

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 177 million people are listening to podcasts every month.<sup>1</sup>

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 for millions visitors to [www.dental-tribune.com](http://www.dental-tribune.com), allowing for the largest global reach on any online platform in the dental business.

## Features

- Administration of CE credits from an ADA CERP-recognized provider
- Extracted podcast from an existing webinar or recorded podcast supported by DTI
- Podcasts in local languages available
- Combined podcast campaigns

1. The Infinite Dial 2022 (Edison Research and Triton Digital)

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

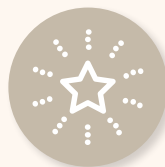
## Benefits of Podcasts



**Highly engaging**



**Increase traffic generation**



**Brand awareness**



**Accessible worldwide**

## 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**

# Media Sales Contact

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



**mediasales@dental-tribune.com**

**+49 341 48474 100**



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**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):**

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