



DENTAL TRIBUNE UK & IRELAND 2022

Dental Tribune UK & Ireland

The leader in dental communications

Dental Tribune UK & Ireland was established in 2009. Traditionally a print publication, recent years have seen a strong shift in media market trends throughout the UK & Ireland. The portfolio now consists **predominately of digital, educational, event & social media**.

The readership includes all **general & dental specialties**, KOLs, hygienists, practice managers, laboratory owners, technicians,

dental nurses, dental surgeons, which provides our clients with the opportunity to reach most varied audiences possible.

All the products within the portfolio can be **individually tailored** to clients' requirements and budgets, ensuring **maximal reach** to dental professionals across the UK & Ireland.

Targeted Digital Marketing

Dental Tribune e-newsletters have become a trusted brand our readers have opted in for. They report on and analyse the latest developments within British and Irish dentistry. **Features include** finance, marketing, business development, practice management and education. Additional content includes the latest scientific developments and news from national and international dental trade and industry.

Additionally, our **specialty e-newsletters** focus on specific content within the **designated fields** including digital dentistry, endodontics, implantology, 3D imaging, orthodontics and prevention.

Event specific e-newsletters provide coverage of the UK & Ireland's most important dental events and offer the latest news directly from the show floor, as well as industry announcements, interviews with key opinion leaders, product launches, photo galleries and videos.

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. E-blast delivery is flexible, and DTI can assist in content design.

E-blast (E-shot) – 17,000 Recipients

E-newsletter – 17,000 Subscribers



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900ml Forte & Regenerate

PATIENT TIP
Get your patients to gargle with 'Perio plus' Regenerate for one minute before treatment to eliminate pathogens.

Rinsing and gargling using a preventative mouthwash protects the mouth and throat

- Provides powerful, natural protection within the mouth
- Eradicates biofilm quickly and slows down its regrowth
- Ensures compliance through pleasant taste and minimal side effects
- CHX and Citrox® proven to be more effective than CHX alone*

*Jeyakumar, J., Sculean, A. and Eick, S. (2020) Anti-biofilm Activity of Oral Health-care Products Containing Chlorhexidine digluconate and Citrox. Oral Health & Preventive Dentistry. 18: 981-990. DOI: 10.3290/j.ohpd.a45437.

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DENTAL TRIBUNE
UK & Ireland Newsletter – 11 November 2021

Extension of Ceramill CAD/CAM workflow – digital solutions lead the way into the dental practice
With its Ceramill Direct Restoration Solution (DRS), Amann Girrbach has extended its integrated digital workflow to the dentist and thus closed the communication gap that existed between the dental ...
[Read more](#)

NHS Dental Services
NHS dentists feel left behind in budget plan
In a recent press release, the British Dental Association (BDA) lamented the budget's failure to recognise the challenges facing dental services across England. Over 40 cross-party MPs have backed calls from both the BDA and Healthwatch England for the government to provide vital funding for the recovery and rebuilding of services.
Reforms of the widely discredited operating model of the service was pledged by April 2022. Dental leaders have expressed disbelief that no commitments have been made to provide the necessary resources to deal with backlogs and to underpin the transition to a new and sustainable model of care.
Over 15 million appointments have been lost in England since lockdown. However, even before the COVID-19 pandemic, funding was barely sufficient to cover half the population. The 50% business rates discount extended to the retail and hospitality sectors once again leaves ...
[Read more](#)

AMANN GIRRBACH
ceramill DRS
DIRECT RESTORATION SOLUTION
The new dimension of united dentistry in laboratory and practice.
[AGLIFE](#)
DIGITAL DENTISTRY
[Sign up for the free newsletter](#)

King's launches student society for sustainable dentistry
All industries are implicated in the need to reduce carbon emissions, and dentistry is no exception. A new student society at King's College London's Faculty of Dentistry, Oral and Craniofacial Sciences is dedicated to ...
[Read more](#)

Amann Girrbach
Artes CR Gold
The key to a perfect restoration result is flawless model management. Amann Girrbach offers specifically developed and perfectly coordinated premium solutions for every single work step in the process chain ...
[Read more](#)

Amann Girrbach
Ceramill Matik
With the new Ceramill Matik processing unit Amann Girrbach revolutionises the digital laboratory workflow. The innovative full-service unit combines the actual processing station with a fully automatic stock ...
[Read more](#)

* Prime sponsorships have a maximum of two sponsors per e-newsletter. For exclusive sponsorships, contact media sales.

→ Article

→ Skyscraper vertical
(621 × 1,110 pixels)

→ Rectangle banner
(621 × 555 pixels)

→ Product teaser

Digital Media

Banner advertising

Long- and short-term advertising campaigns

Strategically placed within and adjacent to our editorial content, banners are the perfect way to promote your products and services to the extensive online community that frequents the Dental Tribune website. To ensure the readability of our website, the number of advertisements on the pages is

controlled. Banner advertising is especially suitable for brand marketing and may also be used for short-term campaigns. Depending on the goal of your campaign, banner advertising is designed to help create greater awareness of your products and services and generate more clicks through

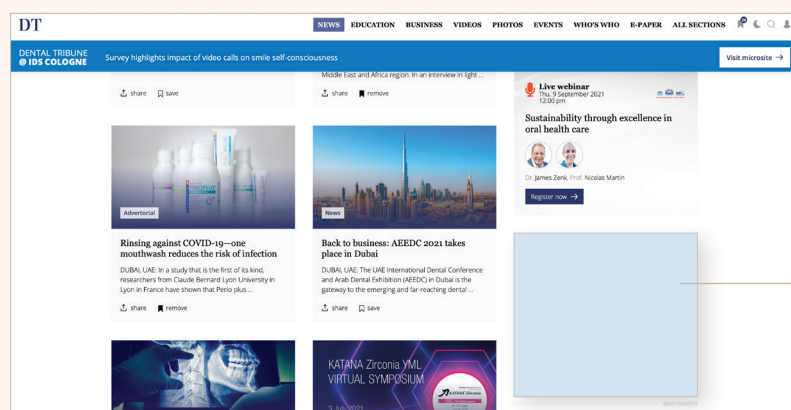
to your corporate website or your special campaign site. Direct leads can easily be tracked, as every banner is linked directly to the website specified by the advertising partner.

Banner types

We offer two different types of banners, an **impression-based** model for a specific amount of visibility (5,000 or 10,000 impressions), and a **time-based** model for longer campaigns requiring a minimum of 1 month's duration.

Banner formats and sizes

The **rectangle**, **skyscraper** and **billboard** are standard banner options and can be placed anywhere on the website.



→ Rectangle banner

621 × 555 pixels



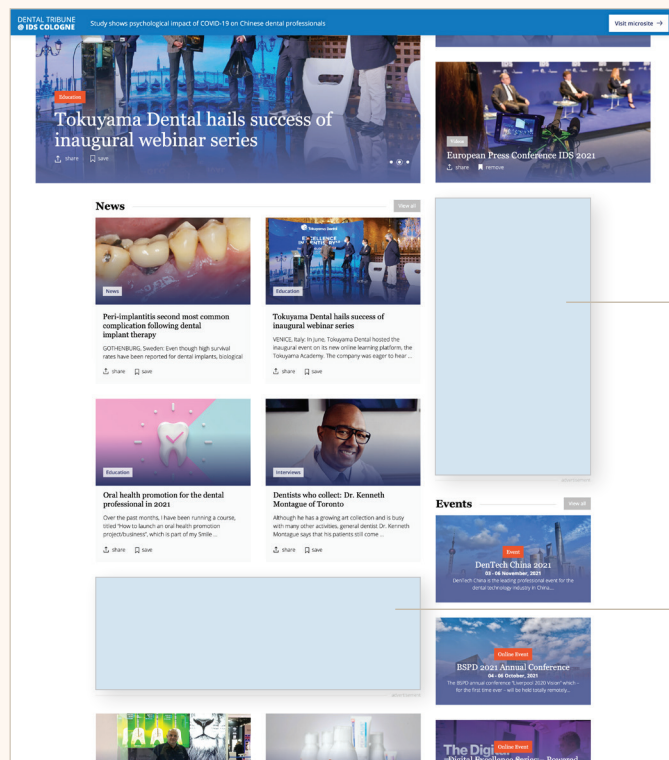
→ Billboard banner

1,980 × 600 pixels

Digital Media

Banner advertising

Long- and short-term advertising campaigns

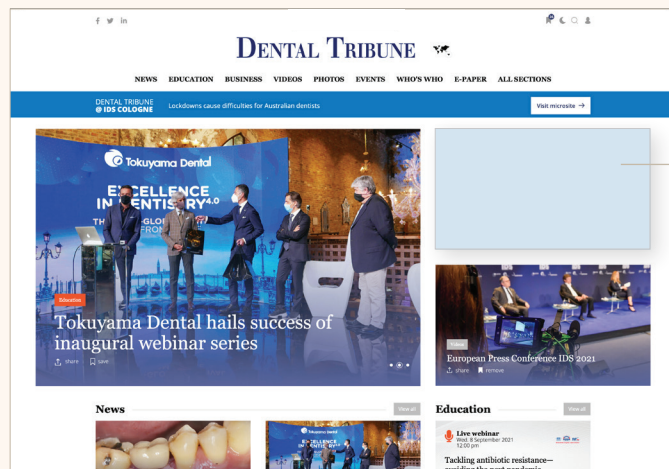


→ Skyscraper vertical

621 × 1,110 pixels

→ Skyscraper horizontal

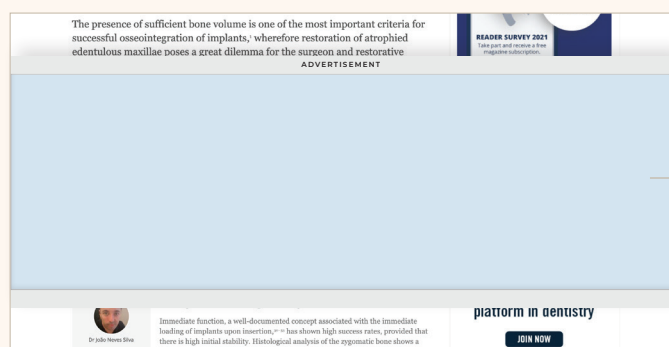
1,300 × 450 pixels



→ Prime rectangle banner

860 × 483 pixels

Slide-in banners can only be placed within articles. This banner slides by while a reader is scrolling down through an article. The advertisement is placed behind the main text and hijacks the page's scrolling behaviour to have the banner scroll by. Once the banner has scrolled by, the reader can continue reading the article.



→ Slide-in banner

1,800 × 3,900 pixels (mobile)

3,840 × 1,965 pixels (desktop)

Digital Media

Banner advertising

Long- and short-term advertising campaigns

A **pop-up** banner appears by overlaying the webpage the reader is currently looking at. The banner needs to be either closed or clicked for the reader to continue navigating through the website. The **wallpaper** banner Remains at the bottom of the page and does not obstruct the view of the reader.



→ Pop-up banner
1,920 × 1,440 pixels



→ Wallpaper banner
upon request

Educational Media

DT Study Club

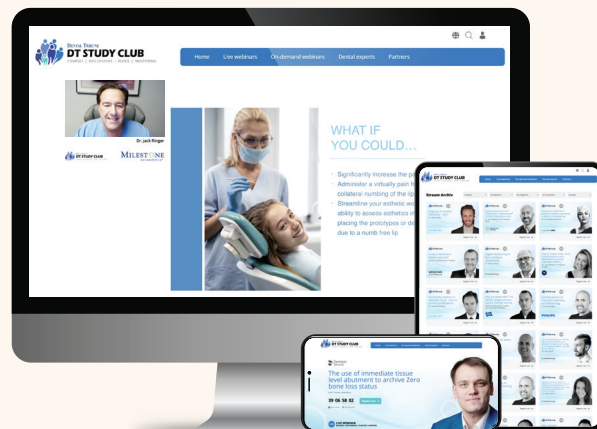
With 25,000 members and recognized as a continuing education provider, the **DT Study Club UK & Ireland** platform brings local events & lectures to national audiences. The **live & on-demand webinars** satisfy the educational needs and requirements across all dental disciplines.

With manageable technical requirements such as, a stable broad band connection, a computer or mobile device, a camera, and a headset, webinars can be broadcasted from anywhere.

Webinar Specifications

- 45- to 60-minute online lecture in a virtual classroom, followed by a 15-30-minute Q&A session
- professional recording, editing, and archiving of the lecture in the DT Study Club online archive
- Speaker technical support & comprehensive briefing
- administration of CE credits
- promotion of the webinar on the DT Study Club platforms, DT website, and social media channels
- the client receives the list of all registered leads from non-GDPR-restricted regions (including country, name, address, phone, and email, if provided)

- where applicable, one follow-up email to all registered participants will be sent by DTI (the material must be provided by the sponsor)
- the virtual classroom features the company logo and a download area for brochures or catalogues



www.dtstudyclub.co.uk

Social Media

Connecting the dental world



The Dental Tribune social media channels are an extension of the well-known brand. Our editorial team keeps our fans and followers up to date with the latest news from the dental community and live posting from all major dental trade fairs and congresses. Additionally, these channels provide a pivotal setting in which to share corporate messages, engage in with dental professionals, promote product releases, brand awareness and more.



share posts



social media campaigns



add to digital campaign packages

Facebook

Dental Tribune International 25,000
Dental Tribune UK & Ireland 1,500

Twitter

Dental Tribune International 4,500

* Numbers as of September 2021.

Media Sales Contact

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Legal information

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

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



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