

BDJ

PORTFOLIO

2019
Media Information

BDJ.CO.UK

SPRINGER NATURE

CONTENTS

CLICK TO NAVIGATE

- Introduction | Marketing Solutions
- BDJ Portfolio Overview
- BDJ | Evidence-Based Dentistry | BDJ Audience
- BDJ In Practice | BDJ Team | BDJ Student
- Banners | Rich Media Banners
- Emails | Webcasts and Video
- Additional Print Options | Market Research | Application Notes
- Advertorial Opportunities | Sponsorship and Reprints
- Publication Calendar
- Advertise at BDA Events
- Print Specifications | Online Specifications
- Classified Advertising
- Our Advertising Website / What Our Customers are Saying

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

Paul Darragh
Display Sales Executive
E: paul.darragh@springernature.com
T: +44 (0)20 7014 4122

Terms and conditions do apply and these are available upon request or at partnerships.nature.com/info

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

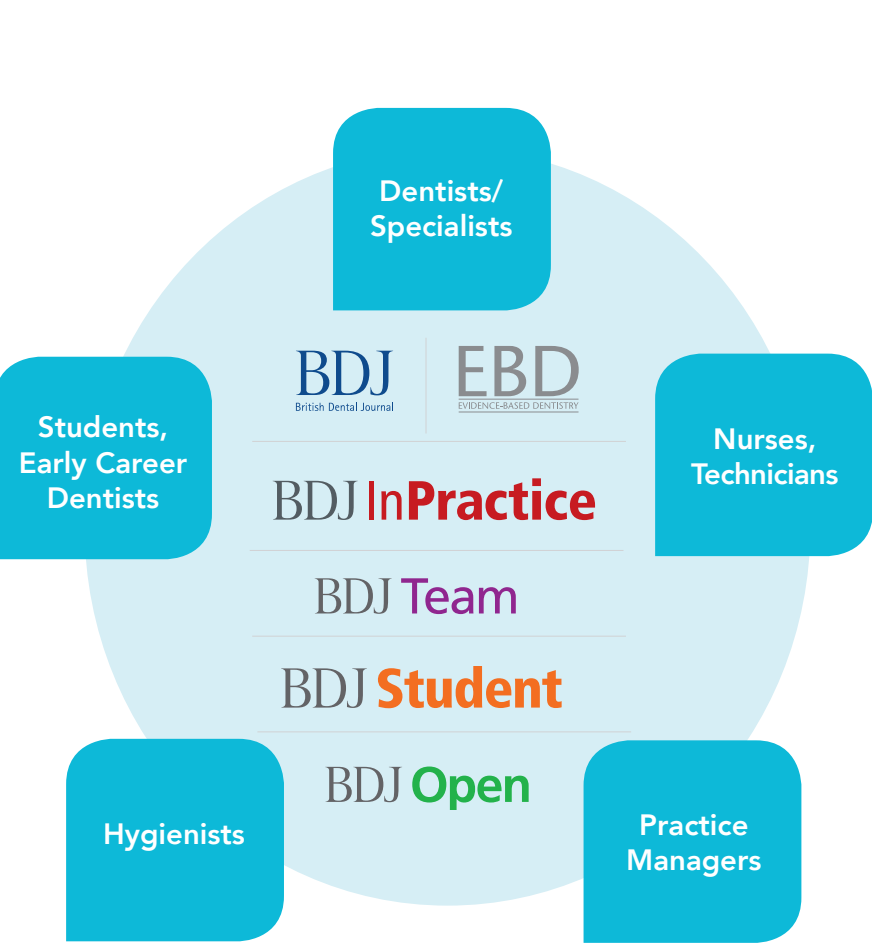
Classified Advertising
James Richards
Classified Advertising Manager
E: j.richards@nature.com
T: +44 (0)20 7843 4716
bdjjobs.com

BDA
British Dental Association



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.



#1

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

BDJ

PORTFOLIO

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

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.



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.



OVERVIEW



British Dental Journal is the flagship journal of the British Dental Association (BDA)



BDJ In Practice provides dental industry news stories, political hot topics and practical practice advice



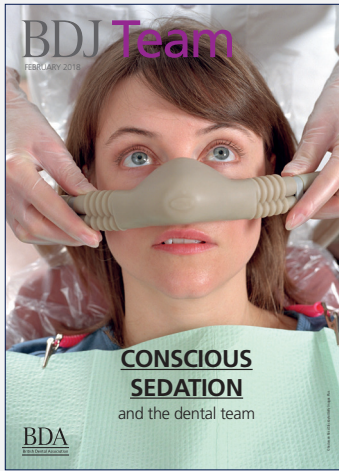
BDJ Student is the BDA journal for dental students



BDJ Open is a peer-reviewed, open-access, online-only journal publishing dental and oral health research from all disciplines



Evidence-Based Dentistry delivers the best available evidence on the latest developments in oral health



BDJ Team is a free online publication for the whole dental team

EDITORIAL CONTENT	Includes original research, clinical reviews, features, letters, product news, and <i>Evidence-Based Dentistry</i>	Delivers news, editorials, BDA membership updates, legal & regulatory updates, policy updates, financial/economic data, best professional practice, and dentist-to-dentist referrals	BDA student updates, news, views, opinions, editorials and features, educational reviews, career development advice, training, and forums	<i>BDJ Open</i> publishes technically sound, scientifically valid dental and oral health primary research. Featured topics of the journal include, but are not limited to, dental materials science, public health, restorative dentistry, management of dental disease, periodontology, endodontology, oral surgery, paediatric dentistry, prosthodontics, orthodontics, oral biology and translational research	Exploring a wide range of the latest developments through an accessible expert commentary. Original papers and relevant publications are condensed into digestible summaries, drawing attention to the current methods and findings	<i>BDJ Team</i> features a broad spectrum of articles including interviews with members of the dental team; core CPD topics recommended by the General Dental Council (GDC); clinical research, both original and from fellow publication the British Dental Journal (BDJ); advice, letters, news and information on dental products.
TARGET AUDIENCE	Delivered to all BDA members plus international institutional subscribers	Delivered exclusively to all BDA members	Delivered to all BDA student members including dental undergraduates	Oral health researchers, medical and dental clinicians, industry and decision-makers globally	Delivered quarterly to all BDA members plus additional international institutional and personal subscribers	Practice managers, nurses, hygienists and technicians
MARKET POSITION*	#1 for Readership #1 for Awareness 1st choice preference 100% home delivered	100% home delivered	The only professional magazine targeting the student dental market		A central resource for the most cutting edge and relevant issues concerning the evidence-based approach in Dentistry today	Targeted to the whole dental team, and includes an economic CPD alternative to courses and conferences
PRINT DATA	Print circulation: 18,030** Pass-along readership: 53,369^ Frequency 24 issues	Print circulation: 17,885** Pass-along readership: 39,168^ Frequency 12 issues	Print circulation: 5,458*** Frequency 3 issues	Online only	Print circulation: 18,188*** Pass-along readership: 40,195† Frequency 4 issues	Online only
ONLINE DATA^	bdj.co.uk Monthly page views: 211,664§ Monthly users: 96,983§ Monthly sessions: 128,894§ Alert subscribers: 19,517‡	Replicated online as a digital version		nature.com/bdjopen Monthly page views: 3,279§ Monthly users: 1,806§ Monthly sessions: 1,654§ Alert subscribers: 1,851‡	nature.com/ebd Monthly page views: 13,832§ Monthly users: 8,167§ Monthly sessions: 9,209§ Alert subscribers: 17,047‡	nature.com/bdjteam Monthly page views: 14,632§ Monthly users: 8,223§ Monthly sessions: 9,162§ Alert subscribers: 2,972†

*BDIA Dental Media Readership Survey, 2016 | **Audit Bureau of Circulation (ABC), January-December 2017 | ***Publisher Data 2018 | ^Audit Bureau of Circulation (ABC), January-December 2017, Reader Survey, 2018 | †Publisher Data 2018, Reader Survey, 2018 | ‡Silverpop | §Google Analytics, January-June 2018



The #1 journal for the dental industry*

The *British Dental Journal* is the flagship journal of the British Dental Association (BDA) and is delivered 24 times a year to all BDA members and international institutional subscribers. *BDJ* reaches the vast majority of the dental professional market in the UK and delivers original research, clinical reviews, features, letters, and product news both in print and online.



We are #1... again

The *BDJ* is the UK's most widely read dental publication... and has remained so consistently since the BDIA readership survey began in 2005.



AT A GLANCE	
PRINT	
Print circulation	18,030**
Pass-along readership	53,369^
Frequency	24 issues
ONLINE	
Monthly page views	211,664***
Monthly users	96,983***
Monthly sessions	128,894***
Alert subscribers	19,517†



88% of readers rated the quality of the *BDJ* as either excellent or good.‡



Evidence-Based Dentistry (EBD), 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.

ONLINE	
Monthly page views	13,832***
Monthly users	8,167***
Monthly sessions	9,209***
Alert subscribers	17,047†



BDJ AUDIENCE

54% of practice-based *BDJ* readers state they are involved in purchasing decisions. Of those, 27% have final purchasing authority‡

BDJ readers work at practices that employ an average of 20 people‡

99% of the print audience is in the UK**

68% of readers state they have taken action after seeing an advertisement or article in *BDJ*‡

JOB TITLE‡	
Dentist	81%
Professor/Lecturer	3%
Dental Care Professional	1%
Student	4%
Other	11%

SERVICES READERS PERFORM‡	
Restorative dentistry	83%
Cosmetic dentistry	75%
Endodontics	79%
Periodontics	72%
Orthodontics	43%
Implants	41%

PLACE OF WORK‡	
Mixed NHS and Private Dental Practice	30%
Private Dental Practice	17%
NHS Dental Practice	17%
University Hospital	9%
Hospital Dental Services	4%
Community Dental Services	8%
Salaried Dental Services	2%
Armed Forces/Military Dental Services	1%
Other	12%

79% of readers have purchased at least one product or service in the last 12 months‡

PRODUCTS PURCHASED‡	
Practice materials (incl. bonding, impressions materials)	71%
Equipment (incl. handpieces, drills)	66%
Oral health products	63%
Workwear	57%
Affiliated dental services (e.g., Dental printing, waste management, etc.)	47%
Computer hardware and/or software	42%
Books and magazines	36%
Furniture (including chairs, delivery systems, stools, etc.)	39%

ACTION TAKEN‡	
Applied for a job	34%
Visited a company website for more information	36%
Discussed the product/technology	25%
Enrolled on a training course	26%
Called a company for more information	16%
Purchased a new product/technology	16%
Recommended the product/technology to a colleague	15%
Sought financial services	7%



BDJ InPractice



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.

AT A GLANCE	
PRINT	
Print circulation	17,885*
Pass-along readership	39,168**
Frequency	12 issues



BDJ In Practice readers work at **practices that employ** an average of **19 people**[^]

56% of *BDJ In Practice* readers state they are involved in purchasing decisions. Of those, **29%** have final purchasing authority[^]

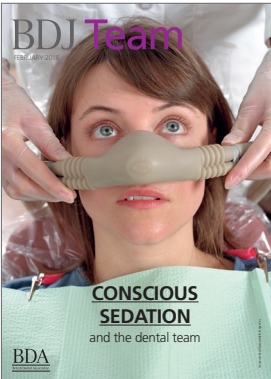
PLACE OF WORK [^]		JOB TITLE [^]		SERVICES READERS PERFORM [^]	
Mixed NHS and Private Dental Practice	33%	Dentist	86%	Restorative dentistry	84%
NHS Dental Practice	18%	Professor/Lecturer	2%	Cosmetic dentistry	77%
Private Dental Practice	18%	Dental Care Professional	1%	Endodontics	82%
Community Dental Services	5%	Student	1%	Periodontics	74%
Hospital Dental Services	2%	Other	10%	Orthodontics	43%
University Hospital	9%			Implants	40%
Salaried Dental Services	3%				
Armed Forces/Military Dental Services	1%				
Other	11%				

“*BDJ In Practice* is an informative dental publication, helping dentists to remain up-to-date on what is happening in the profession.”
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”
Principal Dental Surgeon, NHS Practice

BDJ Team

bdjteam.co.uk



BDJ Team supports dental care professionals (DCPs) in their working lives through inspirational people stories, news and reviews, advice articles, dental product information, directly relevant clinical research, and by providing verifiable continuing professional development (CPD) as required for General Dental Council (GDC) registration.

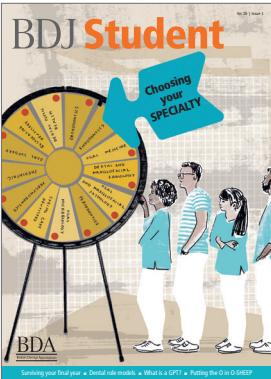
- Dental practice managers
- Dental hygienists
- Dental nurses
- Dental technicians

AT A GLANCE	
ONLINE	
Monthly page views	14,632***
Monthly users	8,223***
Monthly sessions	9,162***
Alert subscribers	2,972 [†]



BDJ Student

bdjstudent.co.uk



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.

AT A GLANCE	
PRINT	
Print circulation	5,458 [‡]
Frequency	3 issues
MARKET POSITION	
The only professional magazine targeting the student dental market	





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



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

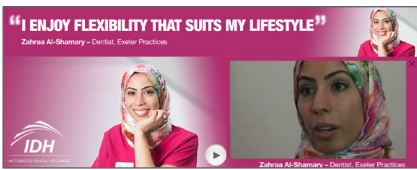
- Video banners offer high engagement and provide an ideal option for quickly explaining product features and benefits
- Interactive banners can be used for a number of purposes including multiple click-through links, and as a means to relay multiple messages
- Expandable banners provide you with more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

Expandable interactive banner



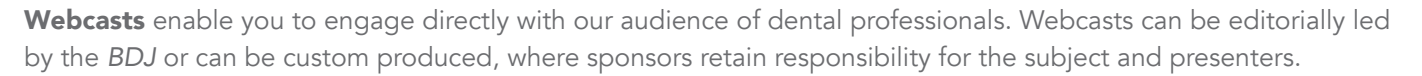
Rich media banners are **4x more effective** in providing direct response clicks than a standard banner*

Expandable banner with video



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*



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.

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.**

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

Third party email example




Flexibility

Introducing A-dec 400

Introducing A-dec 400 – a thoughtful approach to productivity, ergonomics, and comfort. Elegance in a versatile package. A-dec 400 marries form and function for less complexity and more style at a beautiful price.

To arrange your personal viewing of the new A-dec 400 at one of A-dec's state of the art showrooms, contact us today! Please call 0800 7333 285 or email info@ardec.co.uk for more information.



Pure Comfort

Vertical pivot.
Double-adjustment headrest.
Tilt-adjustable armrests.
Tilt-adjustable footrest.
Tilt-back upholstery.



Ensure a Healthy Career

Ultraclean and flexible
disinfection.
Low maintenance pivot.
Ergonomic delivery system options.



Your A-dec 400 Advantages

Early night movement for added productivity.
Infection control from the inside.
Self-contained waste/maintenance systems.
Pre-washed floor mats with concealed cables.
60° swivel with casters.

Visit stand B32 at the British Dental Conference & Exhibition 10-12 April, Manchester or alternatively,

[CLICK HERE](#) to arrange your showroom appointment.

A-dec United Kingdom Ltd
Nature Publishing Group 171 Watcote Rd F11 • New York, NY 10135 19171 USA

*Form and availability subject to change without notice.

As a registered user of Nature Publishing Group's Web site, our database indicates that you have opted in to receive third-party emails. If you no longer wish to receive third-party emails from Nature Publishing Group please update your online account.

For further information on our subscription services visit ardec.co.uk/subscribe

Customer Service Dept.
Nature Publishing Group 171 Watcote Rd F11 • New York, NY 10135 19171 USA

nature publishing group 

Nature Publishing Group's Principal offices: London | New York | Tokyo | Washington office: Birmingham | Boston | Buenos Aires | Delhi | Hong Kong | Madrid | Melbourne | Mumbai | Paris | San Francisco | Seattle | Singapore | Stockholm | Sydney | Taipei | Toronto | Vancouver | Vienna | Zurich

Nature Publishing Group is a wholly owned subsidiary of Springer Nature Limited. Springer Nature Limited is a company registered in England & Wales under company number 2016164. A registered office is located at One Gunpowder Square, London SE11 1DF, United Kingdom.

Total third party email subscribers
6,159*

"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

62% of BDA readers learn about new dental technologies via online resources.^

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



ADDITIONAL PRINT OPTIONS



In addition to traditional print advertisements, *BDJ* and *BDJ In Practice* also accommodate printed inserts and outserts that are either bound in or polybagged along with the journal.

- 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



Cover tip-on



Cover product sample



Barn door cover



Bound outsert

MARKET RESEARCH

ADVERTISER ANALYSIS REPORT

Are your print advertisements working? Participating in an advertising perception survey can help you answer that question by gauging how well your ad jump-starts the selling process. Place your ad in an Advertiser Analysis issue of *BDJ* or *BDJ In Practice* and you will automatically be included in a survey to measure the impact of your messaging conducted by leading experts in the field.

- Find out if your ad grabs readers' attention
- How are your headlines and illustrations being received?
- How much interest is generated in the product?
- Get verbatim comments/feedback from your potential customers
- Additional studies on awareness of your brand/products

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 Note



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.

For more information, or to book, please contact your account manager.



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.

Product News



Inside View



Speak to your account manager to find out more about these options.

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.



PUBLICATION CALENDAR 2019*

PUBLICATION	ISSUE DATE	DELIVERY DATE	SPECIAL FEATURES	CONFERENCE BONUS DISTRIBUTION	PR CLOSE	AD CLOSE	MATERIALS DUE
BDJ In Practice	January	14-Jan			4-Dec	11-Dec	13-Dec
BDJ	11-Jan	15-Jan			14-Dec	18-Dec	19-Dec
BDJ	25-Jan	29-Jan			7-Jan	14-Jan	16-Jan
BDJ Student	Winter	29-Jan			14-Dec	2-Jan	4-Jan
BDJ	8-Feb	12-Feb			21-Jan	28-Jan	30-Jan
BDJ In Practice	February	18-Feb			23-Jan	30-Jan	1-Feb
BDJ	22-Feb	26-Feb	Advertiser Analysis Report		4-Feb	11-Feb	13-Feb
BDJ In Practice	March	11-Mar			12-Feb	19-Feb	21-Feb
BDJ	8-Mar	12-Mar			18-Feb	25-Feb	27-Feb
BDJ	22-Mar	26-Mar	Evidence-Based Dentistry		4-Mar	11-Mar	13-Mar
BDJ In Practice	April	15-Apr			18-Mar	25-Mar	27-Mar
BDJ	12-Apr	16-Apr			22-Mar	29-Mar	3-Apr
BDJ	26-Apr	30-Apr		British Dental Conference and Dentistry Show	8-Apr	15-Apr	17-Apr
BDJ Student	Spring	30-Apr		British Dental Conference and Dentistry Show	27-Mar	3-Apr	5-Apr
BDJ In Practice	May	13-May		British Dental Conference and Dentistry Show	15-Apr	22-Apr	24-Apr
BDJ	10-May	14-May			19-Apr	26-Apr	30-Apr
BDJ	24-May	29-May			6-May	13-May	15-May
BDJ In Practice	June	17-Jun	Advertiser Analysis Report		20-May	27-May	30-May
BDJ	14-Jun	18-Jun			27-May	3-Jun	5-Jun

All dates on the calendar is approximate and subject to change. Please contact your account manager for an up-to-date schedule.

PUBLICATION	ISSUE DATE	DELIVERY DATE	SPECIAL FEATURES	CONFERENCE BONUS DISTRIBUTION	PR CLOSE	AD CLOSE	MATERIALS DUE
BDJ	28-Jun	2-Jul	Evidence-Based Dentistry		10-Jun	17-Jun	19-Jun
BDJ In Practice	July	15-Jul			18-Jun	25-Jun	27-Jun
BDJ	12-Jul	16-Jul			24-Jun	1-Jul	3-Jul
BDJ	26-Jul	30-Jul	Advertiser Analysis Report		8-Jul	15-Jul	17-Jul
BDJ In Practice	August	12-Aug			16-Jul	23-Jul	25-Jul
BDJ	9-Aug	13-Aug			22-Jul	29-Jul	31-Jul
BDJ	23-Aug	28-Aug			5-Aug	12-Aug	14-Aug
BDJ Student	Autumn	10-Sep			7-Aug	14-Aug	16-Aug
BDJ In Practice	September	16-Sep			19-Aug	26-Aug	29-Aug
BDJ	13-Sep	17-Sep			26-Aug	2-Sep	4-Sep
BDJ	27-Sep	1-Oct	Evidence-Based Dentistry		9-Sep	16-Sep	18-Sep
BDJ In Practice	October	14-Oct		BDIA Dental Showcase	17-Sep	24-Sep	26-Sep
BDJ	11-Oct	15-Oct		BDIA Dental Showcase	23-Sep	30-Sep	2-Oct
BDJ	25-Oct	29-Oct	Advertiser Analysis Report		7-Oct	14-Oct	16-Oct
BDJ In Practice	November	11-Nov			15-Oct	22-Oct	24-Oct
BDJ	8-Nov	12-Nov			21-Oct	28-Oct	30-Oct
BDJ	22-Nov	26-Nov			4-Nov	11-Nov	13-Nov
BDJ In Practice	December	16-Dec			19-Nov	26-Nov	28-Nov
BDJ	13-Dec	17-Dec			25-Nov	2-Dec	4-Dec
BDJ	27-Dec	24-Dec	Evidence-Based Dentistry		2-Dec	9-Dec	11-Dec



ADVERTISE AT BDA EVENTS



Contact:
Susan Graves
Exhibition Sales and Sponsorship
Executive, BDA
Susan.Graves@bda.org
020 7563 4175

Further information:
bda.org/events

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.



THE OPPORTUNITY
BDA seminars offer a fantastic opportunity to advertise to BDA members by sponsoring an event or taking an exhibition stand to engage with dentists when they are out of session.



PRINT SPECIFICATIONS

	Millimeters	
	Width	Height
Full Page Trim	210	297
Double Page Spread	181	131
Half Horizontal	89	274
Half Vertical	89	131
Quarter Vertical	181	63
Quarter Horizontal	57	274
Third Vertical	181	90
Third Horizontal	181	25
Mini Strip	386	131
Half Double Page Spread	426	149



Two page bound insert

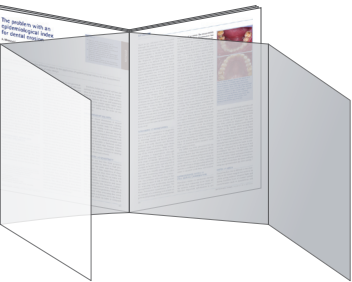


Front cover roll fold

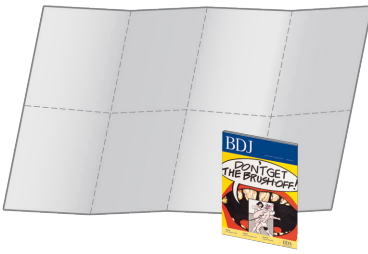
All titles are printed in a portrait format at a trimmed page size of 210mm x 297mm (A4). The British Dental Journal is perfect bound, BDA In Practice and BDJ Student are saddlestitched.

Please check with your sales representative to ensure that the advert size you require is available.

Please supply with an extra 3.175mm of bleed for all adverts that run to the edge of the page. Also ensure that all text and logos are placed no closer than 10mm from the trim.



Butterfly gatefold



Poster



Four or six page bound rollfold

ONLINE SPECIFICATIONS

BANNER POSITIONS	DIMENSIONS	MAX FILE SIZE FORMAT
Leaderboard <i>Horizontal / Top</i>	728x90 <i>Expanding max size 728x290 (downward)</i>	JPEG, GIF, PNG, 3rd party tag <i>Image file: max 50kb</i> <i>Rich media tags: 50kb initial/200kb sub</i>
MPU <i>Square / right</i>	300x250 <i>Expanding max size 600x250 (to the left)</i>	JPEG, GIF, PNG, 3rd party tag <i>Image file: max 50kb</i> <i>Rich media tags: 50kb initial/200kb sub</i>
Billboard <i>BDJ homepage only</i>	Adaptive: 970x250, 728x90, 300x50	JPEG, GIF, PNG <i>Max: 70kb</i> <i>Static image only</i>

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

ALERT — IMAGE ONLY			ALERT — TEXT AND LOGO ADVERTS	
	AD SLOT POSITIONS	MAX FILE SIZE AND FORMATS ACCEPTED	1 x logo to fit within the dimensions of 170x40 pixels	
	British Dental Journal	Headline 1, Headline 2, Content 1, NJ, Marketing 468x60 px, 45kb H2 image: 180x220 px, 45kb	Image file size should not exceed 20KB	
	Evidence Based Dentistry	Headline 1, Headline 2, Content 1, NJ, Marketing 468x60 px, 45kb	Logo supplied on a white/transparent background	
	BDJ Open & BDJ Team	Headline 1, Content 1 468x60 px, 45kb	Use of one or two paragraph layout only	
			An ANSI text-only version of each advert MUST be supplied — up to 375 ANSI text charactersonly (including spaces)	
			A maximum of three URL links. URLs cannot exceed 255 characters. All URLs to be active when ad is submitted	

General Design Constraints

- Advertisements with white or grey backgrounds should have a one-pixel border around the graphic's perimeter and/or created within the graphic
- The inclusion of the border must not exceed the ad's dimension restrictions
- Advertisements may not employ persistent rapid/strobing' animation of any graphic, copy, or background element(s)
- 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



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*.

"A phenomenal response within 24 hours of posting our ad on BDJ Jobs. With over 40 high calibre candidates applying we filled two full time positions and interviewed both candidates within 24 hours of posting our advert"

Ravi Gehlot, Harley Dentist

No booking or copy deadlines – ad will run immediately

BDJ **Jobs**

Find a job

Job alerts

Search recruiters

Consent notice

BDJ Marketplace

Education

Property

Post your ad

Jobseekers Sign in or Create account

FIND YOUR PERFECT JOB IN DENTISTRY

Eg. Assistant Dentist

Eg. London

Within 5 miles

SEARCH

BDJ Jobs is the classified section of the *BDJ*, both in print and online

Content
Classified listings for:

- Job opportunities

Target audience Visited by thousands of dental professionals each month

Market position The *BDJ* is the most 'looked at' publication for classified jobs/products

In Print

Within the *BDJ*

Online*

Website

bdjjobs.com

Monthly page views

454,949*

Monthly users

24,883*

Monthly sessions

53,485*

BDJ **Marketplace**

Education • Property • Services • Products

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

"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

BDJ **Marketplace**

Education

Property

Services

Products

BDJ Jobs

Find a job

Consent notice

Post your ad

Jobseekers Sign in or Create account

FOR ALL YOUR DENTAL PROFESSIONAL NEEDS

Eg. Products for sale

Eg. Homebased

Select category

SEARCH

Create search alerts

BDJ Marketplace is the classified, non-recruitment section of the *BDJ*, newly-launched in September 2016.

Content
Classified listings for:

- Dental products
- Referrals
- Legal & financial services
- Properties
- Courses and training

Target audience Visited by thousands of dental professionals each month

Market position The *BDJ* is the most 'looked at' publication for classified jobs/products

In Print

Within the *BDJ*

Online

Website

bdjmarketplace.com

Monthly page views

43,881*

Monthly users

4,030*

Monthly sessions

5,211*

Media Options 2019 | BDJ Portfolio

* Google Analytics, January-June 2018

BDJ Portfolio | Media Options 2019



OUR ADVERTISING WEBSITE

partnerships.nature.com/info

The *British Dental Journal* is published on behalf of the British Dental Association (BDA) by Springer Nature. Our dedicated website for advertising clients is partnerships.nature.com/info. Please feel free to contact us with any questions or feedback. Here you can find information on our classified advertising options for the dental industry as well as other opportunities.



Audience

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.

partnerships.nature.com/home/resources/specs-guidelines

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 enquires 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

"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

"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

"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

"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