

Targeted Digital Marketing — e-blasts and e-newsletters for dental professionals

Through its pan-regional, language-specific and more widely scoped international websites, DTI reaches more than 751,000 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 various specialties, key opinion leaders, 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 3D printing, aligners, digital dentistry, endodontics, implantology, orthodontics and prevention.

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

E-blast

The image shows an e-blast for Align Technology Campus. At the top, it features logos for align, invisalign, ivero, exocad, and vivera. The main headline reads "Introducing the Align Technology Campus" and "Kick-start practice growth as an Invisalign provider". Below this is a photo of three smiling professionals. The text explains that the launch is a partnership with Dental Tribune and offers a "20% off treatment fees for the first 6-12 months". A "Sign up today" button is prominent. The bottom section lists benefits like "Live and on-demand video content" and "Educational resources to help you deliver exceptional clinical outcomes".

E-newsletter

The image shows an e-newsletter for Dental Tribune. The header includes the "DENTAL TRIBUNE" logo and "International Newsletter - 13 April 2023". The main content area features several articles: "ITI World Symposium 2024 to feature over 50 speakers and exclusive clinical case footage", "Artificial intelligence: A gift to dentists", "The Implant Challenge: Strategies to Achieve Predictable Results Between Teeth and Implants", and "FKG expands its obturation portfolio with new bioceramic products". There are also teasers for "Rise With the One" and "FKG Dentaire RACE EVO". A "SIDEX2023" logo is visible at the bottom.

→ Rectangle banner
(621 x 555 pixels)

→ Skyscraper vertical
(621 x 1,110 pixels)

→ Article

→ Product teaser

Targeted Digital Marketing — event-specific 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. Each year, the DTI editorial team attends 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 databases.

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.

Package details

- non-exclusive: more than one sponsor per e-newsletter possible
- article and photo(s) at www.dental-tribune.com
- rectangle banner (621 x 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

The screenshot shows a digital newsletter layout. At the top is a large blue banner with the word 'today' in white. Below it, the text reads 'Today Newsletter - AEEEDC Dubai - 7 February 2024'. The main content area is divided into several sections:

- Rectangle banner:** A large image showing a group of people at a dental event, with the text 'Envision your future practice' and a 'Read more' link.
- Article:** 'AEEEDC Dubai: Dentistry's distinguished destination' with a 'Read more' link.
- Product teaser:** 'EROM showcases innovative compressors and suction systems' with a 'Read more' link.
- Article:** 'Middle Eastern dental market to swell to more than US\$1.6 billion' with a 'Read more' link.
- Product teaser:** 'Aligner foam' with a 'Read more' link.
- Article:** 'Aligiers have shortcomings, but using the right aligner foam helps' with a 'Read more' link.
- Product teaser:** 'EKONE DKGs Plus' with a 'Read more' link.
- Image:** A photograph of a busy dental exhibition booth.
- Text:** 'Impressions from AEEEDC Dubai 2024' and 'DTI publishes event-specific editions of its today show daily newspaper for every major international dental show. Click the image to read the today at AEEEDC 2024 edition online.'
- Image:** A thumbnail of the 'today' newspaper cover.
- Footer:** 'DENTAL TRIBUNE' logo and navigation links for News, Education, Business, E-papers, Events, Who's who.

→ Rectangle banner

(621 x 555 pixels)

→ Article


→ Product teaser

Targeted Digital Marketing — e-blasts and e-newsletters for the dental industry


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

Open email in browser
Click here to unsubscribe




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**Partners in excellence.
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ClearCorrect® is committed to being your partner for clinical excellence. Drawing on the Straumann Group's 60-year legacy of research and innovation, we've created an exceptional end-to-end clear aligner experience that empowers clinicians to do their best work. Learn more about our new products and features below, and become a partner in clinical excellence today.


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Partners in clinical excellence.



Combining our clinical expertise with our commitment to education, global footprint, and dedication to top-tier support, ClearCorrect offers you a partnership in orthodontics that will help you unlock the potential of your practice, and ultimately, of people's lives.


[LEARN MORE](#)


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 16,000 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



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International Business Newsletter – 14 June 2022



"RAYSHAPE's advantages lie in reliability and ease of use"

RAYSHAPE has found great success as a digital light processing (DLP) 3D-printing specialist in the Chinese market and is now pursuing offering its latest dental solutions internationally. In this interview...


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Become a Reseller for a Top DLP 3D Printer

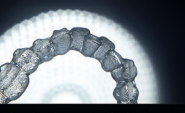
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Ukraine war and supply difficulties slow dental sales

Dental companies may have expected a widespread ebbing away of the SARS-CoV-2 pandemic to bring them out of the financial woods. However, the resulting supply chain crisis has choked the world's ports...


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Sales slowdown puts the brakes on Align Technology's record run

Align Technology performed notably well in 2020, even as the pandemic took a bite out of income streams, and the company broke its own sales records in 2021, banking a staggering US\$4.6 billion...


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Henry Schein to acquire Condor Dental and expand its operations in Switzerland

Henry Schein has signed a definitive agreement to acquire the privately held dental distribution company Condor Dental in a transaction that the healthcare distributor says will enhance its ability...



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Selling up for millions: Equity arbitrage increasing wealth of US dentists, but not for long

Dental market consolidation in the US is triggering high demand for clinics and some owners are taking advantage of equity arbitrage in order to make sales even more lucrative...

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DENTAL TRIBUNE

News Education Business E-papers Events Who's who

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→ Rectangle banner

(621 x 555 pixels)

→ Article



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

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