

Dental Tribune International

Targeted Digital Marketing



REACH THE DENTAL COMMUNITY WORLDWIDE

Targeted Digital Marketing

E-blasts and e-newsletters

With 40 individual digital platforms, DTI's pan-regional, language-specific and more widely scoped international websites reach more than 743,000 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 all specialties, KOLs, 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.

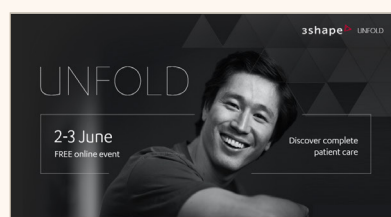
We offer prime and exclusive sponsorships* for our informative **e-newsletters** that are distributed to dental professionals who subscribed to receiving news and product

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 digital dentistry, endodontics, implantology, orthodontics and prevention.

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

E-blast



3shape UNFOLD

UNFOLD

2-3 June
FREE online event

Discover complete patient care

We'd like to invite you to 3Shape Unfold - a FREE online event for dentistry professionals - that will take place June 2-3.

REGISTER FREE

This special event is all about how you can **optimize dental practices** with digital tech, unleash your labs **full creative potential**, and offer the very best **patient experience**. We'll unfold the 2021/22 solutions tailored for you, and split the event into three distinct journeys.

One for those new to digital intraoral scanning, one for those who are already using the technology, and one dedicated to advancing lab expertise.

New to Intraoral Scanning

Existing IOS users

Lab professionals

You're free to take part in one, two, or all three journeys.

And, as always, 3Shape offers access to our experts completely free of charge. All you have to do is register!

REGISTER TODAY

We look forward to seeing you.
To learn more, simply head over to the registration page.

The 3Shape Unfold team

f i t l w y

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3Shape A/S | Hølmens Kanal 7 | 1060 Copenhagen | Denmark

E-newsletter



DENTAL TRIBUNE

International Newsletter

Going digital for restorative practice is easier than you might think

The benefits of adopting a digital workflow are more compelling than ever. To go digital, however, dental professionals need to rationalise the more away from their existing functional analogue workflow...

Read more >

Gum Health Day 2021 takes aim at gingival diseases and COVID-19

"Gum diseases are preventable", the slogan for Gum Health Day 2021, will seem obvious to oral health professionals; however, the annual worldwide oral health initiative aims to educate the public about the nature of diseases that affect the gingiva and how to detect and prevent them. Owing to the COVID-19 pandemic, organisers say that this year it is more important than ever to get the message across to the public.

On 12 May, more than 40 countries across five continents observed Gum Health Day which is promoted by the European Federation of Periodontology (EFP) and a long list of affiliated societies, educational institutions and dental organisations around the world.

Research has linked gingival diseases to severe problems in the oral cavity and also to major systemic health problems such as diabetes, Alzheimer's disease and cardiovascular disease. The fact that ...

Read more >

Interview: "Attempting to make my own shield seemed like a productive use of time"

The pandemic has caused professional and private challenges. However, some people managed to use this downtime to stimulate their creativity and to test their entrepreneurial skills. One of those people is ...

Read more >

Digital Excellence Series - Powered by iTero

Since 2019 Align Technology has been hosting the Digital Excellence Series - Powered by iTero, an event series for dental professionals across Europe.

The events are free of charge and conducted online. Speakers from across Europe will share experience about their journey from a traditional analogue model to digital workflow, key learnings, and the difference it has made to them, their patients, and their practice ...

Read more >

SIDEX 2021

Seoul International Dental Exhibition & Scientific Congress

6.4 Fri - 6.6 Sun

coex

Learn more >

Grow with iTero

iTero

→ Article

→ Skyscraper vertical
(621 × 1,110 pixels)

→ Rectangle banner
(621 × 555 pixels)

→ Product teaser/
Content Partner Distribution Package

Targeted Digital Marketing

Event 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. In 2022, the international DTI editorial team is scheduled to attend over 80 shows around the globe, from where they will provide instant and comprehensive live coverage at www.dental-tribune.com. The corresponding e-newsletters will then be sent to relevant regional and international email data-bases.

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 in 2022.

Package details

- nonexclusive: 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

today
AEEDC 2021 – today Newsletter – 29 June 2021

Interview: "The mission of the Straumann Group is to serve dental professionals worldwide"
At the Straumann Group, Charlotte Seel is the area sales manager for the central and eastern Europe, Middle East and Africa region. In an interview in light of AEEDC 2021, she gave insight into the current state of the ...
[Read more >](#)

Back to business: AEEDC 2021 takes place in Dubai
The UAE International Dental Conference and Arab Dental Exhibitions in Dubai is the gateway to the emerging and far-reaching dental market in the Middle East, North Africa and South Asia region. ...
[Read more >](#)

Rinsing against COVID-19—one mouthwash reduces the risk of infection
In a study that is the first of its kind, researchers from Claude Bernard Lyon University in Lyon in France have shown that Perio plus regenerative mouthwash reduces the risk of transmitting SARS-CoV-2. The mouthwash ...
[Read more >](#)

Interview: "One must take advantage of cutting-edge technology"
There is no way around it: digitalisation is inevitable in all aspects of life, including, of course, in dentistry. Dr Dalia el-Bokh, an orthodontics specialist from Egypt, is well aware of this fact. At AEEDC 2021, she will present a lecture on how to introduce digital tools into the ...
[Read more >](#)

Webinar: Time is on your side—How the Ceramill Mx can improve your daily dental routine
Ceramill Mx revolutionizes everyday laboratory routines and makes dental work less complicated. This is because the innovative Pull Service Unit combines the actual processing station with a fully automatic stock management ...
[Read more >](#)

Product: Straumann BLX Implant System
Straumann BLX is a fully tapered implant system designed for immediate treatment protocols in all bone types. It is also suitable for all other treatment protocols – ranging from immediate to conventional placement and loading – to suit the dentist's preference. It combines an innovative design for optimised stability with the ...
[Read more >](#)

Product: Curaprox Perio plus
Curaprox Perio plus is a new generation of antiseptic mouthwashes, gel and toothpaste containing just the right amount of chlorhexidine for each case and patient. The secret ingredient? Chloro, a potent natural antiseptic sourced from bitter oranges. Its patients undergoing periodontal therapy or implant surgery ...
[Read more >](#)

DTI publishes its *today* show daily newspaper at leading dental events.
Click the image to read the *today* AEEDC 2021 e-paper.

→ Rectangle banner
(621 × 555 pixels)

→ Article

→ Product teaser

Targeted Digital Marketing

Corporate event e-newsletters

The DTI global correspondents' network offers coverage of your corporate event with an exclusive corporate event e-newsletters, before, during and after the event. Designed to suit the specific needs of the client, this e-newsletter contains company-specific content only.

Additionally, the digital sponsorship package can be combined with our *today* corporate edition offering. (Please see page 8 for details.)

Package details

- exclusive: company-specific content only
- customized header and e-newsletter design (optional)
- logo placement
- article(s) and photo(s) at www.dental-tribune.com
- up to four rectangle banners (621 × 555 pixels; JPEG or PNG) or one skyscraper banner (621 × 1,110 pixels; JPEG or PNG) with a link to the corporate website or corporate event website
- link to Content Partner Distribution Package (if available)
- three product teasers with a link to the product entry at www.dental-tribune.com

Corporate event e-newsletter

today Nobel Biocare GLOBAL Symposium June 27-29, 2019 MADRID, SPAIN

News Clinical Education Marketplace

Nobel Biocare Global Symposium 2019 – today Review Newsletter
22 July 2019

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 maximise 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 »](#)

WELCOME TO THE ERA OF MUCOINTEGRATION
Surface chemistry cells can't resist.

Interview: "DTX Studio suite really can be used on a daily basis"
The recent Nobel Biocare Global Symposium saw many of the world's leading voices on implantology and digital dentistry gather in the Spanish capital of Madrid. At the event, *Dental Tribune International* spoke with Dr. ...

[Read more »](#)

Brand new Nobel Biocare
Explore

FUTURE

Relive the best moments from the Global Symposium in Madrid
With a program fueled by the expertise of 70 world-class speakers and the introduction of the groundbreaking Nobel Biocare N1 system, it was a true celebration of innovation and advancement in implant dentistry. Relive now the best moments in exciting two and a half minutes.

[View video »](#)

Some impressions from the Nobel Biocare Global Symposium Madrid 2019
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.

[View gallery »](#)

→ Logo placement

→ Customized header

→ Skyscraper vertical
(621 × 1,110 pixels)

→ Rectangle banner
(621 × 555 pixels)

→ Video

→ Slide show

Targeted Digital Marketing

B2B e-blasts and e-newsletters

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



WE ARE LOOKING FOR DEALERS

simply better dentistry™
SS WHITE

MEET US IN COLOGNE
HALL 4.2, AISLE L
NO. 098

www.sswhitedental.com

CELEBRATING 175 YEARS IN DENTAL
Made in the USA

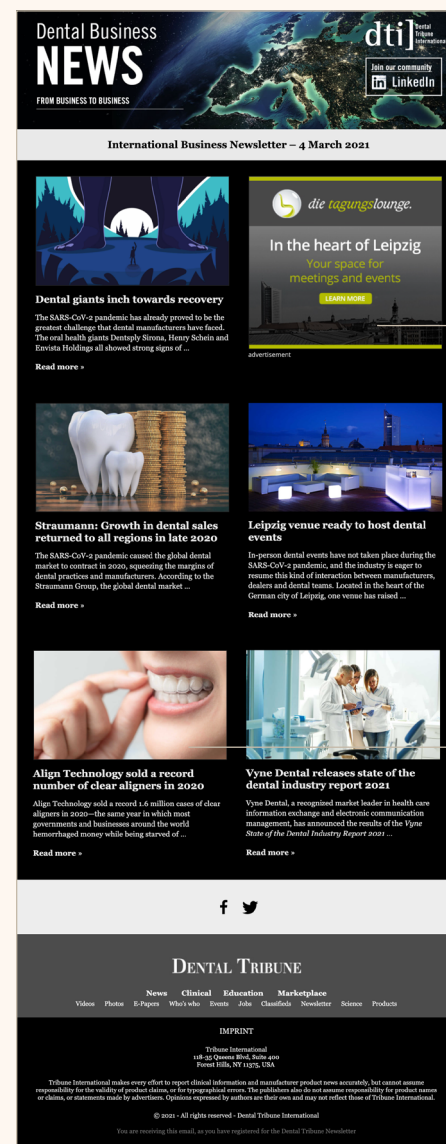
To represent our 175 year old brand and our differentiated restorative and endodontic products.

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- PREFERRED PRICING COMMITMENT
- INDUSTRY LEADING DELIVERY TIMES
- FULL SALES AND MARKETING SUPPORT
- PREMIUM FULL LINE SELECTION FROM PREPARATION, FINISHING, ORAL SURGERY AND LAB BURS

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 20,000 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

dti Dental Tribune International
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LinkedIn

International Business Newsletter – 4 March 2021

Dental giants inch towards recovery
The SARS-CoV-2 pandemic has already proved to be the greatest challenges that dental manufacturers have faced. The oral health giants Dentsply Sirona, Henry Schein and Envista Holdings all showed strong signs of ...
[Read more »](#)

die tagungslounge.
In the heart of Leipzig
Your space for meetings and events
[LEARN MORE](#)

Straumann: Growth in dental sales returned to all regions in late 2020
The SARS-CoV-2 pandemic caused the global dental market to contract in 2020, squeezing the margins of dental practices and manufacturers. According to the Straumann Group, the global dental market ...
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Leipzig venue ready to host dental events
In-person dental events have not taken place during the SARS-CoV-2 pandemic, and the industry is eager to resume this kind of interaction between manufacturers, dealers and dental teams. Located in the heart of the German city of Leipzig, one venue has raised ...
[Read more »](#)

Align Technology sold a record number of clear aligners in 2020
Align Technology sold a record 1.6 million cases of clear aligners in 2020—the same year in which most governments and businesses around the world hemorrhaged money while being starved of ...
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Vyne Dental releases state of the dental industry report 2021
Vyne Dental, a recognized market leader in health care information exchange and electronic communication management, has announced the results of the Vyne State of the Dental Industry Report 2021 ...
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→ Article

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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

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