

Dental Tribune International

# Targeted Digital Marketing



# REACH THE DENTAL COMMUNITY WORLDWIDE

# Targeted Digital Marketing E-blasts and e-newsletters

Through its pan-regional, language-specific and more widely scoped international web-sites, DTI reaches more than 743,000 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

International update in esthetic dentistry by Dr. Pascal Magne in Rome.

Rome, July 1-2, 2023.

### Pascal Magne Europe 2023

We are delighted to announce a major International update in esthetic dentistry by Dr. Pascal Magne which will be held in Rome on July 1-2, 2023.

[Find out more](#)

One pass. Two game-changing days.

"Pascal Magne Europe 2023" is going to be a big International meeting on esthetic dentistry with participants from all around the world. The first day on July 01 will be fully dedicated to the update in anterior bonded restorations, and the second day on July 02 will be focused on posterior restorations.

[Find out more](#)

## E-newsletter

# DENTAL TRIBUNE

International Newsletter - 13 April 2023

**ITI World Symposium 2024 to feature over 50 speakers and exclusive clinical case footage**

The International Team for Implantology (ITI) World Symposium 2024 will be held in Singapore from 9 to 11 May next year. The event will feature more than 50 world-renowned speakers, real patient stories and...

[Read more](#)

**XP ENDO**  
Adaptive

[www.fgchp.com/endo-xp](#)

**Artificial intelligence: A gift to dentists**

The May 2019 edition of *The Atlantic* magazine contained an article titled "The truth about dentistry" in it, the author visualized dentists—not a particular dentist but dentists in the abstract—as sinister authority figures leaning over the helpless patient's recumbent form, drill in hand. Mistakenly perceived the scene like swamp fog. "When he points at spectral smudges on an X-ray," the author pleads, "how are we to know what's true?"

Then there was the Dustin Hoffman movie *Marathon Men* with its Neal dentist-cum-torturer, and the famous —or, if you're a dentist, notorious—1997 *Reader's Digest* article by a writer who visited 50 dentists in 26 states, picking them at random out of the Yellow Pages, and was given treatment plans ranging in cost from under US\$500 to nearly US\$30,000. That one really hit a nerve, so to speak.

[Read more](#)

**ITI World Symposium Singapore May 9 - 11 2024**

[click to unveil all 50+ speakers](#)

**FGK expands its obturation portfolio with new bio-ceramic products**

FGK Dentaire has introduced BC Universal Sealer and BC Universal BEM to complement its endodontic obturation portfolio in the European Union (EU), the UK and Israel. With this launch, FGK now offers a more complete...

[Read more](#)

**The Implant Challenge: Strategies to Achieve Predictable Results Between Teeth and Implants**

Thu. 20. Apr. 15:00 BRT (Sao Paulo)

[Register now](#)

**FGK Dentaire RACE EVO**

RACE EVO is the ultimate evolution of our popular and proven Race rotary system. Highly dependable original Race features combined with proprietary heat treatment and higher rotation speed capability, make RACE EVO instruments even safer, easier to control and more efficient than ever before. Exclusive heat treatment combined with legacy Race features provide the perfect combination of strength, durability and control. With unmatched resistance to...

[Read more](#)

**SIDEX 2023**

→ Rectangle banner (621 x 555 pixels)

→ Skyscraper vertical (621 x 1,110 pixels)

→ Article

→ Product teaser

DTI offers e-newsletters before, during and after events that provide information to visitors and support organizers, their founding partners and participating industry members. In 2024, the international DTI editorial team is scheduled to attend over 80 shows around the globe, from where they 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 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](http://www.dental-tribune.com)
- rectangle banner (621 × 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](http://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

**today Newsletter – AEEDC 2023 – 7 February 2023**

**"It is here that East meets West"**  
AEEDC Dubai's organizers are thrilled to present a solid event which they hope will exceed the expectations of visitors and exhibitors. Dental Tribune International spoke with Anas Al Madani, vice chairman and ...  
[Read more >](#)

**RESISTA**  
MALL 4 - STAND AREA  
[Read more >](#)

**Straumann Group reveals its plans for the Middle East**  
Having a clear vision of unlocking the potential of people's lives, Straumann delivers cutting-edge product innovations that are regarded as industry benchmarks and disruptive technological breakthroughs that ...  
[Read more >](#)

**Discover the next 100 years of dentistry today**  
Dental 3D Printing with SprintRay  
[Read more >](#)

**AEEDC Dubai 2023**  
7-8 February  
Dubai  
[Read more >](#)

**South Korea announced as AEEDC Dubai 2023 guest of honour**  
AEEDC Dubai has officially announced the Republic of Korea as the guest of honour for the 27th edition of the annual UAE International Dental Conference and Arab Dental Exhibition (AEEDC Dubai). The event is ...  
[Read more >](#)

**SprintRay introduces product innovations for fast dental 3D-printing workflow**  
With a focus on dental 3D printing, SprintRay is continuously developing its technology and products to deliver its unique frictionless workflows to dentists and laboratories. The company was founded in 2014 in ...  
[Read more >](#)

**Resista—dental implants made in Italy on display at AEEDC 2023**  
Resista is an Italian implant manufacturing company. It was founded in 1960 as a manufacturer of abrasive discs and materials for the processing and finishing of prosthetic products and began to sell dental implants in 2006. AT AEEDC, the company is currently ...  
[Read more >](#)

**Straumann**  
**Concept of immediacy in implant dentistry**  
Patients' increasing demands for shorter treatment times, the growing evidence for predictable success and the positive effects on productivity and growth have made immediate treatment protocols ...  
[Read more >](#)

**SprintRay**  
**Die and Model 2 Tan**  
SprintRay Die & Model 2 Tan represents a big step forward in dental 3D printing modelling materials. Our tan color mimics elastic dental stone and features almost no pigment settling, which means you can spend ...  
[Read more >](#)

**Resista**  
**UNI-Q-MUA 2.0**  
UNI-Q-MUA 2.0 is the successor of the original UNI-Q-MUA developed in 2013 by Resista's research and development department for a surgical treatment of edentulous patients. The product was designed for the realization and ...  
[Read more >](#)

**Impressions from AEEDC Dubai 2023**

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 AEEDC 2023 edition online.

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**DENTAL TRIBUNE**  
News Education Business E-papers Events Who's who

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→ Rectangle banner (621 × 555 pixels)

→ Article

→ Product teaser




# Targeted Digital Marketing B2B e-blasts and e-newsletters

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


**clearcorrect**  
A Straumann Group Brand



**Partners in excellence.  
United by smiles.**

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.


### Premier aligner



Engineered for precision, comfort and esthetics, ClearCorrect® aligners are the ultimate orthodontic tool for your practice. Born from decades of material science, research, and innovation, our aligners combine our proprietary ClearQuartz™ tri-layer material, high and flat trimline, and scientifically-proven clinical features to help you achieve your orthodontic goals.

[LEARN MORE](#)


### Empowering Digital Workflow



ClearCorrect's powerful digital ecosystem gives you control and flexibility over your treatments while maximizing productivity. With intuitive digital workflows, comprehensive treatment options, and advanced clinical planning tools in ClearPilot™, achieving optimal treatment plans has never been easier.

[LEARN MORE](#)

**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 12,000 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

dti  
Dental Tribune International

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LinkedIn


International Business Newsletter – 14 June 2022



**RAYSHAPE**  
Shape 1+ Dental All-in-One 3D Printer for Digital Dentistry


**"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 ...

[Read more >](#)



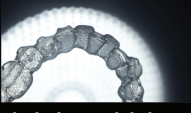
**Become a Reseller for a Top DLP 3D Printer**

[Read more >](#)




**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 checked the world's ports ...

[Read more >](#)




**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\$4.1 billion ...

[Read more >](#)



**Henry Schein to acquire Conдор Dental and expand its operations in Switzerland**  
Henry Schein has signed a definitive agreement to acquire the privately held dental distribution company Conдор Dental in a transaction that the healthcare distributor says will enhance its ability ...

[Read more >](#)



**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 × 555 pixels)

→ Article

# Targeted Digital Marketing Corporate event e-newsletters

The DTI global correspondents' network offers coverage of your corporate event with an exclusive corporate event e-newsletters, before, during and after the event. Designed to suit the specific needs of the client, this e-newsletter contains company-specific content only.

Additionally, the digital sponsorship package can be combined with our *today* corporate edition offering. (Please see page 16 for details.)

## Package details

- exclusive: company-specific content only
- customized header and e-newsletter design (optional)
- logo placement
- article(s) and photo(s) at [www.dental-tribune.com](http://www.dental-tribune.com)
- up to four rectangle banners (621 × 555 pixels; JPEG or PNG) or one skyscraper banner (621 × 1,110 pixels; JPEG or PNG) with a link to the corporate website or corporate event website
- link to Content Partner Distribution Package (if available)
- three product teasers with a link to the product entry at [www.dental-tribune.com](http://www.dental-tribune.com)

## Corporate event e-newsletter

**Logo placement**

**Customized header**

**Skyscraper vertical (621 × 1,110 pixels)**

**Rectangle banner (621 × 555 pixels)**

**Video**

**Slide show**

# Media Sales Contact

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



**mediasales@dental-tribune.com**

**+49 341 48474 100**



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



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

**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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