

Dental Tribune International

DTI@IDS

March 16–20, 2027



GO DIGITAL @ IDS 2027

dti | Dental
Tribune
International

Targeted Digital Marketing — E-newsletters

With our targeted and customized e-marketing campaigns, you can effectively create new sales leads and inform your existing and potential new customers. At IDS 2027, DTI will provide instant and comprehensive live coverage at www.dental-tribune.com. The corresponding e-newsletters will then be sent to over 200,000 recipients multiple times per day. You

can choose from a number of different e-newsletter options described in detail herein. Preview and review versions of the Dental Tribune and today e-newsletters are available and will be sent out two weeks prior and four weeks after IDS, respectively.



today

today @ IDS Newsletter – 27 March 2025

Advertisement

Dlyte Mini: The solution for easy and affordable polishing

Dental laboratories seeking an efficient, affordable and high-quality polishing solution can benefit from Dlyte Mini, the smallest polishing machine in GPAINNOVA's Dlyte ...

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Advertisement

HeyGears at IDS: Redefining denture production with multi-material fusion technology

At the International Dental Show, HeyGears has introduced its multi-material fusion technology, offering an advanced approach to denture production that enhances efficiency and ...

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Messebonus* zur IDS

Attraktive Angebote! Nur solange der Vorrat reicht!

Jetzt anmelden

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Smart Desktop Mini-Lab Polish-free Results

Request a Quote

Advertisement

Nobel Biocare announces breakthrough new implant system in Madrid

Nobel Biocare has been a pioneering force for implant dentistry for over 60 years. At its Global Symposium in Madrid, the company has taken innovation to another level with the announcement of the Nobel Biocare 30...



today GLOBAL Symposium June 27-29, 2025 MADRID, SPAIN

News Clinical Education Marketplace

Nobel Biocare Global Symposium 2019 – today Review Newsletter

22 July 2019

Advertisement

Nobel Biocare Global Symposium 2019: A landmark event for implant dentistry

Throughout our 60+ years of history, we have consistently stood for genuine innovation, based on science, that was created to help improve the lives of patients around the world. We are dedicated to providing comprehensive training worldwide, and to work together with dental practices and laboratories to help maximize what services and products they offer to their patients. This was on full display at the Nobel Biocare Global Symposium 2019 in Madrid, Spain. We are delighted to announce that the event was a big success. If you were not one of the 1200 participants, take a look at some of the highlights provided in this newsletter.

The event brought together dental professionals from all over the world to witness the launch of a new era in implant dentistry and for Nobel Biocare. An engaging and diverse range of workshops, lectures and exhibitions allowed for plenty of interactivity and learning about each step of the implant journey. A particular ...

Read more »

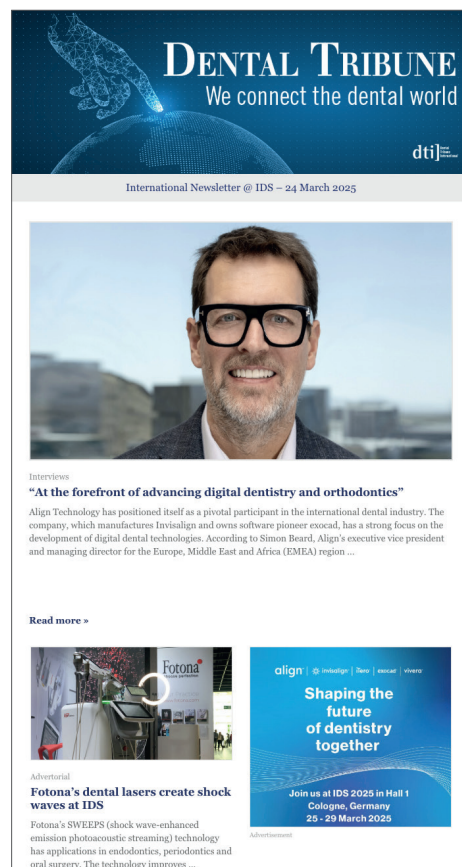
Advertisement

EAO Congress

September 26-28, 2019 Lisbon, Portugal

Discover the innovation of the year, join our Corporate Forum and our exciting hands-on sessions.

Register now »



DENTAL TRIBUNE

We connect the dental world

dti

International Newsletter @ IDS – 24 March 2025

Interviews

"At the forefront of advancing digital dentistry and orthodontics"

Align Technology has positioned itself as a pivotal participant in the international dental industry. The company, which manufactures Invisalign and owns software pioneer exocad, has a strong focus on the development of digital dental technologies. According to Simon Beard, Align's executive vice president and managing director for the Europe, Middle East and Africa (EMEA) region ...

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Fotona's dental lasers create shock waves at IDS

Fotona's SWEEPS (shock wave-enhanced emission photoacoustic streaming) technology has applications in endodontics, periodontics and oral surgery. The technology improves ...

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Shaping the future of dentistry together

Join us at IDS 2025 in Hall 1 Cologne, Germany 25 - 29 March 2025

today show daily e-newsletter

- non-exclusive: more than one sponsor per e-newsletter
- >140,000 recipients
- article at www.dental-tribune.com and on special topic page for IDS
- one rectangle banner (621 × 555 pixels; jpg, gif, png) with a link to client's corporate website
- one product teaser with a link to the product entry at www.dental-tribune.com
- preview and review versions are sent out two weeks prior to and four weeks after IDS 2027, respectively

€3,950*/sponsor

Corporate today e-newsletter

- exclusive: contains company-specific content only and is published in combination with the today corporate edition
- >200,000 recipients
- customized header
- logo placement
- up to four articles on the special topic page for IDS and at www.dental-tribune.com
- four rectangle banners (621 × 555 pixels; jpg, gif, png) or one skyscraper banner (621 × 1,110 pixels; jpg, gif, png) with a link to client's corporate website
- three product teasers with a link to the product entry at www.dental-tribune.com

€10,000*

Dental Tribune e-newsletter

- only two sponsors per e-newsletter
- >200,000 recipients
- article at www.dental-tribune.com and on special topic page for IDS
- one rectangle banner (621 × 555 pixels; jpg, gif, png) with a link to client's corporate website
- one product teaser with a link to the product entry at www.dental-tribune.com
- preview and review versions are sent out two weeks prior to and four weeks after IDS 2025, respectively

€6,950*

* VAT not included.

Targeted Digital Marketing — E-newsletters and e-blasts



dti] Dental Tribune International
DENTAL BUSINESS NEWS
 Visit us during IDS 2025
 Hall 4.1 / Booth D050 E051
 International Newsletter @ IDS – 24 March 2025

Admetec introduces Ergo V loupes with variable magnification
 Admetec Solutions, a global leader in ergonomic magnification solutions, is set to unveil Ergo V, its latest innovation in dental loupes, at the International Dental Show (IDS) starting tomorrow. The Ergo V loupes offer multiple magnifications within a single device. This feature is designed to meet the diverse needs of modern dental practice and represents a significant advancement in dental optics ...
[Read more »](#)

Interviews
"IDS makes both established and new procedures and products visible, tangible and assessable"
 The high level of innovation in the dental industry has brought forth a range of exciting new developments that are being presented at IDS this year. In this interview ...
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ergo V
 Ergonomics Meets Versatility
 admetec

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Dental Business News e-newsletter

- non-exclusive: more than one sponsor per e-newsletter
- >12,000 recipients
- one article at www.dental-tribune.com and on special topic page for IDS
- one rectangle banner (621 × 555 pixels; jpg, gif, png) with a link to client's corporate website

€4,950*/sponsor



DENTAL TRIBUNE
BREAKING NEWS
 Digital dentistry special ahead of IDS – 4 March 2025

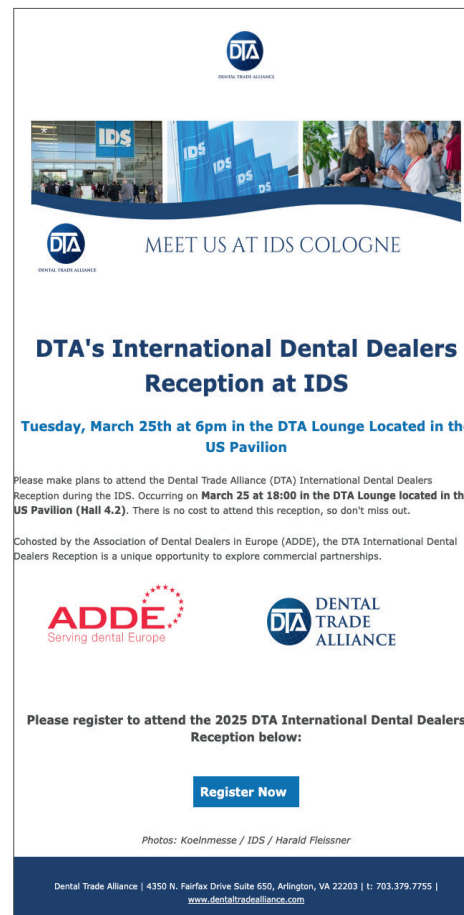
SHINING 3D expands digital solutions with new intra-oral scanner and 3D printer
 SHINING 3D continues to push the boundaries of digital dentistry with its latest innovations, introducing new products that enhance precision, efficiency and reliability for dental professionals worldwide. At the upcoming International Dental Show (IDS), the company will be showcasing its complete product range, including the Aoralscan Elite Wireless intra-oral scanner, the AccuFab-P1 3D printer and the FabCure Na nitrogen curing box.
 The Aoralscan Elite Wireless is the world's lightest wireless intra-oral scanner, weighing 194 g. Employing Wi-Fi 6 technology, it ensures stable, high-speed data transfer while supporting wireless charging on its cradle. Its innovative design allows seamless sharing across multiple dental chairs by pairing with different cradles. Incorporating intra-oral photogrammetry technology, the scanner ...
[Read more »](#)

Dental Tribune Partner SHINING 3D
 Founded in 2004, SHINING 3D specializes in high-accuracy 3D digital technology, focusing on industrial and dental scanning. It offers accessible, efficient and high-tech solutions, driving innovation in the field. With a global presence in more than 100 countries, SHINING 3D promotes the widespread adoption of 3D digital technology. Committed to quality, it continually improves its product control systems to meet international standards and advance the accessibility, precision and reliability of 3D scanning solutions worldwide.
[Read more »](#)

Breaking News e-newsletter

- exclusive: only one sponsor per e-newsletter
- >200,000 recipients
- one article at www.dental-tribune.com and on special topic page for IDS
- link to client's corporate website

€7,950*



DTA
 DENTAL TRADE ALLIANCE

MEET US AT IDS COLOGNE

DTA's International Dental Dealers Reception at IDS
Tuesday, March 25th at 6pm in the DTA Lounge Located in the US Pavilion

Please make plans to attend the Dental Trade Alliance (DTA) International Dental Dealers Reception during the IDS. Occurring on **March 25 at 18:00 in the DTA Lounge located in the US Pavilion (Hall 4.2)**. There is no cost to attend this reception, so don't miss out.

Cohosted by the Association of Dental Dealers in Europe (ADDE), the DTA International Dental Dealers Reception is a unique opportunity to explore commercial partnerships.

ADDE
 Serving dental Europe

DTA
 DENTAL TRADE ALLIANCE

Please register to attend the 2025 DTA International Dental Dealers Reception below:

Register Now

Photos: Koelnmesse / IDS / Harald Fleissner

Dental Trade Alliance | 4350 N. Fairfax Drive Suite 650, Arlington, VA 22203 | t: 703.379.7755 | www.dentaltradealliance.com

E-blast

- exclusive: contains company-specific content only, with company branding and customized layout
- >200,000 recipients
- assistance in content design (if required)

€6,950* / €11,950* during IDS

Targeted Digital Marketing — Banner advertising

Dental Tribune International will again provide up-to-the-minute news feeds at www.dental-tribune.com. Advertising on the DT website during IDS is an exclusive way to present your products and services to the extensive online community that frequents the site, particularly during IDS. Banner advertising is designed to help generate more clicks through to your corporate website or to your special IDS 2027 campaign site.

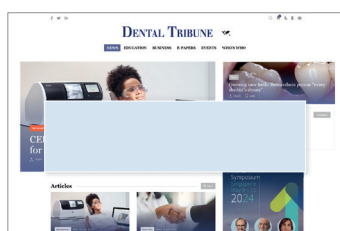
We offer various banner types and sizes. Impression packages can be booked with either 10,000, 25,000 or 50,000 impressions as rectangle, skyscraper vertical, skyscraper horizontal, prime rectangle, pop-up billboard or wallpaper banner. Once the booked number of impressions has been reached, the banner will automatically be removed from the website. Impression banner packages include a click report that will be sent to the client after the booking has been fully executed. Time-based banners can be booked on a monthly basis.

Banner formats and sizes



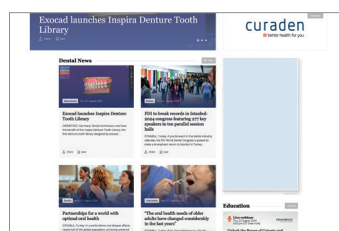
Rectangle banner

621 × 555 pixels



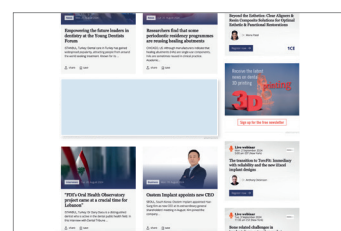
Billboard banner

1,980 × 600 pixels



Skyscraper vertical

621 × 1,110 pixels



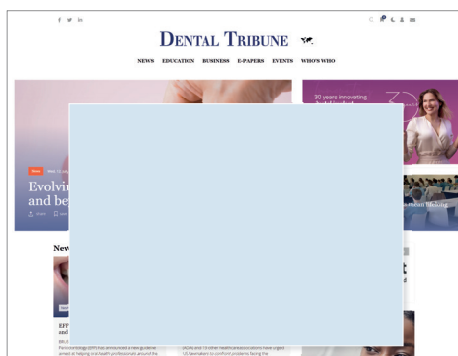
Skyscraper horizontal

1,300 × 450 pixels



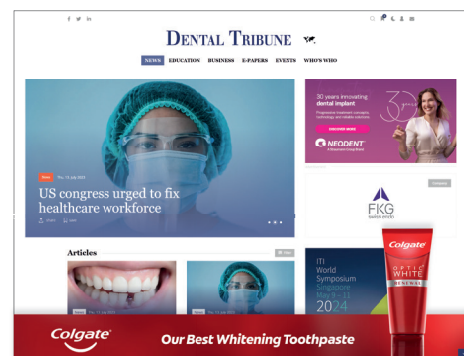
Prime rectangle banner

860 × 483 pixels



Pop-up banner

1,920 × 1,440 pixels



Wallpaper banner

upon request

Time-based banner (price per month)

| Pages | Rectangle | Skyscraper | Billboard |
|----------------------------|-----------|------------|-----------|
| International DT website | 1,950 | 2,450 | 2,950 |
| DTI@IDS special topic page | 1,950 | 2,450 | 2,950 |

All prices in euros. VAT not included.

Impression-based banner

| Number of impressions | Rectangle | Billboard | Skyscraper vertical/horizontal | Pop-up | Wallpaper |
|-----------------------|-----------|-----------|--------------------------------|--------|-----------|
| 5,000 | 1,250 | 3,450 | 1,450 | 3,450 | 3,950 |
| 10,000 | 1,950 | 6,450 | 2,450 | 6,450 | 6,950 |
| 25,000 | 3,750 | 14,950 | 4,250 | 14,950 | 14,950 |

Prices in euros. VAT not included.

Media Sales Contact

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



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+49 341 48474 100



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Legal information

Information provided according to Sec. 5,

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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):

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

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www.dental-tribune.com/advertise-with-us.