A breath of fresh air: Dental Tribune International launches new website

By DTI

LEIPZIG, Germany: On 15 December, Dental Tribune International is launching its brand new website. The changes reflect current visual trends, create more space for new content and simplify user navigation. As an international online platform, www.dentaltribune.com will be the only website that offers a combination of dentistry-related news, clinical articles, research papers, product and industry information, job offers and continuing education opportunities in around 25 languages.

In addition to its successful global print publications, Dental Tribune aims to deliver the newest dental content to its readers online. The latest science, event and business news are released every day. Furthermore, dental professionals from all over the world publish their clinical articles on the website, covering the most recent developments in fields such as implantology, endodontics, orthodontics, cosmetic dentistry, dental hygiene and practice management. The majority of articles will be complemented with photo galleries or video clips, giving even more room to visual content than before.

On the new website, members of the dental industry will still have the opportunity to present their business and portfolio under a company profile. The new design will allow an appealing composition of company background, news, videos, events and webinars, information on its latest products, current job offers and company-related e-papers. Clients will also have the opportunity to promote their products and events on digital banners on the website and in newsletters. Both of these advertising options have been redesigned as well. Additional to established formats, content will now be offered in new sizes, and newsletters will have a fresh look that engages readers.

The new website will give readers information on continuing education courses and the latest dental events, such as congresses, trade shows and workshops, all over the world. It will allow users to search for country-specific job offers and classified advertisements, as well as for profiles of local and international opinion leaders who have published articles through Dental Tribune. All print issues that are published within the international Dental Tribune network, including specialty magazines, newspapers and daily congress papers, will still be made available as PDF files and e-papers in the website’s archive section.

Users interested in further professional development will find a broad range of learning opportunities on the website for earning continuing education credits. The Dental Tribune website is linked with Tribune CME; an education program presented by experts at dental training facilities worldwide with the aim of providing comprehensive hands-on training in advanced dentistry. Via its Dental Tribune Study Club platform, Dental Tribune also offers a number of webinars on all topics of dentistry. Dental professionals can participate in these online continuing education courses on any web-enabled device from anywhere in the world. Information on upcoming educational events will be announced on the new website.

Owing to the international audience of the Dental Tribune network and the contributions by dental publishers and dental professionals worldwide, content will always be made available in several languages. When visiting www.dentaltribune.com, users will initially be guided to their local page, but easily be able to view articles, product information or webinars in English on the international Dental Tribune network, in addition to national Dental Tribune network information. Articles or video clips will be available in more than 25 languages, including Spanish and many other languages.

Headquartered in Leipzig, Dental Tribune International has been involved in dental publishing since 2003. Today, the group is composed of the world’s leading dental publishers. Its portfolio currently includes more than 350 print publications and multiple websites that reach more than 650,000 dentists in more than 90 countries and 25 languages. DTI also offers communication services and organizes continuing education programs, as well as congresses and exhibitions. As official media partner of the FDI World Dental Federation and regional dental organizations, DTI is able to promote and help expand a truly global dental network.

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