

Dental Tribune International

DTI Podcast



LET THE DENTAL WORLD HEAR YOU!

dti Dental
Tribune
International

The DTI Podcast

In recent years, podcasts have become increasingly popular, particularly due to the increasing use of mobile devices and among young listeners. In the U.S. alone, an estimated 104 million people are listening to podcasts every month.¹

Podcasts are a subtle but powerful marketing tool throughout various industries. Podcasts will allow you to reach out to new audiences and build direct connections with consumers.

DTI Podcasts will be accessible at www.dental-tribune.com, allowing for the largest global reach on any online platform in the dental business.

Dental Tribune International website:
– Yearly page impressions: over 3.4 million*
– Yearly visits: over 2.7 million*
– Yearly unique visitors: over 2.3 million*

* Numbers refer to period July 1, 2020–June 30, 2021

Extract your podcast from an existing webinar: €700
Record your own podcast supported by DTI: from €1,950

Benefits of Podcasts



Highly engaging



Increase traffic generation



Brand awareness



Accessible from everywhere

Combined Social Media Podcast Campaign

Every business is unique, which is why we offer a customized package that combines social media campaigns with podcasts.

The combined campaign will allow companies to reach out to readers of the DTI website worldwide as well as the global dental social media community.

Price upon request.



1 Podcast



Facebook



Twitter



LinkedIn

Combined E-newsletter Podcast Campaign

Targeted e-marketing campaigns are one of the flagship products in the DTI portfolio. With customized email campaigns, our business partners can effectively engage customers and reach new markets.

Combining the DTI Podcast with our e-newsletter will guarantee you high deliverability rates, open and click-through rates that exceed the industry standard.

Customized package available. Price upon request.



1 Podcast



E-newsletter

1. The Infinite Dial 2021 (Edison Research and Triton Digital)

Media Sales Contact

Please contact your media sales representative
for more information and individual rates.



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