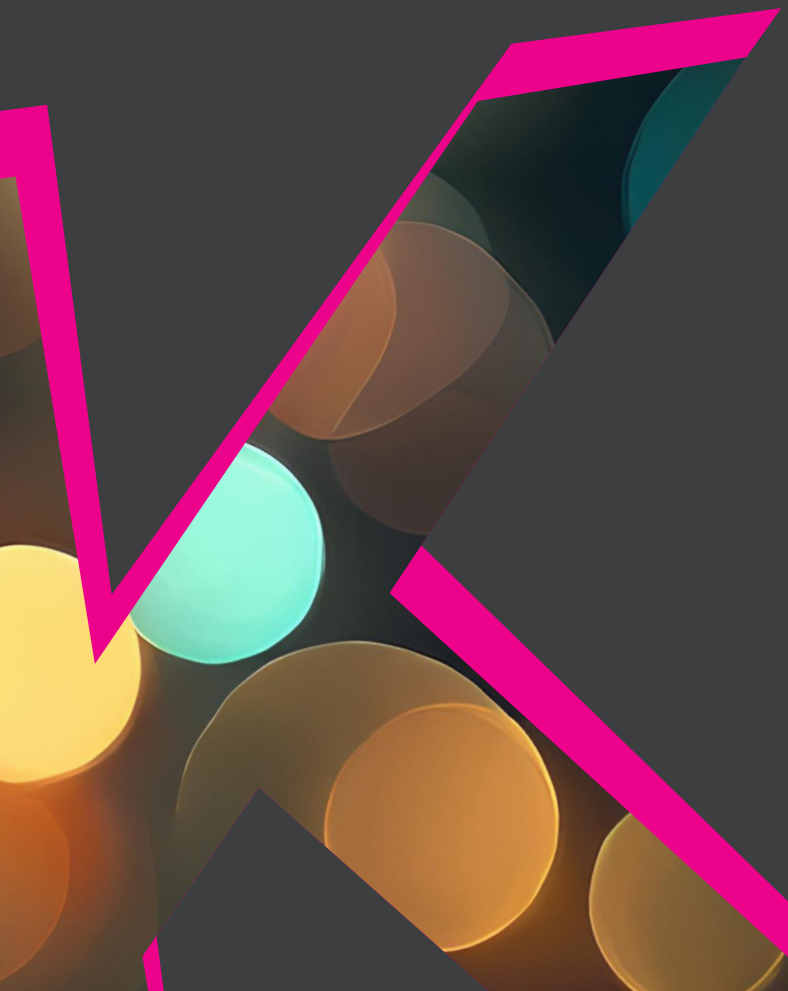
MEDIA KIT



Edited by®
Infodent
Infomedix
International
Publishing &
Consulting House

Edited by®
Infodent
Infomedix
International
Publishing &
Consulting House

Infodent & Infomedix International is an advertising and publishing house operating in the dental & medical field for over 25 years. Discover how you can give your business a boost with our multichannel communication.

Our magazines are distributed in **189 countries**, we are present in many trade shows worldwide and we collaborate with several congresses and trade shows organizers all over the world.
We design, create and provide editorial and communication activities in the dental and medical fields for companies and institutions.
All our services are tailor-made and highly-specialized.

COMPANY WITH
QUALITY SYSTEM
CERTIFIED BY DNV
ISO 9001

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.

Our three fields of action:

DIGITAL MARKETING

1 E-newsletter

Are you looking for **distributors**? Take advantage of one of the **largest dental & medical dealers database**.

Our **e-newsletter service** is the gateway to your next client. If you are looking for new distributors, **newsletters can effectively help you reach your goal and maximize your investment**.

B2B Newsletter

The newsletter service fits perfectly to whom is looking for distributors in a specific area.
€ 1,500 per continent
€ 3,500 worldwide

B2C Newsletter

This is the best way to reach dental professionals in Italy.
€ 1,900

E-newsletter report and landing page included

Database

Great products deserve a great audience.

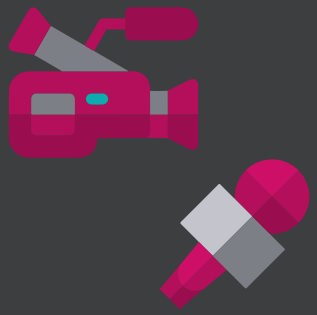
Our database is our pride. We have been constantly growing and feeding it since 1994. Today our database consists of **over 70.000 professionals of the dental and medical field**, including:

- dealers
- manufacturers
- trade associations
- agents
- importers
- wholesalers
- dental technicians
- dental hygienists
- orthodontists
- dentists

2

Video Interview

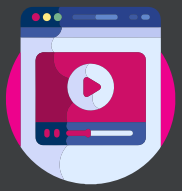
Videos are an incredible tool to **boost your marketing campaigns** and constitute nowadays the **most effective way to be heard by the industry**.



Recorded in 4K with top quality equipment to ensure great results, video interviews can be shot during the main trade fairs, at company events, or it is also possible to arrange a day of shooting at your company's headquarters.

Product Video Ad

Professional product videos can be shot during the main trade fairs, at company events, or our team can arrange a day of shootings at your headquarters. Product videos are recorded using **top quality equipment** that guarantees the **greatest results**, and post-production is taken care of right afterwards.



According to your preferences, the final videos can be **uploaded to YouTube** or **shared on social media** platforms: all videos will be shot in the corresponding and most fitting formats to ensure great results and usability.

*Available in double language (English and Italian)

3 B2B Direct Calls

Expand your brand globally with a highly targeted outreach strategy. Leveraging a continuously updated database of medical companies and industry professionals worldwide, this service is designed to **elevate your brand visibility** across selected international markets.

Through **personalized direct calls**, we connect your business with qualified distributors and key decision-makers, helping you strengthen your brand presence and open new commercial opportunities.

To maximize impact, the service also includes a **dedicated e-newsletter campaign** - an ideal solution for companies seeking distributors within a specific geographic area.

Starting from €1,900, the package includes:

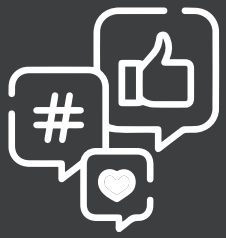
- Up to 100 targeted calls to potential distributors
- Distribution of a focused e-newsletter within a defined geographic area

A powerful combination of direct engagement and targeted communication to accelerate your market expansion.

advertise@infodent.com

4 Social Networks

Unlock the full digital potential of your brand and **elevate your online presence** by engaging your audience right where it awaits you.



We offer various packages to best fit your needs. With different prices and benefits, each package includes the **management of your social media pages, content strategy** and direct message management in accordance with your brand identity and tone of voice.

In addition, personalized social media campaigns and single post **sponsorizations** are also available in our social pages.

Price upon request

Basic Package

- **Management of Facebook, Instagram and Linkedin pages**
- **Preparation of the editorial calendar**
- **1 post / week**
- **Graphics and copywrite support**
- **Management of comments and messages**

Standard Package

- **Management of Facebook, Instagram and Linkedin pages**
- **Preparation of the editorial calendar**
- **2 posts / week**
- **Graphics and copywrite support**
- **Management of comments and messages**

Premium Package

- **Management of Facebook, Instagram and Linkedin pages**
- **Preparation of the editorial calendar**
- **2 posts / week**
- **Graphics and copywrite support**
- **Management of comments and messages**
- **ADV campaigns management**

5 Websites

Our site offers a 360-degree **overview of the dental and medical industry**, with a **focus on international markets**, one of the **most extensive and comprehensive event calendars** in the industry and a total of 7 trade magazines available for free in pdf format.

Google Ads

Infodent International & Infomedix International are reference portals in their respective fields and are **visited daily by distributors, healthcare professionals and manufacturers**.

The visibility of all our sites is enhanced by our constant investment in **Google Ads** and careful **SEO** optimisation, guaranteeing our customers **high visibility** in front of the entire dental and medical sector.

Virtual Trade Show

A section of our website dedicated to **manufacturers looking for distributors and vice versa**. Manufacturers add their products, with images and info, and distributors can contact them through a special section.

Thanks to our constant investment in Google Ads and careful SEO optimization, Virtual Trade Show visibility on search engines and product indexing is very high, allowing manufacturers to have an active sales channel always open.

Websites Banners

www.infodentinternational.com

www.infomedixinternational.com

- **Header banner** *€ 2,000 per month*
- **Footer Banner** *€ 1,000 per month*
- **Product Highlight**

€ 390 per 3 months
€ 700 per 6 months
€ 1,240 per 12 months

www.infomedixodontoiatria.it

- **Header banner** *€ 1,000 per month*
- **Sidebar banner** *€ 500 per month*

6 3D Animation

Sometimes words are not enough. Use special effects to explain your products and exceed the competition.

Commercial Animation

These animations – longer and more elaborated – are ideal for **explaining products** of medium/high complexity, focusing on their features and characteristics.

They are designed to be uploaded on video-sharing platforms such as **YouTube** and **Vimeo**, as well as to be **spread through newsletters**.

Social Animation

These animations are designed specifically for social media pages thanks to their vertical format that makes them perfect to be seen and consumed on **smartphones and tablets**.

Short and impactful to grab the viewer's attention, they are the perfect tool to get your products' most essential features across and are therefore ideal for products of **low/medium complexity**.

Enhance your marketing efforts by effectively communicating the uniqueness of your products and leave a lasting impression on your ideal customers.

Starting from € 40/sec

MAGAZINES

& Tailored Printing Services

INFODENT INTERNATIONAL

Since 1994 the only B2B magazine targeting dental distributors worldwide.

INFODENT INTERNATIONAL dental community business worldwide

www.infodentinternational.com
advertise@infodent.com

DATA

Quarterly published (Feb/May/Aug/Nov)
Copies: 84,000/year (21,000 per issue)
Language: English
Size: 21x28 cm

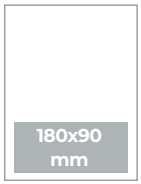
AUDIENCE

Hard copy: sent by post free of charge to 12,000 distributors and 10,000 manufacturers in 189 countries and handed out in the main dental trade shows.
Soft copy: emailed to 20,000+ worldwide dealers, manufacturers, importers, exporters, wholesalers, agents and trade associations.

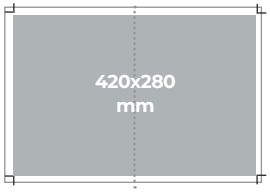
Issue:	Circulating:
Infodent Int'l #1	Feb/Mar/Apr
Infodent Int'l #2	May/June/July
Infodent Int'l #3	Aug/Sep/Oct
Infodent Int'l #4	Nov/Dec/Jan

ADV Formats & Prices

Full Page
€ 3,500



1/3 Page
€ 1,350

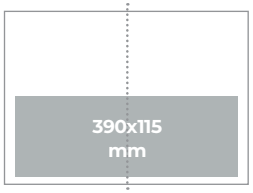


Double Page Spread
€ 6,000

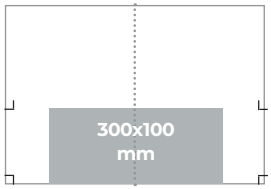
I Cover
€ 8,500

1/2 Page
€ 1,900

1/4 Page
€ 1,050



1/2 Page Spread
€ 3,500



Magazine Belly Band
(stapled) **€ 6,500**

Editorial/Article

Full Page Interview / Article
- Editorial 600 words article
- Product Photo
- Company Logo

€ 2,000

1/4 Highlight Editorial:
- Editorial describing the product and/or the company in max 100 words
- Product Photo
- Company Logo

€ 700

1/3 Highlight Editorial:
- Editorial describing the product and/or the company in max 150 words
- Product Photo
- Company Logo

€ 900

Classified in the Distributors Wall section:
- 50 words text with company contact details

Box € 350

Premier Position

· I Cover Page	**€ 8,500**
· II Cover Page	**€ 4,500**
· III Cover Page	**€ 4,200**
· IV Cover Page	**€ 4,800**
· Page #1	**€ 4,200**
· 1/3 Page Column near contents	**€ 2,700**
· Belly Band (stapled)	**€ 6,500**

Save money with our marketing packages.

Contact us for a customized solution.

advertise@infodent.com

INEWS IDS

inews Special Edition for IDS International Dental Show (Cologne, Germany)

The inews first issue was published in 2001 to support companies during the most popular dental trade show. Get noticed by distributors and dental professionals thanks to an excellent visibility.

DATA

Biyearly magazine
Copies: 25,000
Language: English
Size: 21x28 cm

AUDIENCE

Hard copy: handed out to all the visitors & exhibitors, distributed at the Infodent International booth, available online, promoted on Social Media.
Soft copy: emailed to 20,000+ worldwide dealers, manufacturers, importers, exporters, wholesalers, agents and trade associations in 189 countries.

Ads	
• Full Page	**€ 2,200**
• Half Page	**€ 1,300**
Editorial	
• Highlight (150 words + company logo + 1 pic)	**€ 700**
• Full Page Article (600 words + company logo + 2 pics)	**€ 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 column near contents	**€ 1,900**
• Page #1	**€ 3,850**
• Full Page next to III Cover	**€ 3,100**

www.infodentinternational.com
advertise@infodent.com

INEWS AEEDC & INEWS IDEM

inews Special Edition for AEEDC International Dental Conference & Arab Dental Exhibition (Dubai)

inews Special Edition for IDEM International Dental Exhibition & Meeting (Singapore)

www.infodentinternational.com
advertise@infodent.com

The inews publications grew over the years with the first Special for IDEM published in 2014 and the one for AEEDC in 2020.

DATA

Yearly published
Copies: 10,000 for AEEDC - 6,000 for IDEM
Language: English
Size: 21x28 cm

AUDIENCE

Hard copy: handed out to all the visitors & exhibitors, distributed at the Infodent International booth, available online, promoted on Social Media.
Soft copy: emailed to 20,000+ worldwide dealers, manufacturers, importers, exporters, wholesalers, agents and trade associations in 189 countries.

Ads

• Full Page	**€ 1,500**
• Half Page	**€ 900**

Editorial

• Premium Highlight Article (150 words + company logo + 1 pic)	**€ 600**

Special Positions

• I Cover Page	**€ 6,000**
• II Cover Page	**€ 3,500**
• III Cover Page	**€ 2,500**
• IV Cover Page	**€ 4,000**
• Page #1	**€ 3,500**
• 1/3 Page column near contents	**€ 1,800**

INFOMEDIX ODONTOIATRIA ITALIANA

Your way to reach Italian dental professionals and dealers

DATA

Bimonthly magazine
Copies: 20,000 / issue
Language: Italian
Size: 29,7x42 cm

AUDIENCE

- Delivered by post to 15,000 dentists and dental technicians per issue
- Distribuited in dental congresses and trade shows
- Sent by mail to 15,000 dentists and dental technicians (labs)

What can we publish for you?

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

Who can publish?

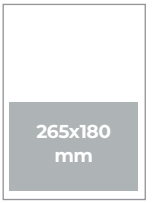
- Manufacturers or distributors companies
- Dental professionals in the world

ADS Formats & Prices

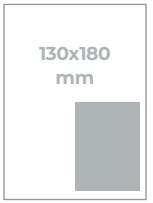
Special Position

- IV Cover Page **€ 2,500**

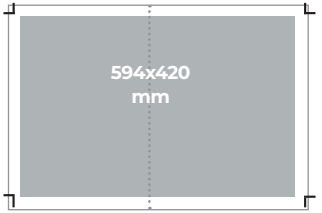
Manchette
€ 1,000



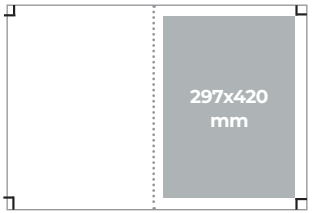
1/2 Page
€ 1,000



1/4 Page
€ 500



Spread Double Page Central
€ 2,600



Full Page
€ 1,800

www.infomedixodontoiatria.it
redazione@infomedix.it

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.

DATA

Yearly published
Copies: +15,000/year
Language: English

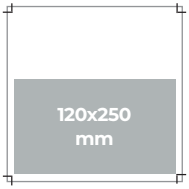
AUDIENCE

Hard copy: distributed in the most important dental trade shows worldwide.
Soft copy: available on its dedicated website, promoted on Social Media, emailed to 20,000+ worldwide dealers, manufacturers, importers, exporters, wholesalers, agents and trade associations in 189 countries.
The soft copy is also emailed to dentists that participate to 10+ selected dental shows worldwide.

ADS Formats & Prices

Advertising

Full Page
€ 1,000



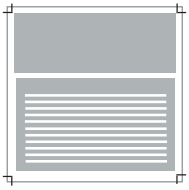
Half Page
€ 500

Product highlight

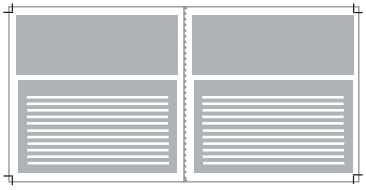
½ Page Article
max 220 words +
1 or 2 pictures
€ 700

Full Page Article
max 450 words +
1 or 2 pictures
€ 1,000

Advertorial



1 Page Advertorial
max 450 words + 1 picture
€ 1,000



2 Pages Advertorial
max 700 words + up to 3 picture
€ 1,800

NEW

Soft Copy ONLY

• Full Page Adv	**€ 300**
• 1 Page Case Report	**€ 200**

Special Positions

• II Cover Page	**€ 2,000**
• III Cover Page	**€ 2,000**
• IV Cover Page	**€ 2,500**

implantbook@infodent.com
www.implant-book.com

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 relationships.

DATA

Four monthly published (Jan/May/Sep)
Copies: 66,000/year (22,000 per issue)
Language: English
Size: 21x28 cm

AUDIENCE

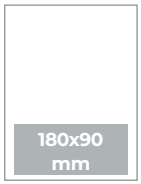
Hard copy: sent by post free of charge to 20,000 distributors and manufacturers per issue in 189 countries and handed out in the main medical trade shows.
Soft copy: emailed to 30,000+ worldwide dealers, manufacturers, importers, exporters, wholesalers, agents and trade associations.

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

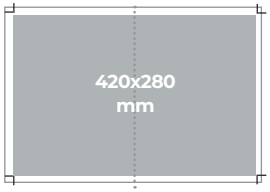
www.infomedixinternational.com
advertise@infomedix.it

ADV Formats & Prices

Full Page
€ 3,500



1/3 Page
€ 1,350

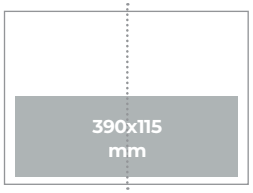


Double Page Spread
€ 6,000

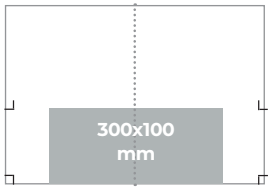
I Cover
€ 8,500

1/2 Page
€ 1,900

1/4 Page
€ 1,050



1/2 Page Spread
€ 3,500



Magazine Belly Band
(stapled) **€ 6,500**

Editorial/Article

Full Page Interview / Article
- Editorial 600 words article
- Product Photo
- Company Logo

€ 2,000

1/4 Highlight Editorial:
- Editorial describing the product and/or the company in max 100 words
- Product Photo
- Company Logo

€ 700

1/3 Highlight Editorial:
- Editorial describing the product and/or the company in max 150 words
- Product Photo
- Company Logo

€ 900

Classified in the Distributors Wall section:
- 50 words text with company contact details

Box € 350

Premier Position

· I Cover Page	**€ 8,500**
· II Cover Page	**€ 4,500**
· III Cover Page	**€ 4,200**
· IV Cover Page	**€ 4,800**
· Page #1	**€ 4,200**
· 1/3 Page Column near contents	**€ 2,700**
· Belly Band (stapled)	**€ 6,500**

Save money with our marketing packages.

Contact us for a customized solution.

advertise@infomedix.it

CUSTOMIZED MAILINGS

Insert a brochure in the cellophane of our magazines sent by post. How?
• Choose your target
(dental & medical distributors, dental professionals)
• Send us your flyer

Through our Mailing Service you can have your brochure or leaflet wrapped in the cellophane package of our magazines.

Mailing Requirements:
Size: inferior to cm 21w x 28h
Cost depends on weight and quantity of the leaflets/brochures.

advertise@infodent.com

B2B PRESS RELEASE

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

1 Do you know the next target, but you don't know how to reach it? Find your next distributor in a 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:
Starting from € 1,500 (including press release publication on our website in the NEWS section and one post on our social accounts).

pressoffice@infodent.com

EVENTS

1 CO-EXHIBITION

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 & Infomedix International trade show services**.

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.
You don't have to worry on getting a central position: Infodent & Infomedix International co-exhibition booths are always well-located.

tradeshow@infodent.com

2 EVENTS ORGANIZATION

We are specialized in the organization of **conferences, trade fairs and workshops** in the medical and dental field of all scopes and dimensions. Your vision is everything: thanks to our skilled team **all events are highly customizable and personalized**, specially designed to fit both your ideas and the needs of your audience.

Only available in Italy.

redazione@infomedix.it

COURSES AND WEBINAR

Courses and webinars offer an incredible opportunity to share the knowledge as they provide a structured, organized, and **interactive experience to participants**. And with our assistance, they will no longer be hard to plan and carry out.
We also offer the necessary **assistance to hold courses and trainings** in collaboration with **professional associations**.
Upon request all recordings can be made available after the event, so you can share it with the participants to enhance their experience.

redazione@infomedix.it

LEAFLET DISTRIBUTION

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.
Price upon request and availability.

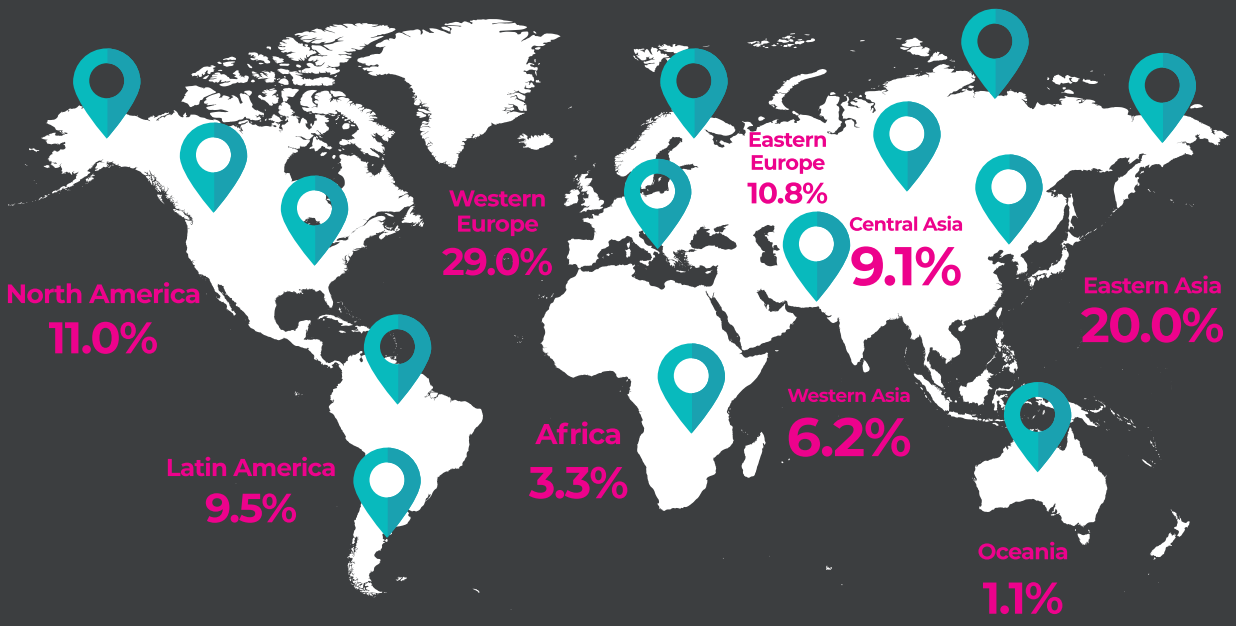
tradeshow@infodent.com

The spread of our communications

Communication concerns everything and everyone, not just the business world.

Knowing how to communicate well is the first aspect to consider in order to be successfull in any field.

Different markets mean different chances



Percentages might change as our database is updated daily.

Infodent srl
Via dell'Industria 65, 01100 Viterbo - Italy
Tel. +39 0761 352198

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