Today Show Dailies  The longest running trade show newspaper

For over 20 years, today show dailies have been providing comprehensive coverage of every major dental event worldwide. During IDS 2025 in Cologne, Dental Tribune International and OEMUS MEDIA, the leading publishing groups in dentistry worldwide, will again produce a series of today show daily newspapers, including live coverage in both German and English. The longest running show daily at IDS, today has become the ultimate product reference guide for visitors to and exhibitors at the world’s largest dental exhibition.

Our experience gained through the worldwide production and distribution of trade show and congress newspapers ensures that all IDS visitors can be thoroughly informed about your offers even before entering the exhibition halls. In addition, e-paper versions of our daily issues will be sent to our global databases of over 200,000 recipients each morning of the exhibition.

In order to accomplish the monumental task of providing daily news coverage from the world’s largest dental exhibition, an on-site editorial team will work closely with the organizers and dental societies to ensure that each daily issue of today includes not only information about upcoming press conferences, lectures, presentations and contests during IDS, but also a comprehensive recap of the previous day’s events, including interviews, industry reports, analysis and photographs. The experienced editorial team will also ensure up-to-the-minute news feeds at www.dental-tribune.com and www.zwp-online.info.

One day before the official opening of the exhibition, DTI will release an issue of today that focuses on dental trade. This issue provides members of the industry and dental professionals with a sneak preview of the days to come and allows them to already begin planning their visit.

Today Show Preview and Show Review

Today show preview

In the weeks leading up to IDS, two editions of the today show preview, one in German and one in English, will be released to announce product launches, news and company profiles. With a print distribution of 20,000 for each edition, today show previews allow you to directly target leaders in science, research and practice, as well as importers, dealers and distributors in over 112 countries. The corresponding database is updated regularly and extended through new business contacts made at the more than 100 shows and congresses that DTI attends and organizes every year. The international preview edition is also released digitally to over 140,000 contacts worldwide, and the German edition to 55,000 subscribers in the DACH region.

Today show review

Making use of the momentum of IDS, today show review editions offer the perfect opportunity to effectively follow up with newly established contacts, potential partners and those you might have missed during the world’s largest show in dentistry. Two editions, one in German and one in English, will be produced. Our today editorial team will recap, analyze and review all the main innovations, events and scientific topics in these special editions. Each edition will be distributed in print to 20,000 dealers, researchers, distributors and industry leaders. In addition, the international today show review will be distributed digitally to our database of over 140,000 contacts worldwide, and the German edition to 55,000 subscribers in the DACH region.

Free copies of today will be available daily

• from hostesses at IDS exhibition hall entrances
• at public transport points
• at Cologne/Bonn airport
• in over 150 hotels in and around Cologne
• at Cologne harbours
• in the exhibition halls, displayed and distributed at numerous exhibitor booths
• at IDS trade newspaper and magazine stands
• through daily dispatch via e-paper to over 200,000 recipients (without inserts and supplements)
A navigational guide is essential in allowing visitors to find the products and companies they have come to see at the world’s largest dental exhibition. Since IDS 2003, the sophisticated today floor plan has proved to be a reliable orientation guide and an indispensable navigational tool for IDS. The plan makes use of a trend index, which uses a color code to visually distinguish between different product categories, enabling visitors to easily find all providers in their desired category. The following categories are available:

- implantology
- periodontics
- organisers, associations and trade
- endodontics and conservative dentistry
- orthodontics
- cosmetic dentistry
- laser dentistry
- CAD/CAM
- digital dentistry
- interior design
- dental lab
- hygiene and sterilization
- practice management

### Today show dailies
- Number of issues: 6 (daily)
- Language: German/English
- Print distribution: 10,000 per day
- Digital distribution: over 200,000 contacts worldwide
- Editorial deadline: Jan. 17, 2025
- Ad deadline: Feb. 10, 2025
- Release dates:
  - Issue 1: Monday, March 24, 2025
  - Issue 2: Tuesday, March 25, 2025
  - Issue 3: Wednesday, March 26, 2025
  - Issue 4: Thursday, March 27, 2025
  - Issue 5: Friday, March 28, 2025
  - Issue 6: Saturday, March 29, 2025

### Today show previews
- Number of issues: 2
  - International today show preview
    - Language: English
    - Print distribution: 20,000
    - Digital distribution: over 140,000 contacts worldwide
  - German today show preview
    - Language: German
    - Print distribution: 20,000
    - Digital distribution: 55,000
- Editorial deadline: Dec. 31, 2024
- Ad deadline: Jan. 27, 2025
- Release date: February 2025

### Today show reviews
- Number of issues: 2
  - International today show review
    - Language: English
    - Print distribution: 20,000
    - Digital distribution: over 140,000 contacts worldwide
  - German today show review
    - Language: German
    - Print distribution: 20,000
    - Digital distribution: 55,000
- Editorial deadline: March 31, 2025
- Ad deadline: April 7, 2025
- Release date: April 2025
Today @ IDS 2025  International Dental Show, Cologne, Germany, March 25–29, 2025

Advertising rates and formats (w × h)

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<thead>
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<th>Format</th>
<th>1/1 page (full page)</th>
<th>1/2 page horizontal</th>
<th>1/2 page vertical</th>
<th>Economy format</th>
<th>1/3 page</th>
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3 mm bleed required for all formats.

<table>
<thead>
<tr>
<th>PR texts</th>
<th>Placement of complementary PR text included as per booked advertisement and if delivered within editorial deadline.</th>
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<tbody>
<tr>
<td>Ad specials</td>
<td>Inserts, buttons, sleeve, postcards and other formats available on request.</td>
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<tr>
<td>Trend index</td>
<td>399 for first booking; 199 for each additional index booking</td>
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<tr>
<td>Digital media</td>
<td>Information about digital advertising options are available at GO DIGITAL @ IDS 2025.</td>
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<td>Prices in euros. VAT not included</td>
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</tbody>
</table>
Media Sales Contact
Please contact your media sales representative for more information and individual rates.

ids2025@dental-tribune.com
+49 341 48474 100

Information provided according to Sec. 5, German Telemedia Act (TMG):
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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
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The most current version of this rate card is available at www.dental-tribune.com/advertise-with-us.