



Odontoiatria33

RELIABILITY

TRAFFIC
VERIFIED
BY EUROREVI

UNIQUE
PROFESSIONAL
WEBSITE

Odontoiatria33.it

The online dentistry reference work



ONLINE NEWSPAPER
FOR ONLINE
PROFESSIONALS
THE MOST READ

ODONTOIATRIA33

Odontoiatria33 **is the only gold standard website** for all operators in the dentistry sector, where you can find daily information and services relating to the profession, complemented by a daily newsletter "Odontoiatria33 Informa" and direct email marketing services (DEM) called "FILO DIRETTO CON".

It's the ideal tool for companies to use to communicate in real time and **establish and maintain continuous contact with the public**, because of its affordable cost/impact ratio, the **high efficiency** for the **amount** of users and the quality of the interaction.

The best option for:

- **maximising visibility** of the brand itself, **launching** a new product by planning a campaign and other initiatives;
- **promoting knowledge of the most innovative dentistry technology**;
- Managing and showcasing content of interest for companies in accordance with deadlines, meeting sponsors' requirements.

Since 2019, there has been a selection of content reserved exclusively for members of the website. It's possible to get **multi-subscription packages** for professionals.

179,466
unique visitors per month

268,460
visits

Synergy with

- DENTISTRY33
- DENTAL CADMOS
- DOCTOR33
- FARMACISTA33
- PUNTOEFFE
- DICA33
- FARMAMAGAZINE
- L'INFORMATORE FARMACEUTICO
- MAXILLARIS
- CLINICAL TRIAL IN DENTISTRY



Odontoiatria33.it

DAILY update

TARGET AUDIENCE

Dentists, scientific associations and sector operators

REGISTERED WEBSITE



Datos certificados Abril 2021

- Unique visitors: 179,466
- Visits: 268,460
- Pages visited: 432,456

COMPANIES SPECIAL

- Special issues and thematic channels written by a team of specialist journalists
- €3,200**

ADVERTISING RATES

Position	494.520	989.040	2.967.120	5.934.240	CPM
Giant Leaderbord	€ 602	€ 1.155	€ 3.220	€ 6.090	1,95
Skin	€ 770	€ 1.470	€ 4.340	€ 8.050	2,50
Box	€ 490	€ 980	€ 2.870	€ 5.390	1,59
Tower	€ 455	€ 910	€ 2.590	€ 4.900	1,48
<i>Meses indicativos</i>	1 month	2 months	6 months	1 year	

Banner format	Desktop dim.	Mobile dim.	SIZE
Giant Leaderboard	970 x 90 px	320 x 50 px	40 kb
Skin (desktop version)	1920 x 1080 px	N/A	130 kb
Leaderboard	728 x 90 px	320 x 50 px	30 kb
Box	300 x 250 px	300 x 250 px	30 kb
Tower	160 x 600 px	160 x 600 px	30 kb

TECHNICAL REQUIREMENTS

- File format: JPEG, GIF o PNG (Skin desktop version: STATICGIF)
- The banner is incorporated into a rotation not greater than 25% of the total.

Multiple subscription package

*+ VAT at 22%

Number of subscriptions	Price*
1 subscription	€ 15.58
2 to 10 subscriptions	€ 14.80
11 to 30 subscriptions	€ 14.02
31 to 50 subscriptions	€ 12.46
51 to 100 subscriptions	€ 10.90
More than 100 subscriptions	€ 8.79

AFFORDABLE COST/IMPACT RATIO

Odontoiatria33 Informa *the newsletter*

FREQUENCY

Daily

TARGET AUDIENCE

Dentists, sector operators

DISTRIBUTION

More than 28,000 sector operators

BANNER FORMAT

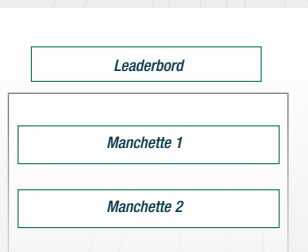
Leaderboard 596 x 90 px
Manchette 596 x 90 px

TECHNICAL REQUIREMENTS

- File format: JPEG, static GIF or PNG
- Size: 30 Kb max.

ADVERTISING RATES

Position	1 week	2 weeks	3 weeks	4 weeks
Leaderboard	€ 2,250	€ 4,185	€ 5,738	€ 6,750
Manchette 1	€ 1,980	€ 3,683	€ 5,049	€ 5,940
Manchette 2	€ 1,080	€ 1,620	€ 2,655	€ 2,880



HIGHLY EFFECTIVE THANKS TO THE QUANTITY AND QUALITY

SPECIAL SERVICES

- Direct Email Marketing (DEM) **€ 2.300 per mailing**
- Video interview **price to be determined**
- Feature **to be determined**
- Special newsletter **price to be determined**

Odontoiatria33 social

Social Marketing Planning - Facebook

A contained and measurable investment, a powerful marketing tool to achieve the right target, for a company in line with present.

Reading Data - April 2021

- Followers 15,915
- Weekly coverage post 37,033
- Monthly coverage 90,551
- Weekly interaction 1,500

ADVERTISING RATES

	1 appearance	2 appearances	3 appearances	5 appearances
Sponsored post from	€ 500	€ 900	€ 1,350	€ 2,000