Dental Tribune International: A global approach to dental media

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 Leipzig, Germany: In the last 5 years, the Dental Tribune International (DTI) media group has grown from a rather small endeavour to a significant global publishing network. Publishers and editors in more than 20 countries now deliver the latest news & trends in dentistry to over 600,000 professionals worldwide. At present, Dental Tribune International—with headquarters in Leipzig, New York & Hong Kong—has a worldwide network of licensed publishing houses in 23 countries. Local issues of DTI publications are currently available in all relevant markets, including Germany, the UK, Italy, Russia, China, Japan, the US and—new this year—France and India.

With their numerous publications—magazines, newspapers and handbooks—the group provides essential dental media as a reliable & easy-to-read source for current dental news and research. The DTI flagship publication Dental Tribune is the first worldwide newspaper aimed at dentists in private practice and published in the local language of the country in which it appears. As the official media partner of the World Dental Federation (FDI), the Asia Pacific Dental Federation (APDF) & the Latin American Dental Federation (FOLA), Dental Tribune keeps its members abreast of the newest trends & developments in dentistry. The specialist magazines—cosmetic dentistry, implants, ortho, roots & laser—present the most significant international developments & clinical experiences to practitioners & specialists around the world. The high gloss English language magazines are published four times a year, sent to a database of 50,000 dentists worldwide & distributed at all major international congresses & exhibitions.

While each publication is supported by a distinguished international advisory board, the magazines are also the official publications of various renowned academies and associations. The content of the magazines is a combination of specialty articles, clinical studies, research news, interdisciplinary concepts, case reports, industry reports, reviews (meetings, products, etc.), and lifestyle articles. Dental professionals from around the world are invited to submit their manuscripts for publication, which are then reviewed by the respective advisory boards.

While DTI’s print sector is showing sustainable growth, the company recently expanded its Web presence. The revamped website www.dental-tribune.com and the DT Study Club, a worldwide online platform for advanced training, were introduced to the public at this year’s International Dental Show in Cologne, Germany. The site has a clear, concise design & primarily focuses on news in dentistry with regard to science, politics and the industry. The site is currently available in English and German. Additional websites for the more than 25 local editions in different languages are under development.