



MAGAZINES
TRADE SHOWS
DIGITAL SERVICES

MEDIAKIT

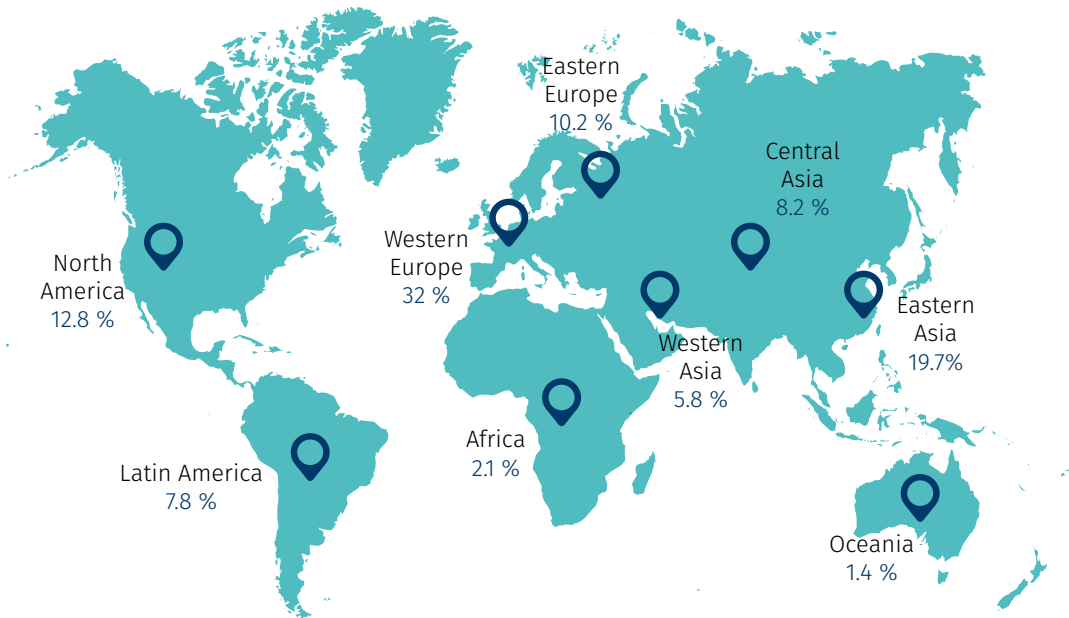
We help you find distributors worldwide since 1994.



company.profile.com



Different **markets** mean different **chances**.
Don't limit your success, think bold and go global.



Do you think it's hard to find distributors? **Think again.**

Dear Partners,

Since 1994, Infodent & Infomedix International help dental and medical companies worldwide finding new distributors and expanding their business abroad.

We publish international magazines, offer marketing and web services, attend the main trade shows in 5 continents and design new products just to help companies growing, going over their borders. In this mediakit you will find all our products: for customized solutions or further information, please ask the Infodent & Infomedix International consultant team: they are always ready to support you.

Thank you!

Baldo Pipitone

Infodent & Infomedix International CEO



Baldo Pipitone
CEO

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Infodent International

Since 1994 the only B2B magazine targeting distributors worldwide.

Infodent International helps you to get noticed by the whole dental industry, offering you incredible opportunities to create a network of business relationships. The 95% of advertisers confirm their space after their first feedbacks.

Datas

Quarterly published (Feb/May/Aug/Nov)

Copies: 84,000/year (21,000 per issue)

Language: English

Size: 21x28 cm

Pages: 96/128

Audience:

The hard copy is sent by post **free of charge** to 9,000 distributors and 12,000 manufacturers in 189 countries and handed out in the main dental trade shows.

The soft copy is emailed to 18,000+ worldwide dealers, manufacturers, importers, exporters, wholesalers, agents and trade associations.

Contents:

International markets' trends and regulations, new products, information on dental exhibitions and trade news.



Issue:

Infodent Int'l #1

Infodent Int'l #2

Infodent Int'l #3

Infodent Int'l #4

Circulating:

Feb/Mar/Apr

May/June/July

Aug/Sep/Oct

Nov/Dec/Jan

Ask us for customized solutions.

www.infodent.com - infodent@infodent.com



Save money with our marketing packages. Contact us for a customized solution.

Infomedix International

Since 2002 the B2B magazine engaging medical distributors worldwide.

Infomedix International is the indispensable resource for companies looking for distributors worldwide. Read globally by the whole medical industry it's a great support to grow your business relationship's network.

The 98% of advertisers confirm their space after their first feedbacks.

Datas

Four monthly published (Jan/May/Sep)

Copies: 66,000/year (22,000 per issue)

Language: English

Size: 21x28 cm

Pages: 64/96

Audience:

The hard copy is sent by post **free of charge** to 8,500 distributors and 3,000 manufacturers per issue in 189 countries and handed out in the main medical trade shows.

The soft copy is emailed to 25,000+ worldwide dealers, manufacturers, importers, exporters, wholesalers, agents and trade associations.

Contents:

International markets' trends and regulations, new products, information on medical exhibitions and trade news.



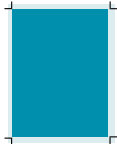
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Issue:	Circulating:
Infomedix Int'l #1 <i>Asia insight</i>	Jan/Feb/Mar/Apr
Infomedix Int'l #2 <i>Orthopedic insight</i>	May/June/July/Aug
Infomedix Int'l #3 <i>Radiology insight</i>	Sep/Oct/Nov/Dec

Save money with our marketing packages. Contact us for a customized solution.

Formats & Rates



Full Page



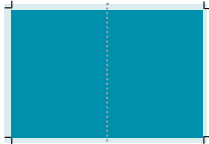
2/3 Page



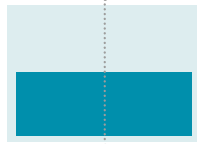
1/2 Page



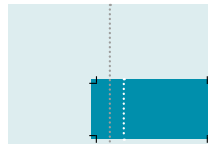
1/3 Page



Double Page Spread¹



1/2 Page Spread²



Postcard



Inside Band w/o Postcard³

Highlights Editorial:

- Editorial describing the product and/or the company in max 150 words +
- Product Photograph +
- Company Logo

€ 900

Distributors Wall (Looking for Distributors / Manufacturers / Miscellaneous):

- 50 words text with company contact details

Bold € 250

Box € 350

Full Page Interview / Article

- Editorial 600 words article +
- Product Photograph +
- Company Logo

€ 2,000



Advertising Measurements	Trim Size		Bleed Size		Rates
Space Unit	Width	Height	Width	Height	
• Double Page Spread ¹	420 mm	280 mm	430 mm	290 mm	€ 6,000
• Full page	210 mm	280 mm	220 mm	290 mm	€ 3,500
• 2/3 page	118 mm	240 mm			€ 2,500
• 1/2 page spread ¹	390 mm	115 mm			€ 3,500
• 1/2 page	180 mm	115 mm			€ 1,900
• 1/3 page column	57 mm	240 mm			€ 1,350

Premier Positions Measurements	Trim Size		Bleed Size		
Space Unit	Width	Height	Width	Height	
• I Cover Page	220 mm	220 mm	225 mm	225 mm	€ 8,500
• II Cover Page	210 mm	280 mm	220 mm	290 mm	€ 4,500
• III Cover Page	210 mm	280 mm	220 mm	290 mm	€ 4,200
• IV Cover Page	210 mm	280 mm	220 mm	290 mm	€ 4,800
• Page No. 1	210 mm	280 mm	220 mm	290 mm	€ 3,800
• Full Page Paperboard ²	210 mm	280 mm	220 mm	290 mm	€ 5,000
• Full Page Paperboard (front&back) ²	210 mm	280 mm	220 mm	290 mm	€ 9,000
• 1/3 page column near contents	57 mm	240 mm			€ 2,700
• Inside Band w/o Postcard ³ (stapled)	420 mm	110 mm	430 mm	120 mm	€ 6,000
• Postcard (front&back, stapled inside)	150 mm	100 mm	160 mm	110 mm	€ 3,200

* Right Positioning: + 10%

¹ Spread layouts have a 20mm gutter.

² Advertisements will be placed on special paperboard pages on a first come first served basis.

³ The postcard will be the third and fourth page of the band: 150 mm x 110 mm.

ImplantBook

The first and only global guide about the Implantology industry addressed to dentists and dealers.

ImplantBook's first edition was published in 2017 and it's already an essential tool: distributors and dentists love the accessibility of the information and companies the incredible visibility.

Datas

Yearly published (January)

Copies: +15,000/year

Language: English

Size: 25x25 cm

Pages: 178/192

Audience & Circulation:

ImplantBook is distributed in the most important dental trade shows worldwide (like Infodent International). The soft copy is available on its dedicated website, promoted on Social media, emailed to 18,000+ worldwide dealers, manufacturers, importers, exporters, wholesalers, agents and trade associations in 189 countries.

ImplantBook®

Global guide for dealers and dentists ©

Contents:

Simple and intuitive product highlights, divided in 3 chapters: dental implants, osseointegration & biomaterials, around implantology.

For further information contact us at:

implantbook@infodent.com

www.implant-book.com



Advertising

Are you seeking an extra visibility?

Get it with an advertising page.

A space completely for you without schemes or restrictions to conquer your audience in total freedom.

Full advertising space: 250x250 mm € 1,000

Cover

Do you usually ask for the best?

So the cover is what you need.

II Cover - 250x250 mm **€ 2,000**

III Cover - 250x250 mm **€ 2,000**

IV Cover - 250x250 mm **€ 2,500**

Product highlight/Technical Data Sheet

Are you looking for the attention of dentists and distributors? You have found it. Choose how to catch it in the best way: book the space that your product deserves, write a haunting description and select the most suitable picture.

½ page	100x210 mm	max 220 words*	1 picture 95x45 or 45x95 mm	€ 700
½ page	100x210 or 210x100 mm	max 220 words*	1 picture 95x45 or 45x95 mm	€ 700
Full page	210x210 mm	max 450 words*	1 or 2 pictures 95x45 or 45x95 mm	€ 1,000



* Words include the short description, website and email.

Advertorial

Your product is better than the others, isn't it? / Choose the space of the advertorial at the beginning of every chapter to convince dentists and dealers worldwide.

1 page advertorial	max 450 words	1 picture 102x87mm	€ 1,000
2 pages advertorial	max 700 words	up to 3 pictures 102x87mm	€ 1,800



inews IDS

Infodent International special edition for International Dental Show (Cologne, Germany)



The **inews** first issue was published in 2001 to support companies during the most popular dental trade shows with an excellent visibility, getting noticed by distributors and dental professionals.

Datas

Biyearly magazine (published in March)

Copies: 25,000 IDS edition

Language: English

Size: 21x28 cm

Pages: 80/160

Audience & Circulation:

All editions are handed out to all the visitors & exhibitors, distributed at the Infodent International booth, available online, promoted on Social media and emailed to 18.000+ worldwide dealers, manufacturers, importers, exporters, wholesalers, agents and trade associations in 189 countries. **inews IDS** is also distributed at the metro stations around the exhibition venue and distributed in Cologne hotels.

Contents:

Scientific articles, trade and economic focus, market information.

Ask us for customized solutions.

www.infodent.com - infodent@infodent.com

inews IDS' formats and prices

Ads

- Full Page **€ 2,200**
- Half Page **€ 1,300**

Editorial

- Highlights (150 words text + company logo + product photo) **€ 700**
- Full Page Article (600 words text + company logo + product photo) **€1,600**

Special Positions

- I cover page **€ 9,350**
- II cover page **€ 3,850**
- III cover page **€ 3,750**
- IV cover page **€ 6,100**
- 1/3 Page Contents **€ 1,900**
- Page #1 **€ 3,500**
- Full Page next to III Cover **€ 3,100**

Special Offers

- 1 full page adv + 1 full page article (600 words) **€ 3,200**
- 1 full page advertising + 1 highlight (150 words) **€ 2,500**
- 1/2 page horizontal adv + 1 highlight (150 words) **€ 1,650**
- 1 full page adv + 1 scientific article (1,800 words) **€ 4,900**

inews FDI, inews IDEM

Infodent International special editions for Fédération Dentaire Internationale (itinerant) and International Dental Exhibition and Meeting (Singapore).



The **inews** first issue was published in 2001 to support companies during the most popular dental trade shows with an excellent visibility, getting noticed by distributors and dental professionals.

Datas

inews FDI: Yearly published (September)
inews IDEM: Biyearly magazine (published in April)

Copies: 8,000 FDI and IDEM editions.

Language: English

Size: 21x28 cm

Pages: 80/160

Audience & Circulation:

All editions are handed out to all the visitors & exhibitors, distributed at the Infodent International booth, available online, promoted on Social media and emailed to 18.000+ worldwide dealers, manufacturers, importers, exporters, wholesalers, agents and trade associations in 189 countries. inews IDEM is inserted in the conferences' participants official bags.

Contents:

Scientific articles, trade and economic focus, market information.

Ask us for customized solutions.

www.infodent.com - infodent@infodent.com

inews FDI, inews IDEM formats and prices

Ads

- Full page **€ 1,200**
- Half page **€ 750**

Editorial

- Highlight Article (150 words + 1 pic) **€ 600**

Special Positions

- I Cover Page **€ 4,500**
- II Cover Page **€ 2,700**
- III Cover Page **€ 2,700**
- IV Cover Page **€ 3,500**
- Page #1 **€ 2,500**
- 1/3 page next to contents **€ 1,500**

Special Offers

- 1 Full page adv + 1 advertorial articles on full page (800 words) **€ 2,000**
- 1 Full page adv + 1 highlight (150 words) **€ 1,500**
- 1/2 horizontal Page adv + 1 highlight (150 words) **€ 950**

With every advertisement in special position, a free advertorial page! (max 800 words article and 1 picture)

Infomedix Odontoiatria Italiana

Your new way to reach Italian dentists

B2C
MAGAZINE

Datas

Bimonthly magazine
Copies: 15,000 / Issue
Language: Italian
Size: 29,7x42 cm

Audience & Circulation:

- Delivered by post to 15'000 dentists and dental technicians
- Distributed in dental congresses and trade-shows
- Sent by mail to 28'000 dentists

What can we publish for you?

- Dentistry and maxillofacial clinical cases of your opinion leader
- How to apply a dentistry technique
- Your product tutorials
- Step by step procedures of dentistry activities

Who can publish?

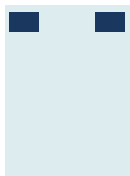
- Dentists, dental technicians, dental hygienists
- Manufacturers or distributors companies
- Dental Schools in the world



INFO MEDIX
la condivisione del sapere
ODONTOIATRIA ITALIANA

Contact us for more information
www.infomedixodontoiatria.net - redazione@infomedix.it

PRICES AND FORMATS:



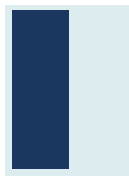
Manchettes



Box First Page



Box First Page Combo



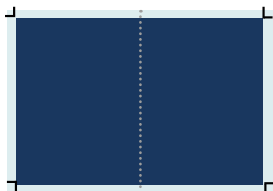
1/2 Vertical Page



1/2 Horizontal Page



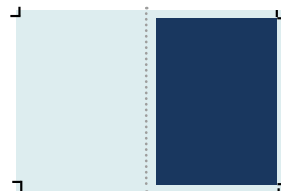
1/4 Page



Spread Double Page



Entire Left Page



Entire Right Page

Manchettes

· Size: 6x4 cm

€ 1,000 each

Box First Page

· Size: 13x18 cm

€ 1,500

Box First Page Combo

· Text 1.100 words

· ADV size: 13x11,5 cm

€ 1,500

1/2 Vertical Page

· Size: 12x37 cm

€ 900

1/2 Horizontal Page

· Size: 26,5x18 cm

€ 900

1/4 Page

· Size: 13x18 cm

€ 500

Spread Double Page Central

· Size: 59,4x42 cm

€ 2,600

Full Page

· Size: 29,7x42 cm

€ 1,500

Custom position + 10%

IV Cover

· Size: 29,7x42 cm

€ 2,500

Expodental Meeting Magazine

The Official Catalogue - Magazine
of the most important Italian trade show

B2C
MAGAZINE

Expodental Meeting Magazine* is the official Catalogue of the most important Italian trade show, Expodental Meeting, published by UNIDI in collaboration with Infodent International.

Datas

- Yearly published (May)
- Distributed at the Expodental Meeting trade show
- Printed in 10,000 copies and distributed to all visitors and exhibitors.
- Emailed to 22,000 Italian dentists and 16,000 worldwide companies' emails.



Prices

Full page	210 x 297 mm	€ 1,200
Half page	210 x 148 mm or 297x197 mm	€ 800
Double page interview	up to 1,200 words, 3 pics and logo	€ 1,800

Special Positions

II Cover	€ 2,100
III Cover	€ 2,100
Last Page	€ 1,700
Page #1	€ 2,000
Page #3	€ 1,800
Page # 5	€ 1,500

*Expodental Meeting Magazine is UNIDI property. Only Expodental Meeting exhibitors can publish in Expodental Meeting Magazine.

Suso News

The perfect magazine to get noticed
by Italian orthodontists

B2C
MAGAZINE

Suso News* is addressed to Italian experts in orthodontics.

Each issue is printed in 5,000 copies:

- 3,000 are sent by post free of charge
- 2,000 are distributed in the main orthodontics event and conferences.

The soft copy is sent to 3,500 email addresses.

Datas

- Free bimonthly magazine
- Copies: 5,000 / issue
- Pages: 16 pages
- Language: Italian



Prices

Full page	297 x 420 mm	€ 1,800
Half page	137 x 36,5 mm or 297x197 mm	€ 1,000
¼ box	137 x 197 mm or 279 x 100 mm	€ 500

SUSO NEWS

*Suso News is the official magazine of Sindacato Unitario Specialità Ortognatodonzia (S.U.S.O.)

Co-exhibition & leaflet distribution

The most effective way to get noticed and save money & time in the trade shows

Would you like to take part in the most important trade shows of the dental or medical industry? Save time and money with the Infodent International trade shows services.

Leaflet distribution brings your flyers wherever you want, so your brand is always able to attend exhibitions: our staff will collect for you leads' business cards, sent after the trade show, to empower your export. The service costs € 900.

Co-exhibition service means sharing the booth with Infodent & Infomedix International and having a personal assistant taking care of all the bureaucratic paperworks for you: no more annoying tunes of on hold calls, language barriers or exhausting waiting lists.



And you don't have to worry on getting a central position: Infodent & Infomedix International co-exhibition booths are always well-located. We are proud to share so much visibility with you! All of this, saving on average more than 40% each exhibition.

For further information contact tradeshow@infodent.com

B2B Press Release

Flag your next country with our customized B2B press release services.

- 1** Do you know the next target, but you don't know how to reach it? Choose your next distributor in your missing country.
- 2** Our dedicated consultant will follow you step by step during the creation of your message and translate the press release in 11 languages.
- 3** We will send your press release through our massive dealers database by post and by mail.
- 4** The dedicated consultant will filter the replies to help you to choose the right distributor.



B2B Press Release: **€ 1,850** (including press release publication on our website in the NEWS section and one post on our official Facebook page).

For further information contact pressoffice@infodent.com

Digital services

Future is now: enjoy the efficiency of the ultimate marketing tool

Newsletter

Since 1994 Infodent & Infomedix International have built a huge database, monthly updated, of high profiled contacts of the dental and the medical industry in 189 countries.

The newsletter service fits perfectly to whom is looking for distributors in a specific area.

Choose the area, plan the content (we can support you in digital marketing, copywriting, artworks and web developing) and wait the E-newsletter report: to assist your marketing department we will provide you the CTOR (the number of subscribers who opened the email) and the CTR (the number of clicks that your email generated).

Newsletter & landing page: **€ 1,500** per continent or **€ 3,500** worldwide (including one continent, the post send report and a landing page - a dedicated leads' collection web page).

Website

Infodent & Infomedix International publishing house web sites are visited by more than 10,000 contacts each month. To highlight your company with the same audience, you have different options:

Footer banner hyperlinked to your website	Size: 50 x 80 pixel	€ 1,000 per month
Header banner hyperlinked to your website	Size: 972x 245 pixel	€ 2,000 per month
Product Highlight online hyperlinked to your website	Size: up to 300 words, product photograph, interactive contents and company Logo	€ 390 per 3 months € 700 per 6 months (10% off) € 1,240 per 12 months (20% off)

For further information contact advertise@infodent.com

Quality is our best business plan



Tutti i nostri processi di erogazione di servizi multicanale, compresa la ricerca di partners nel mondo per i nostri clienti, sono certificati secondo il sistema di qualità ISO 9001:2015 con l'ente certificatore DNV-GL.

All our loan-granting process of multichannel services, included the partners search all over the world for our customers, are certificated according to the quality system ISO 9001:2015 through the certification authority DNV-GL.





WE HELP
YOU
GROW
YOUR
BUSINESS

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