



Dental Tribune International

# DENTAL TRIBUNE NORWAY

[www.dental-tribune.com](http://www.dental-tribune.com)

**dti** | Dental  
Tribune  
International

# Dental Tribune International

Dental Tribune – Norway Edition



Dental Tribune Norway

Dental Tribune is an independent tabloid-format publication for general dental practitioners. Currently, 222 issues of Dental Tribune are produced in 26 languages annually, and distributed in over 90 countries.

In 2020, Dental Tribune International will be launching a new branch in Scandinavia, with the first ever issue of Dental Tribune Norway, set to come out in the first quarter of 2020, followed by three additional issues, distributed quarterly.

Dental Tribune newspapers offer the latest news and information in an easy-to-read format that fits into the busy schedules of today's dental professionals. They are filled with practical, up-to-date information on practice management, clinical procedures, industry news and local events. In addition, interviews with notable practitioners and industry representatives round out the editorial content, providing the most current opinions and developments in the broader field of dentistry.



## Print

### Print Production Plan

Issue	Editorial Deadline	Ad Deadline	Print Distribution	Digital Distribution	Release Dates
1/2020	November 11, 2019	December 5, 2019	2,000	500	January 2020
2/2020	March 6, 2020	March 12, 2020	2,000	1,000	March 2020
3/2020	May 22, 2020	May 28, 2020	2,000	1,500	June 2020
4/2020	September 04, 2020	September 10, 2020	2,000	2,000	September 2020

### Advertising Rates & Formats (w × h)

#### Annual Package

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→ Dimensions (w × h):	594 × 420 mm	297 × 420 mm	297 × 210 mm	148 × 420 mm	148 × 210 mm
→ Advertising Rates:	3,450	2,450	1,950	1,950	1,650

All Prices in in Euros. VAT not included. Annual packages are available on request.



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 protect 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 page requested by the advertising partner. Moreover, banners can be incorporated into a digital campaign or can be

combined with DTI's print products as part of a package. All banner formats can now be placed as rich media banners (e.g., embedded videos and animated banners). Banners are booked for the respective regional or local landing page in the News, Education, Events, Marketplace and Clinical sections. Discounts are available for larger packages, long booking periods and educational marketing campaigns.



→ Banner	Rectangle banner	Skyscraper banner	Slide-in banner	Pop-up banner
→ Dimensions	336 x 300 pixels	336 x 600 pixels	1,200 x 2,600 pixels (mobile) 2,560 x 1,310 pixels (desktop)	480 x 320 pixels (min. size) 1,280 x 960 pixels (max. size)
→ Monthly Time-based banner price	1,250	1,450	2,950	
→ Impression-based banner price				
5,000 impressions	950	1,450	1,950	3,450
10,000 impressions	1,950	2,450	2,950	6,450
25,000 impressions	3,750	4,250	4,750	14,950

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E-Newsletters



Our informative **e-newsletters** are distributed to opt-in databases of dental professionals who look for the trusted Dental Tribune brand. With international, multi-regional (e.g., Europe, Asia Pacific and Latin America) and regional e-newsletters in the local languages,

DTI can help you reach the entire world of dentistry. Our e-newsletters come out weekly or monthly, depending on the region, and offer article teasers, along with a sponsorship option.

**E-Newsletter Price**  
1,950



## DT Study Club – dtstudyclub.no



The DT Study Club Norway is an education-based online community that inspires new possibilities while creating higher expectations in online learning.

The DT Study Club offers dentists an entire online community, including live, interactive and archived webinars,\* product reviews with

recordings of opinion leaders' first impressions, a growing database of case studies and articles, and networking possibilities that go beyond country borders to create a global dental village.

## Advertising package

Package Price:  
**3,950**



1 full page ad  
in Dental Tribune Norway



1 rectangle banner  
on the [no.dental-tribune.com](http://no.dental-tribune.com)



1 E-Newsletter sponsorship

## Media Sales Contact



Contact us for more information, offers and individually-designed packages.

[mediasales@dental-tribune.com](mailto:mediasales@dental-tribune.com)  
+49 341 48474 100

The most current version of this rate card is available at  
[www.dental-tribune.com/advertise-with-us](http://www.dental-tribune.com/advertise-with-us)