For information on how to reach all members of the British Dental Association, including international subscribers, contact your dedicated account manager.

Display Advertising
Gerard Preston
Director, Global Integrated Advertising
E: g.preston@nature.com
T: +44 (0)20 7843 4965

Alex Cronin
Display Sales Executive
E: alex.cronin@macmillan.com
T: +44 (0)20 7014 4076

Andy May
Team Leader - Europe
E: a.may@nature.com
T: +44 (0)20 7843 4785

Classified Advertising
James Richards
Classified Advertising Manager
E: j.richards@nature.com
T: +44 (0)20 7843 4716
www.bdjjobs.com

Terms and conditions do apply and these are available upon request or at www.nature.com/advertising/resources/advertising-terms-and-conditions/
INTRODUCTION

The BDJ Portfolio offers you one of the most responsive marketing channels in the UK dental market, presenting a range of marketing opportunities to promote your products, services and recruitment needs to the whole dental team.

MARKETING SOLUTIONS

Who do you want to reach?
The BDJ Portfolio of publications provides you with unrivalled reach to the UK dental market. BDJ has consistently ranked as the #1 preferred title in the BDIA’s Dental Media Readership Surveys.

What are your campaign objectives?
Tell us what your goals are and your BDJ account manager will work with you to deliver the right mix to ensure the best possible results for your campaigns. Our integrated approach to marketing solutions provides you with creative and flexible targeting options to reach the dental audience of your choice.

Whether it is brand awareness, lead generation, thought leadership or another objective, we can provide scalable marketing solutions that meet both your needs and your budget.

British Dental Journal (BDJ) continues to rank as the #1 publication in the BDIA’s Dental Media Readership Surveys.

Whatever your marketing objective, the BDJ Portfolio can deliver the audience and solutions you need to ensure results.

AWARENESS
Showcase your brand or organization to build awareness and drive traffic to your website.

ENGAGEMENT
Create interaction between your brand and your target audience via direct conversations, video views, social media shares, gathering feedback and/or other metrics.

DIRECT RESPONSE
Drive in-bound enquiries, registrations and sales leads as part of your customer acquisition strategy.

EDUCATION
Communicate the features and benefits of your products, tools or therapies via content marketing opportunities.

THOUGHT LEADERSHIP
Align your brand with the BDJ Portfolio to add credibility to your messages and highlight your accomplishments in the scientific area you operate in.
94% of readers have purchased at least one product or service in the last 12 months.  

75% of practice-based BDJ readers state they are involved in purchasing decisions. Of those, 35% have final purchasing authority.  

### JOB TITLE
- Dentist: 72%  
- Professor/Lecturer: 9%  
- Dental Care Professional: 5%  
- Student: 4%  
- Other: 10%  

### SERVICES READERS PERFORM
- Restorative dentistry: 94%  
- Cosmetic dentistry: 92%  
- Endodontics: 89%  
- Periodontics: 80%  
- Orthodontics: 52%  
- Implants: 49%  
- Endodontics: 49%  
- Implants: 49%  
- Orthodontics: 49%  
- Periodontics: 49%  
- Cosmetic dentistry: 49%  
- Restorative dentistry: 49%  

### PLACE OF WORK
- Mixed NHS and Private Dental Practice: 25%  
- Private Dental Practice: 15%  
- NHS Dental Practice: 13%  
- University Hospital: 16%  
- Hospital Dental Services: 9%  
- Community Dental Services: 10%  
- Salaried Dental Services: 2%  
- Armed Forces/Military Dental Services: 2%  
- Other: 9%  

### PRODUCTS PURCHASED
- Practice materials (incl. bonding, impressions materials): 89%  
- Equipment (incl. handpieces, drills): 81%  
- Oral health products: 77%  
- Workwear: 69%  
- Affiliated dental services (e.g., Dental printing, waste management, etc.): 62%  
- Computer hardware and/or software: 55%  
- Books and magazines: 46%  
- Furniture (including chairs, delivery systems, stools, etc.): 51%  

### ACTION TAKEN
- Applied for a job: 37%  
- Visited a company website for more information: 36%  
- Discussed the product/technology: 16%  
- Enrolled on a training course: 26%  
- Called a company for more information: 14%  
- Purchased a new product/technology: 14%  
- Recommended the product/technology to a colleague: 16%  
- Sought financial services: 4%  

74% of readers state they have taken action after seeing an advertisement or article in BDJ.  

74% of readers state they have taken action after seeing an advertisement or article in BDJ.  

85% of readers rated the quality of the BDJ as either excellent or good.  

Evidence-Based Dentistry (EBD) is a quarterly publication that is bound into the BDJ, bridges the gap between research and dental practice providing a single source of ground-breaking issues in dentistry. We filter out the best range of evidence from a wide range of sources and present clear, comprehensive and easily digestible summaries. Associate your brand with the latest advancements in dentistry. Full-page and fractional ads can be accommodated around this quarterly publication.
Keeping dentists up-to-date and well informed

BDJ In Practice covers business issues and practice management advice as well as focusing on practical elements of personal and team development. Taking a broader remit and a lighter tone, BDJ In Practice provides essential reading for well-informed dentists and dental teams.

Print circulation = 18,047™

The average number of readers per issue is 2.74™

comprising a total readership of 49,449™

BDJ In Practice readers work at practices that employ an average of 13 peopleℓ

76% of BDJ In Practice readers state they are involved in purchasing decisions.

Of those, 36% have final purchasing authority ℓ

What our readers are saying...

"BDJ In Practice is an informative dental publication, helping dentists to remain up-to-date on what is happening in the profession. ℓ"

General Dental Practitioner, NHS/Private

"BDJ In Practice keeps me up-to-date with policies and protocols. I take note of matters that need updating at my practice ℓ"

Principal Dental Surgeon, NHS Practice

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BDJ Student

The only professional magazine targeting the student dental market

BDJ Student is the BDA’s official magazine for dental students.

BDJ Student provides invaluable information and advice for tomorrow’s dentists and aims to prepare readers for their future working lives.

It is delivered 3 times a year to all BDA student members.

A lively and accessible magazine, the content includes BDA student updates, news, views, opinions, editorials and features, educational reviews, career development advice, training, and forums.

Establish your brand early

Regular advertising in BDJ Student is a great way to reach future dentists, familiarising them with your company at an early and impressionable stage of their career. Reach this young and vibrant market and establish your brand early in the minds of aspiring dentists.

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Media Options 2018 | BDJ Portfolio

* BDIA Dental Media Readership Survey, 2016 ** Audit Bureau of Circulation (ABC), January to 31 December 2016

*** Webtrends Data, 1 January to 30 June 2017 | † Silverpop
BANNERS

Banner advertising provides a dynamic way to establish and grow your brand awareness. Reach the dental industry with your message via our range of targeting options.

TARGETING OPTIONS
- Geographic location
- Journal websites
- Relevant content
- Domain

Speak to your account manager for more information about these options.

Contextual advertising
Utilise contextual advertising to display your banner advertising alongside content related to a specific keyword or term, enabling you to reach dental professionals whilst they are looking at content relevant to your message.

Retargeted banners
Benefit by retargeting your advert to your audience anywhere on our network, providing you with more opportunities to display your brand messages to dental professionals.

Audience Segmentation
Our audience segmentation tools give us fascinating and usable insights into the interests and behavioural properties of our audience. Furthermore it enables us to define specific audience segments and deliver targeted messages to these people, wherever we see them on our network of websites. With these insights, you can develop a truly personal advertising campaign.

RICH MEDIA BANNERS

Rich media options, which are proven to increase viewer engagement and response, are available across our network.

Ways to utilize rich media options

- Video banners offer high engagement and provide an ideal option for quickly explaining product features and benefits
- Interactive banners can be used for a number of purposes including collecting contact details, voting and as a means to relay multiple messages
- Expandable banners provide you with more space to promote your brand and message

Rich media banners are 4x more effective in providing direct response clicks than a standard banner*

Rich media banners with a video are 9x more effective in providing direct response clicks than a standard banner*

An interactive video has a 70% greater interaction rate than a standard click through rate*

Banner advertising provides a dynamic way to establish and grow your brand awareness. Reach the dental industry with your message via our range of targeting options.

* DG Media
Email marketing is a great option for branding and awareness, lead generation, and direct response campaigns.

Alert advertising

BDJ, BDJ Team, BDJ Open and EBD readers sign up for email alerts to keep up to date with news, research, and promotional opportunities that affect their practice and the products and equipment they rely on. Advertising positions in these alerts allow you to deliver your message to active and engaged dental professionals alongside the content that makes these alerts a popular medium.

Ask your BDJ representative about geotargeting options for alerts.

Third party emails

Use third party email to deliver your exclusive message directly to the inboxes of BDJ third party email subscribers.

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Webcasts enable you to engage directly with our audience of dental professionals. Webcasts can be editorially led by the BDJ or be custom produced, where sponsors retain responsibility for the subject and presenters.

The webcast platform provides dashboards and tools, making it ideal for participating in discussions, aligning your brand with the BDJ and generating highly-targeted leads.

Our video team produces high-quality videos exploring the hottest areas of research within dentistry.

Working with experienced filmmakers, animators and reporters, our video team turns scientific discoveries into visually engaging and accessible content that can be shared across multiple platforms: web pages, blogs, YouTube, Facebook, Twitter, email, smartphones or tablets. The team are also able to produce customised videos to complement and enhance your own campaigns and projects.

What our customers are saying…

“We have worked for a good number of years with the BDJ and Nature Publishing, and have always found them to be helpful, knowledgeable, and innovative. It’s great to work with a team that come to you with both opportunities and ideas to push your marketing activity to the next level.”

Andy White, Clinical Marketing Manager – Mydentist

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74% of BDJ readers and 78% of BDA readers learn about new dental technologies via online resources.
MARKET RESEARCH

Readex surveys
Are your print advertisements working? Participating in a Readex survey can help you answer that question by gauging how well your ad is attracting reader attention to a new product launch or target delegates at a particular conference and draw traffic to your stand.

- Add value and impact to your ongoing campaigns
- Attract reader attention to a new product launch
- Target delegates at a particular conference and draw traffic to your stand

APPLICATION NOTES

Showcase the performance of your new products or innovative applications with an Application Note. These are technical essays written by suppliers to highlight the features and benefits of their products.

Your application note will be distributed in print as part of the BDJ.

Application Notes are a highly visible option for reaching the dental industry.

There will be a maximum of only two application notes per issue and these will be booked on a first come, first served basis.
ADVERTORIAL OPPORTUNITIES

Product News
Communicate product developments and/or launches to the UK dental community.

Product News is a regular feature in BDJ and BDJ In Practice, highlighting products and services new to the market. Your product or service will appear within the Product News section beside text and images provided by the manufacturer, supplier or distributor.

As an added value to conference exhibitors, BDJ has a Spring British Dental Conference and Exhibition Preview and an Autumn BDIA Dental Showcase Preview that will feature your products and services to help drive traffic to your stand.

Inside View
The BDJ Portfolio offers a unique opportunity for companies with big talent to showcase their most interesting and accomplished personalities to the BDJ audience. Appearing as a double-page feature, Inside View is a platform to introduce a key personality within your company and tell his/her story.

You can select the representative and the story you wish to share; a writer commissioned by the BDJ editorial team will conduct an interview and write the feature.

• Introduce the brilliant minds contributing to your company’s success
• Strengthen the human element of your brand
• Establish a personal connection with the BDJ’s readership
• Leverage the BDJ brand to build the credibility of your narrative

Inside View is a double-page spread and includes a full page of advertising space beside the feature.

SPONSORSHIP AND REPRINTS

Continuing Professional Development (CPD)
The BDJ CPD initiative offers our readers 48 hours of cost-effective and accessible CPD each year. Take advantage of the popularity of BDJ CPD papers by becoming a BDJ/CPD sponsor. Position your organisation as a driver for innovation and education while encouraging loyalty to your brand. CPD sponsorship is also available in BDJ Team and BDJ In Practice.

• Receive 12 full-page print adverts in BDJ appearing opposite the CPD paper
• Your logo will appear on the CPD introduction page in BDJ
• Your logo will appear on the CPD online page at cpd.bda.org

Collections
BDJ collections are compilations of prominent papers related to a specific topic or field of dentistry and can be distributed in print, online, and to delegates at targeted conferences. Sponsoring a BDJ collection allows you to leverage the independent and esteemed editorial reputation of the BDJ to demonstrate your support for and involvement in a specific field. Concepts for BDJ supplements are collaborative and customised to fulfil your unique marketing objective.

Reprints
Reprints are a proven, effective educational and marketing tool that enables you to showcase the use of your products or solutions with premium editorial content. Ordering tailored reprints of any article published by the BDJ allows you to deliver your product messages within independent and credible content directly to your customers.

Our flexible options in both print and digital allow you to:

• Educate dental care professionals on your newest products
• Reach dentists with an effective marketing method
• Align your organization with the BDJ’s authoritative voice
• Build the credibility of your sales and marketing messages

Sponsored projects can be customised and personalised to your unique objective. Speak to your account manager about additional creative marketing solutions.
<table>
<thead>
<tr>
<th>Publication*</th>
<th>Delivery Date*</th>
<th>Special features</th>
<th>Conference Bonus Distribution</th>
<th>P/I Close</th>
<th>Ad Close</th>
<th>Materials Due</th>
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Publication* Delivery Date* Special features Conference Bonus Distribution P/I Close Ad Close Materials Due
BDJ 26-Jun EBD 4-Jun 11-Jun 13-Jun
BDJ 17-Jul 25-Jun 03-Jul 04-Jul
BDJ In Practice 17-Jul 19-Jun 26-Jun 28-Jun
BDJ 31-Jul READEX 9-Jul 16-Jul 18-Jul
BDJ Student 31-Aug 16-Jul 23-Jul 25-Jul
BDJ 14-Aug 23-Jul 30-Jul 01-Aug
BDJ In Practice 14-Aug 17-Jul 24-Jul 26-Jul
BDJ 29-Aug 6-Aug 13-Aug 15-Aug
BDJ 18-Sep 27-Aug 02-Sep 03-Sep
BDJ Student 16-Jan 6-Dec 13-Dec 15-Dec
BDJ In Practice 16-Jan 8-Dec 15-Dec 17-Dec
BDJ 30-Jan 8-Dec 15-Dec 17-Dec
BDJ Student 16-Jan 8-Dec 15-Dec 17-Dec
BDJ 13-Feb 22-Jan 29-Jan 02-Feb
BDJ In Practice 13-Feb 16-Jan 23-Jan 25-Jan
BDJ 27-Feb READEX 5-Feb 12-Feb 14-Feb
BDJ Student 13-Mar 19-Feb 26-Feb 28-Feb
BDJ In Practice 13-Mar 19-Feb 26-Feb 28-Feb
BDJ 27-Mar EBD 5-Mar 12-Mar 14-Mar
BDJ Student 27-Apr British Dental Conference and Dentistry Show 22-Mar 29-Mar 04-Apr
BDJ 15-May British Dental Conference and Dentistry Show 23-Apr 27-Apr 01-May
BDJ In Practice 15-May 16-May 23-Apr 25-Apr
BDJ 30-May 7-May 14-May 16-May
BDJ Student 12-Jun 21-Jun 25-May 30-May
BDJ In Practice 12-Jun READEX 14-May 21-May 23-May

*Issue delivery date is approximate
BDA seminars are amongst the most highly respected and well attended events in UK dentistry. Covering everything from clinical to business topics, they regularly attract in excess of 100 delegates. Events are run every year across the UK, ranging from 20-person training courses to our ‘Clinical Expert’ seminars which can attract over 400 delegates.

These events provide a fantastic opportunity for you to get in front of dentists and the dental team during the breaks between sessions. This is especially powerful as the delegates are engaged and inspired by the topic.

Contact:
Natasha Breckwoldt
Exhibition Sales Manager, BDA
Natasha.breckwoldt@bda.org
020 7563 4175

Further information:
bd.org/events
**PRINT SPECIFICATIONS**

**Media Options 2018 | BDJ Portfolio**

- **Full Page Advertisements**
  - **Width (mm)**: 210
  - **Height (mm)**: 297
  - Full Page Trim Size
  - Full Page Type Area
  - Full Page Bleed Size
  - Double Page Spread

- **Fractional Advertisements**
  - **Width (mm)**: 161
  - **Height (mm)**: 131
  - Half Page Horizontal
  - Half Page Vertical
  - Quarter Page Vertical
  - Quarter Page Horizontal
  - Third Page Vertical
  - Third Page Horizontal
  - Mini Strip for BDJ In Practice
  - Half DPS Type Area
  - Half DPS Bleed Size

- **Double Page Spread**
  - **Width (mm)**: 426
  - **Height (mm)**: 303

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**ONLINE SPECIFICATIONS**

**Leaderboard**
- **Dimensions**: 728x90 / 45kb
- **Format**: GIF, JPEG, SWF*
  - Flash/Rich Media: 40k initial load/60k additional polite load

**Button**
- **Dimensions**: 120x60 / 45kb
- **Format**: GIF, JPEG, SWF*

**Skyscraper**
- **Dimensions**: 160x600 / 45kb
- **Format**: GIF, JPEG, SWF*

**MPU**
- **Dimensions**: 300x250 / 45kb
- **Format**: GIF, JPEG, SWF*

**Email banner positions 1, 3 & 4**
- **Dimensions**: 468x60 / 20kb
- **Format**: GIF, JPEG

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**General Design Constraints**

- Advertisements with white or grey backgrounds should have a one-pixel border around the graphics perimeter and/or created within the graphic's dimension restrictions.
- Advertisements may not employ persistent rapid/`strobing' animation of any graphic, copy, or background elements.
- Advertisements cannot mislead the user. No creative can mimic or resemble any Windows/Macintosh/Unix dialogue boxes, error messages or the like. Non-functioning drop-down menus, radio buttons and text boxes will not be accepted.
- We have final approval over all creative supplied; in the case of extreme negative user feedback/interference we reserve the right to pull creative prior to campaign delivery.

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**Alert — Text and Logo Adverts**

- 1 logo to fit within the dimensions of 170x40 pixels
- Image file size should not exceed 20KB
- Logo supplied on a white/transparent background
- Use of one or two paragraph layout only
- An ANSI text-only version of each advert MUST be supplied — up to 375 ANSI text characters only (including spaces)
- A maximum of three URL links. URLs cannot exceed 255 characters. All URLs to be active when ad is submitted

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*We strongly recommend that all rich media creative media is built using HTML5 and not Flash to ensure that they display effectively in all popular browsers. Please note HTML5 needs to be third party ad-served. The Springer Nature design team offer a HTML5 design build service. Ask your account manager for details.

We also offer enhanced rich media formats. Speak to your account manager for more details.
BDJ Marketplace

The brand-new website for classified dental sales launched in September 2016!

BDJ Marketplace offers the first dedicated space for advertising dental products, services, property and courses.

BDJ Jobs

The UK's leading publication for dental recruitment and classified dental sales

The British Dental Journal boasts the largest share of the UK dental jobs and advertising markets with print advertising in the BDJ itself and online advertising on BDJ Jobs and BDJ Marketplace.

“BDJ offers us an effective and friendly service every time we advertise our specialist dental courses online and in print. Online advertising has doubled our web traffic which is a fantastic result! Also we notice a steady increase in a number of course enquiries every time we run print adverts and advertorials in BDJ.”

Mizrahi Dental Teaching

No booking or copy deadlines – ad will run immediately
The British Dental Journal is published on behalf of the British Dental Association (BDA) by Springer Nature. Our dedicated website for advertising clients is nature.com/advertising. Please feel free to contact us with any questions or feedback.

Audience

Find information on the BDJ Portfolio at nature.com/advertising/media-kit/dentistry

KEY AUDIENCES

Dentists  
Dental Care Professionals  
Dental Students

Inspiration

The BDJ Portfolio is dedicated to staying current on the latest marketing research, studies, articles, trends, and best practices. Take a look at our case studies and best practice before you start to plan your next campaign.

Resources

The BDJ Portfolio’s advertising specifications and guidelines are available online. When booking your next campaign please refer to these resources, including our terms and conditions.

WHAT OUR CUSTOMERS ARE SAYING...

“We have been advertising for several years now and our dedicated account manager and other team members have been on hand to answer any queries we have had. They continue to help us target our market, advise us when needed and will continue to advertise with them in the future.”

Lyndsey Asher, Marketing Manager, Sun Dental Labs

“The BDJ is a highly respected journal which is an obvious choice for us when it comes to advertising our products and services. The cost of advertising is comparable with similar journals and the customer service, advice and support from the BDJ team is excellent.”

Neil Bullement, Commercial Director, S4S (UK) Limited

“The BDJ Team always comes up with new, inventive and engaging ways for our clients to speak to BDA members. It’s always a pleasure to work with them and to see the positive impact our partnership has on our clients’ brands.”

Gemma Barker, Managing Director, Barker PR

“Our clients value their appearances in the British Dental Journal Portfolio, both editorially and with their advertising campaigns. Clients rate the integrity of BDJ publications, the intelligence of their approach and quality of their readership. A presence in BDJ titles confers huge credibility and is greatly respected.”

Tracy Posner, Managing Director, Positive Communications

“Whenever I have worked with the BDJ I have found their staff to be both professional and knowledgeable. The journal ensures that all its published papers are subject to rigorous peer review, making the content more prestigious and credible. Whenever we have a highly scientific piece for publication my first thought is always to enquire with the BDJ.”

Naomi Davidson, Marketing Coordinator, BioHorizons