

Reach 13,000 dental professionals who actually open their email.

The Periospot Brew and Periospot Edu put your brand in front of dentists, periodontists and implant clinicians, inside content they already trust.

MEDIA KIT · AUGUST 2026 · V1

About Periospot

Periospot is an independent dental education platform founded in **2015** by **Francisco Teixeira Barbosa**, oral surgeon and international speaker on digital implant dentistry. For ten years it has published practical education on implant dentistry, periodontics and digital workflows: articles, presentations, videos, and The Periospot Brew, our email newsletter.

Our readers are not a generic health list. They are clinicians and their teams, worldwide, reading in English. They open our emails because the content respects their time and their intelligence.

The audience, in verified numbers

12,973

newsletter subscribers,
growing ~230 per month

55.8%

average open rate (industry
average: 20-25%)

3.1%

average click rate

1/issue

maximum number of
sponsors, ever

Two to three times the industry open rate means one simple thing for a sponsor: **when we send, the audience is actually there.**

Source: Periospot email platform analytics, August 2026. Audience profile: dentists, periodontists, implant-focused clinicians, dental teams.

— What a sponsorship looks like

We follow the model that made newsletters like Morning Brew work, adapted to a professional clinical audience. Your message is drafted by us, in the voice readers already trust, and approved by you before send.

PRESENTED BY MERIDIAN LOUPES

Ask a colleague with neck pain when it started, and the answer is usually "somewhere between graduation and last Tuesday." Meridian builds ergonomic loupes fitted to your working posture, not the other way around: custom declination angles, frames light enough to forget, and optics sharp enough to check margins without leaning in. Periospot readers get a free fitting consultation and 10% off their first pair.

[See the fitting process →](#)

Sample slot with a fictional sponsor, exactly as it appears inside The Periospot Brew.

- **One sponsor per issue.** Your message never competes with another brand.
- **Clearly labeled.** "Presented by" placement, always transparent to readers.
- **Written in the Periospot voice.** 100-150 words drafted for you, one revision round, your final approval.
- **One tracked link.** UTM-tagged, so both sides see real results.
- **Editorial independence.** Sponsorship buys the slot, never the opinion. That separation is why the audience trusts the slot.

Formats and rates (launch pricing)

FORMAT	WHAT IT INCLUDES	PRICE
Brew sponsor slot 1 issue	Logo + 100-150 words + one tracked link · copy drafted by Periospot · one revision round · post-send report	EUR 350
4-issue bundle	Same as above, across 4 issues used within 3 months	EUR 1,200 save EUR 200
Dedicated partner email	A full standalone email to the list about your product · maximum one per month list-wide · subject to editorial fit	EUR 900
Edu sequence partner annual · always-on	A labeled partner slot inside the 25+ email education series every new subscriber receives in their first weeks (~230 new professionals enter monthly) · one partner at a time	EUR 2,400 per year
Course sponsor	Your brand attached to a specific Periospot Edu course or section	Custom
Content production	Video, launch assets and education materials produced by the Periospot team	Per project

Prices in EUR. VAT not included where applicable. Launch pricing, valid while stated in this kit.

Which format fits what. The Brew reaches the full list on a specific date: ideal for launches, congress weeks and one-time promotions. The Edu sequence partner is always-on: every new subscriber flows through the same education series, so an annual partner is continuously seen by fresh readers at their highest-attention period. Periospot Edu is tailored to always-on sponsorships: courses, software and products available year-round.

Why sponsors choose a niche list over a big one

- 01 Density, not volume.** Every reader is a dental professional. No wasted impressions on people who will never buy clinical products.
- 02 Attention is verified.** 55.8% open rate is not a projection; it is the trailing average of a list that gets cleaned and re-engaged continuously.
- 03 Exclusivity.** One sponsor per issue. Your message is the only commercial voice that day.
- 04 A trusted messenger.** The copy is written by a clinician the audience has read for years, in the voice they already trust.
- 05 Honest reporting.** Within 5 working days of the send: delivered count, unique opens, unique clicks on your link.

Editorial rules

- Maximum one sponsor per issue, always labeled.
- Only products relevant to dental professionals. If we would not show it to a colleague, we decline it.
- Clinical claims must be sourced, or they get rewritten. This protects readers, and your brand.
- Editorial content is never for sale: no paid coverage, reviews, or opinions.

How booking works

- 1 **Say hello.** Email us your product and goal.
- 2 **Fit check.** Short call or email; we hold a date.
- 3 **Booking.** Confirmed on payment. Lead time: 7+ days before send.
- 4 **Copy.** We draft, you revise once and approve.
- 5 **Send + report.** Your issue goes out; report within 5 working days.

Availability. Sponsor slots open from September 2026. One sponsor per issue and one dedicated email per month means inventory is genuinely limited: if a specific week matters to you (a product launch, a congress), book it early.

The Periospot Crew

Partnerships · periospot@periospot.com · periospot.com

periospot