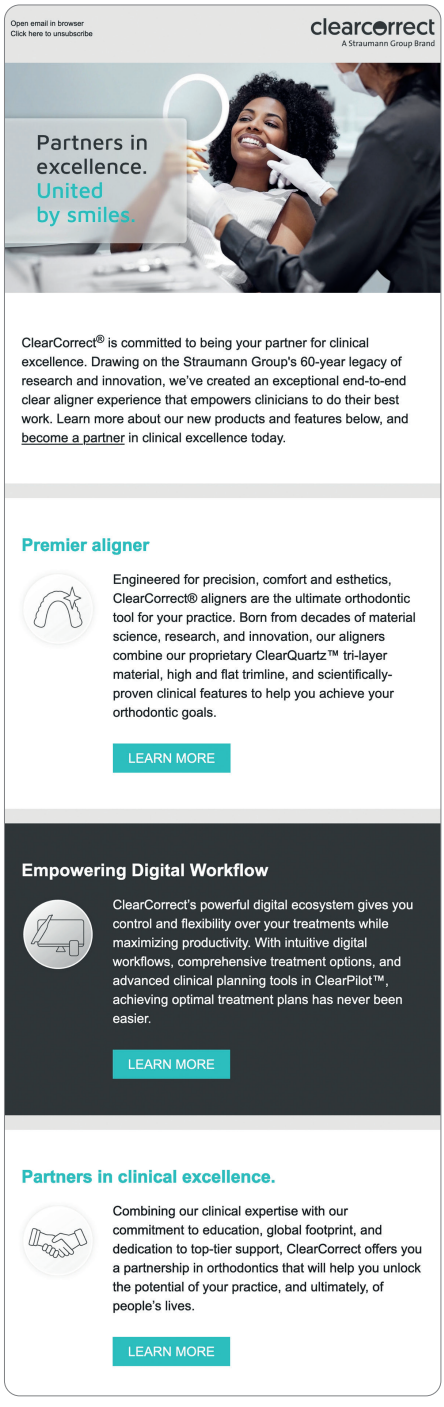
→ Product teaser

TARGETED DIGITAL MARKETING — e-blasts and e-newsletters for the dental industry

Industry e-blasts target segmented dealer and industry audiences with company-specific content, branding and a customized layout. DTI also supports content planning and scheduling and provides analytics to help clients assess campaign performance.

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 of market trends in dentistry.

E-blast



Dental Business News



→ Rectangle banner

621 × 555 pixels

→ Article

INFO *Please contact the media sales representative for individual rates and more information.*

MEDIA SALES CONTACT

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

Dental Tribune International

mediasales@dental-tribune.com
+49 341 48474 100

facebook.com/DentalTribuneInt
linkedin.com/company/dental-tribune-international
x.com/dentaltribunein
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Legal information

Information provided according to Sec. 5, German Telemedia Act (TMG):
Dental Tribune International GmbH
Holbeinstraße 29
04229 Leipzig

Represented by:
Chief Executive Officer: Torsten Oemus

Contact:
Telephone: +49 341 48474 302
Email: info@dental-tribune.com

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):
Chief Content Officer: Claudia Duschek
Email: newsroom@dental-tribune.com

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