

Dental Tribune International

Global Print & Digital Coverage

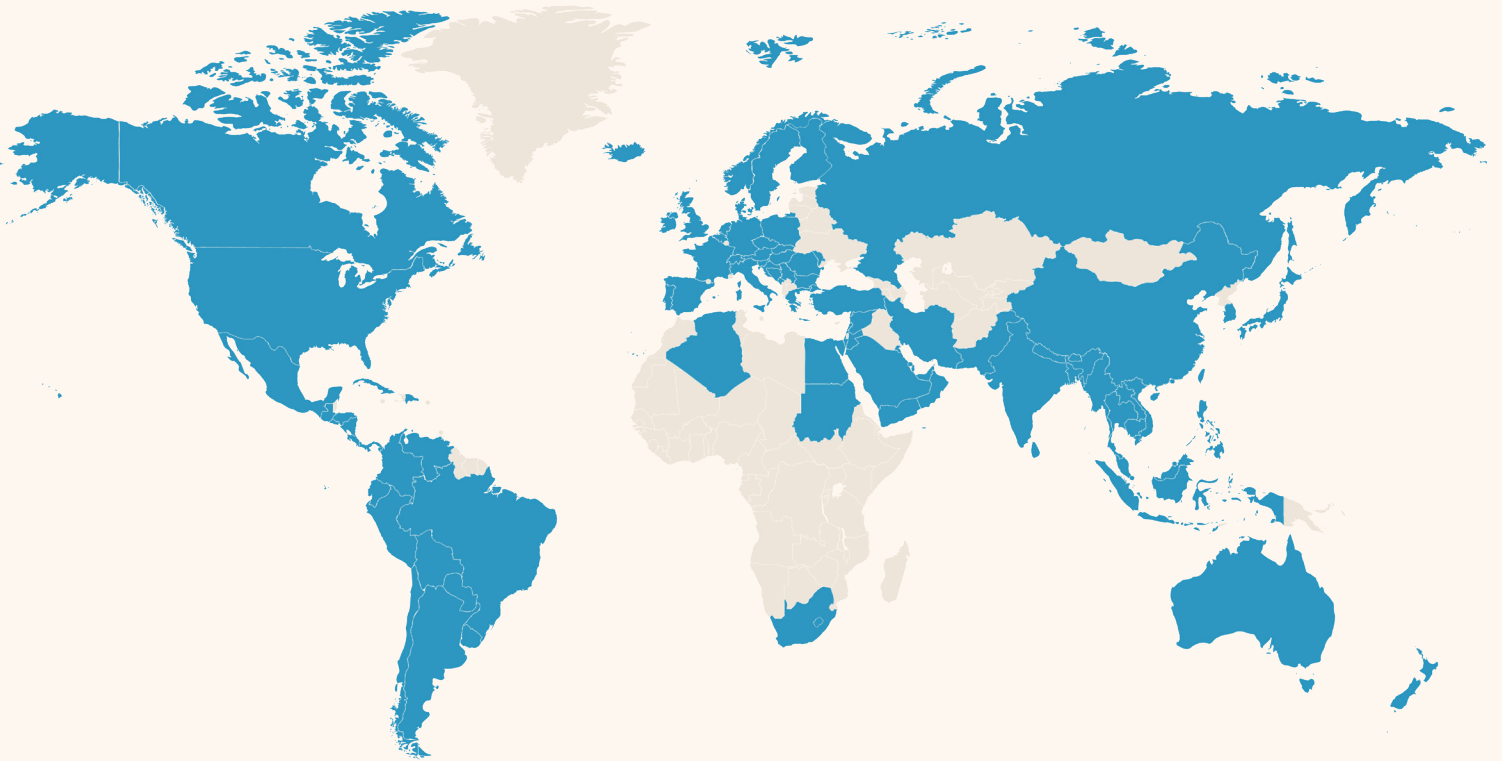


REACH THE LARGEST DENTAL COMMUNITY

dti | Dental
Tribune
International

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www.dental-tribune.com

Developing a solid marketing budget and spending it through the best possible channels is an important part of creating a plan of action that is realistic and will help improve revenue.

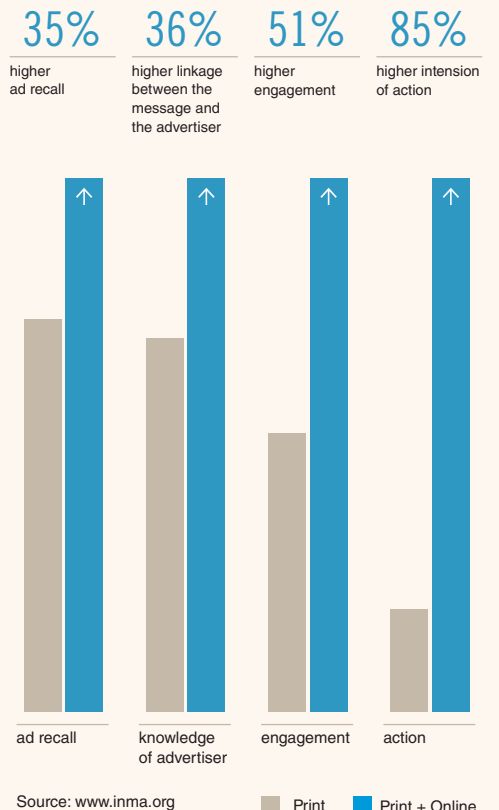
DTI's unique publishing platform combines print, digital and educational media, offering a multitude of marketing channels to reach the largest dental community worldwide. Google ranks the Dental Tribune website, www.dental-tribune.com, among the most comprehensive, up-to-date and influential websites in dentistry, given the hourly updated news feeds from DTI correspondents and publishers from around the world.

In order to benefit from this high Google ranking, as well as the ever-increasing online audience, and to generate active sales leads, www.dental-tribune.com offers a number of products, the most pivotal being the search engine-optimized Partner Content Distribution Package. This multi-

media hub contains all of the relevant company information and serves as a gateway for interactive advertising. All marketing channels offered by DTI are linked to the Partner Content Distribution Package and serve to generate quality sales leads globally and locally.

Collaborating with us will help you improve the visibility of your company and products. Accelerate the success of your advertising campaign by using the channels, branding and lead generation tools DTI has to offer.

Combined print and online advertising effectiveness



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Last update: October 2023

Europe		
Country/Region	Print Distribution	Digital Distribution
Austria	6,000	2,000
Bosnia and Herzegovina	1,000	2,000
Bulgaria	1,500	1,800
Croatia	4,000	4,000
Czech Republic & Slovakia	3,000	11,000
Finland	—	2,000
France	20,000	14,000
Germany	20,000	24,000
Greece	11,000	6,000
Hungary	5,000	7,500
Israel	5,000	3,000
Italy	10,000	23,000
Netherlands	8,500	7,000

Europe		
Country/Region	Print Distribution	Digital Distribution
Nordic ¹	—	4,000
Poland	—	13,000
Portugal	1,000	7,000
Romania & Moldova	1,000	10,000
Russia	15,000	6,000
Serbia & Montenegro	4,500	3,000
Slovenia	3,000	1,200
Spain	—	20,000
Sweden	—	1,100
Switzerland	6,000	2,500
Turkey	—	23,000
UK & Ireland	20,000	19,000

Total Europe	Print Distribution	145,500
	Digital Distribution	217,100

¹Countries of distribution: Denmark, Finland, Iceland, Norway, Sweden.

Middle East & Africa		
Country/Region	Print Distribution	Digital Distribution
Algeria, Morocco & Tunisia	—	2,000
Arab World ²	—	10,000
Middle East ²	25,000	65,000
Total Middle East & Africa	25,000	77,000

²Published in Arabic. ³Countries of distribution include: Bahrain, Egypt, Iran, Jordan, Kuwait, Lebanon, Oman, Qatar, Saudi Arabia, Sudan, Syria, UAE, Yemen.

Americas		
Country/Region	Print Distribution	Digital Distribution
Brazil	—	15,000
Hispanic & Latin America ⁴	—	60,000
U.S.	—	42,000
Total Americas	—	117,000

⁴Countries of distribution: Argentina, Bolivia, Chile, Colombia, Costa Rica, Cuba, Dominican Republic, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Puerto Rico, Uruguay, USA, Venezuela.

Asia & Oceania		
Country/Region	Print Distribution	Digital Distribution
ASEAN ⁶	—	35,000
Australia & New Zealand	—	5,000
China	5,000	25,000*
India & South Asia ⁵	—	35,000
Japan	—	30,000
Korea	18,000	27,000
Pakistan	10,000	20,000
Vietnam	—	4,500
Total Asia & Oceania	28,000	181,500

Industry	
	Digital Distribution
Industry International	13,000

Regional (English Newsletter Distribution)	
Region	Digital Distribution
Europe ⁷	52,000
International ⁸	65,000

⁵Countries of distribution: Bangladesh, Bhutan, India, Nepal, Myanmar, Sri Lanka.

⁶Countries of distribution: Indonesia, Malaysia, Philippines & Singapore.

⁷Countries of distributions: Austria, Denmark, Finland, France, Germany, Greece, Iceland, Ireland, Italy, Netherlands, Norway, Poland, Spain, Sweden, Switzerland, UK.

⁸Countries of distributions: Australia, Austria, Brazil, Canada, China, Denmark, Finland, Germany, Greece, Hong Kong, Iceland, India, Ireland, Israel, Italy, Japan, New Zealand, Norway, Netherlands, Pakistan, Poland, Russia, UAE, UK, USA, Saudi Arabia, South Africa, Spain, Sweden, Switzerland.

Total Worldwide	Print Distribution	198,500
	Digital Distribution	722,600
DT Study Club	Distribution	400,000

DTI Global Coverage

1,321,100

E-newsletters and e-blasts are published in the dominant business language of each country. The regional databases combine recipients from different country databases interested in information in English. Some duplicates may be possible.

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):

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

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