

Dental Tribune International

**DTI@IDS**

March 25–29, 2025



# GO DIGITAL @ IDS 2025

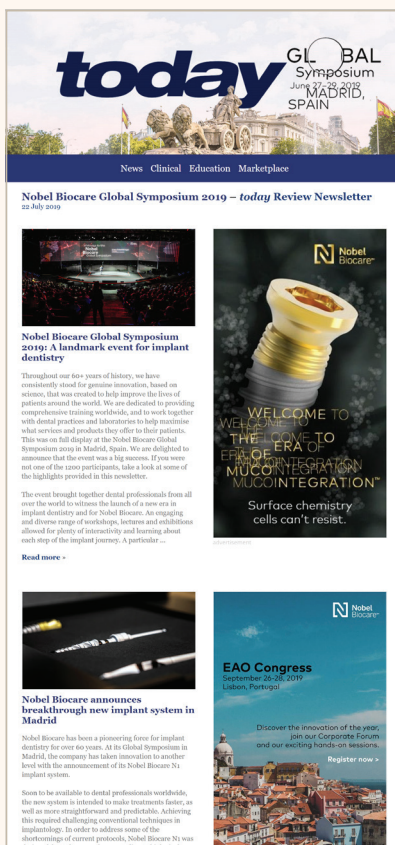
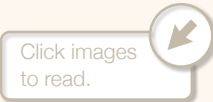
**dti** | Dental  
Tribune  
International



# Targeted Digital Marketing E-newsletters

With our targeted and customized e-marketing campaigns, you can effectively create new sales leads and inform your existing and potential new customers. At IDS 2025, DTI will provide instant and comprehensive live coverage at [www.dental-tribune.com](http://www.dental-tribune.com). The corresponding e-newsletters will then be sent to over 200,000 recipients multiple times

per day. You can choose from a number of different e-newsletter options described in detail herein. Preview and review versions of the *Dental Tribune* and *today* e-newsletters are available and will be sent out two weeks prior and four weeks after IDS, respectively.



## today show daily e-newsletter

- non-exclusive: more than one sponsor per e-newsletter
- >140,000 recipients
- article at [www.dental-tribune.com](http://www.dental-tribune.com) and on special topic page for IDS
- one rectangle banner (621 x 555 pixels; JPG, GIF, PNG) with a link to client's corporate website
- one product teaser with a link to the product entry at [www.dental-tribune.com](http://www.dental-tribune.com)
- preview and review versions are sent out two weeks prior to and four weeks after IDS 2025, respectively

€3,950\*/sponsor

## Corporate today e-newsletter

- exclusive: contains company-specific content only and is published in combination with the *today* corporate edition
- >200,000 recipients
- customized header
- logo placement
- up to four articles on the special topic page for IDS and at [www.dental-tribune.com](http://www.dental-tribune.com)
- four rectangle banners (621 x 555 pixels; JPG, GIF, PNG) or one skyscraper banner (621 x 1,110 pixels; JPG, GIF, PNG) with a link to client's corporate website
- three product teasers with a link to the product entry at [www.dental-tribune.com](http://www.dental-tribune.com)

€10,000\*

## Dental Tribune e-newsletter

- exclusive: only two sponsor per e-newsletter
- >200,000 recipients
- one article at [www.dental-tribune.com](http://www.dental-tribune.com) and on special topic page for IDS
- one rectangle banner (621 x 555 pixels; JPG, GIF, PNG) with a link to client's corporate website
- one product teaser with a link to the product entry at [www.dental-tribune.com](http://www.dental-tribune.com)
- preview and review versions are sent out two weeks prior and four weeks after IDS 2025, respectively

€6,950\*

\* VAT not included.

# Targeted Digital Marketing

E-newsletters and e-blasts

Click images to read.

**DENTAL TRIBUNE**  
**DENTAL BUSINESS NEWS**  
dti  
Visit us during IDS 2023  
Hall 4.1 | Booth D150 E051

International Business Newsletter @ IDS 2023 – 10 March 2023

**Trends in dental technology – analogue and digital go hand in hand**  
This year, the International Dental Show's (IDS) centenary year, the 40th edition of IDS, the world's leading trade fair for dentistry, will focus on the future interaction of analogue and digital technology and ...  
[Read more >](#)

**Desktop Health: Your experienced dental 3D-printing business partner**  
A good business relationship is one of the cornerstones to success, so why not partner with experienced providers? Based on more than 20 years of industry-leading German engineering, Desktop Health, formerly EnviroDTC, ...  
[Read more >](#)

**Receive the latest news on dental 3D printing**  
[Sign up for the free newsletter](#)

**Dentistry ends year of uncertainties with cost-cutting measures**  
The dental industry has quickly passed off the year of uncertainty that was 2022. Fourth-quarter reports from the industry's largest companies showed significant sales declines in China and Russia and gradual recoveries ...  
[Read more >](#)

**How high inflation is affecting the buying and selling of dental clinics**  
As dentists in most countries grapple with soaring inflation, some potential buyers and sellers of dental clinics may have passed to rethink their options. Dental Tribune International spoke with Kyle Francis ...

**Become a Partner**  
For production-grade DLP 3D printing systems and premium bioresorbable and metal materials.  
[Sign up NOW](#)

**DENTAL TRIBUNE**  
**BREAKING NEWS**  
Breaking News @ IDS – 15 March 2023

**R.T.R.+ Membrane: Guiding your shift towards synthetic solutions**  
Today, Septodont is pleased to introduce R.T.R.+ Membrane, a unique resorbable synthetic membrane designed to improve post-extraction procedures. After a tooth extraction, using a membrane with the bone grafting material allows for up to 30% more bone volume. Thanks to years of research leading to a patented technology, R.T.R.+ Membrane is the first resorbable membrane composed of 100% vegetal-based polymers, making it effective and easy to handle.  
R.T.R.+ Membrane has the same properties wet and dry, making it easy to handle since it does not fold or slip once placed in the mouth. It is the perfect addition to the bone graft R.T.R.+ (β-tricalcium phosphate + hydroxyapatite) for a successful, fully synthetic, procedure.  
With a resorption time of four to six months and a bilayer structure, R.T.R.+ Membrane is highly effective within an appropriate time frame for bone regeneration. The dense layer prevents gingival growth in place of the bone and the porous layer provides a scaffold for bone cells to attach and develop. This barrier effect is guaranteed for four weeks and provides the best conditions for ...  
[Read more >](#)

**Dental Tribune Partner Septodont**  
Since its foundation in 1929, Septodont has been at the forefront of pharmaceutical dentistry, developing, manufacturing and distributing a wide range of high-quality dental products all over the world. Looking into the future, Septodont is also leveraging its competencies to bring innovative solutions in the medical and dental field.  
[Learn more >](#)

**CURAPROX**  
TRIAL THE HYDROSONIC PRO TODAY FOR ONLY £30\*

**May the force be with you, with the Hydrosonic Pro!**

The Hydrosonic Pro offers an amazing 84,000 brush strokes per minute giving a professionally cleaned feeling after each and every use. But that's not all, thanks to its ultra-fine Curen® filaments the experience is far more gentle than traditional nylon brushes.

With three unique brush heads: power, sensitive and single, and seven cleaning modes, this brush is simply unrivalled. 90% of dentists\*\* that tested the Hydrosonic Pro would recommend it to their patients.

Join the revolution and try the Hydrosonic Pro for yourself today!

**Trial the Hydrosonic Pro for only £30\***

Use offer code DT123.

[Buy now](#)

GERMAN DESIGN AWARD 2021  
reddot winner 2021

## Dental Business News e-newsletter

- non-exclusive: more than one sponsor per e-newsletter
- >12,000 recipients
- one article at www.dental-tribune.com and on special topic page for IDS
- one rectangle banner (621 × 555 pixels; JPG, GIF, PNG) with a link to client's corporate website

€4,950\*/sponsor

## Breaking News e-newsletter

- exclusive: only one sponsor per e-newsletter
- >200,000 recipients
- one article at www.dental-tribune.com and on special topic page for IDS
- link to client's corporate website

€7,950\*

## E-blast

- exclusive: contains company-specific content only, with company branding and customized layout
- >200,000 recipients
- assistance in content design (if required)

€6,950\* / €11,950\* during IDS

\* VAT not included.

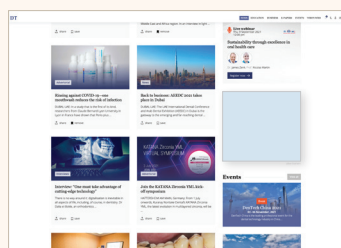
# Targeted Digital Marketing Banner advertising

Dental Tribune International will again provide up-to-the-minute news feeds at [www.dental-tribune.com](http://www.dental-tribune.com). Advertising on the DT website during IDS is an exclusive way to present your products and services to the extensive online community that frequents the site, particularly during IDS. Banner advertising is designed to help generate more clicks through to your corporate website or to your special IDS 2025 campaign site.

rectangle, skyscraper vertical, skyscraper horizontal, prime rectangle, pop-up billboard or wallpaper banner. Once the booked number of impressions has been reached, the banner will automatically be removed from the website. Impression banner packages include a click report that will be sent to the client after the booking has been fully executed. Time-based banners can be booked on a monthly basis.

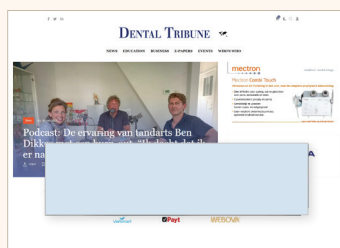
We offer various banner types and sizes. Impression packages can be booked with either 10,000, 25,000 or 50,000 impressions as

## Banner formats and sizes



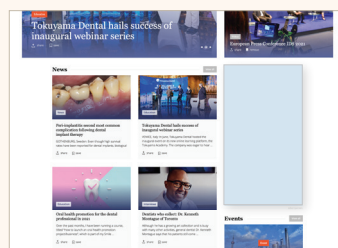
**Rectangle banner**

621 × 555 pixels



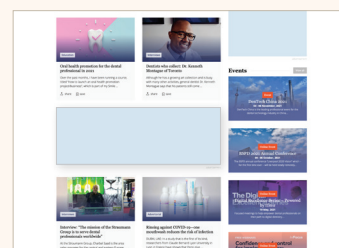
**Billboard banner**

1,980 × 600 pixels



**Skyscraper vertical**

621 × 1,110 pixels



**Skyscraper horizontal**

1,300 × 450 pixels



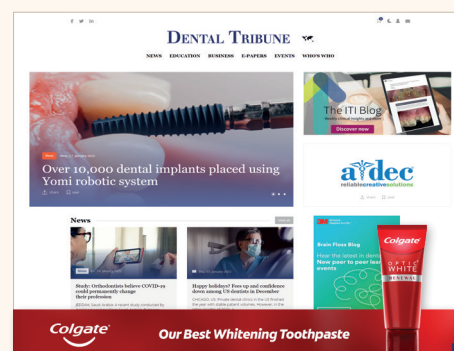
**Prime rectangle banner**

860 × 483 pixels



**Pop-up banner**

1,920 × 1,440 pixels



**Wallpaper banner**

upon request

## Time-based banner (price per month)

Pages	Rectangle	Skyscraper	Billboard
International DT website	1,950	2,450	2,950
DTI@IDS special topic page	1,950	2,450	2,950

All prices in euros. VAT not included.

## Impression-based banner

Number of impressions	Rectangle	Billboard	Skyscraper vertical / horizontal	Prime rectangle	Pop-up	Wallpaper
5,000	1,250	3,450	1,450	1,250	3,450	3,950
10,000	1,950	6,450	2,450	2,250	6,450	6,950
25,000	3,750	14,950	4,250	4,450	14,950	14,950

Prices in euros. VAT not included.

# Media Sales Contact

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



**ids2025@dental-tribune.com**

**+49 341 48474 100**



[facebook.com/DentalTribuneInt](https://facebook.com/DentalTribuneInt)



[twitter.com/DentalTribuneInt](https://twitter.com/DentalTribuneInt)



[linkedin.com/company/dental-tribune-international](https://linkedin.com/company/dental-tribune-international)

**Information provided according to Sec. 5,**

**German Telemedia Act (TMG):**

Dental Tribune International GmbH  
Holbeinstraße 29  
04229 Leipzig

**Represented by**

Chief Executive Officer: Torsten Oemus

**Contact:**

Telephone: +49 341 48474 302  
Telefax: +49 341 48474 491  
Email: [info@dental-tribune.com](mailto:info@dental-tribune.com)

**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  
Email: [newsroom@dental-tribune.com](mailto:newsroom@dental-tribune.com)