AUDIENCE & REACH

» About Us
» British Dental Journal Audience
» Our Publications
ABOUT US

At Springer Nature, we publish six dentistry journals on behalf of the British Dental Association (BDA). The BDA is a professional association and trade union for dentists in the United Kingdom, with a mission to advance the science, arts and ethics of dentistry; and improve the nation’s oral health.

Our six journals, known as the British Dental Journal (BDJ) Portfolio, reach nearly 17,000 BDA members* every fortnight. Our publications provide you with unrivalled reach to the UK dental market, with dental professionals accessing our content and services throughout their entire professional careers.

The BDJ Portfolio journals:

- **BDJ** British Dental Journal
- **BDJ InPractice**
- **BDJ Open**
- **EBD** Evidence-Based Dentistry
- **BDJ Student**
- **BDJ Team**

Supporting dental professionals at all levels including:

- Dentists/Specialists
- Dental Students
- Nurses/Technicians
- Hygienists
- Practice Managers

*Audit Bureau of Circulation (ABC), January-December 2020
BRITISH DENTAL JOURNAL AUDIENCE

16,878 circulation to BDA Members 100% home delivered to dentists*

75% of readers are dentists/specialists**

60,255 readers per issue^*

83% of readers consider the product information ***
very/quite useful

69% of readers take an action after viewing a product information ad***

# OUR PUBLICATIONS

<table>
<thead>
<tr>
<th>PLATFORM</th>
<th>JOURNAL &amp; ONLINE</th>
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<td>&gt; Includes economic CPD alternatives</td>
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JOURNALS

- British Dental Journal
- BDJ In Practice
- BDJ Student
- BDJ Team
- BDJ Open
- Evidence-Based Dentistry
- 2022 Calendar
The flagship journal of the British Dental Association (BDA)
The British Dental Journal (BDJ) is home delivered 24 times a year to all BDA members and international institutional subscribers. The BDJ reaches the vast majority of the dental professional market in the UK.

Editorial Content
> Original research
> Clinical reviews
> Features
> Letters
> Product news

Journal Audience Breakdown
- East Midlands: 5%
- East of England: 6%
- London/Greater London: 7%
- North East: 4%
- North West: 12%
- Northern Ireland: 5%
- Scotland: 10%
- South East: 13%
- South West: 8%
- Wales: 5%
- West Midlands: 7%
- Yorkshire and the Humber: 8%

JOURNAL REACH*
- 24 issues a year
- 16,878 print circulation
- 100% home delivered
- 60,255 readership^*

MONTHLY WEB REACH**
- 289,078 page views
- 162,888 users
- 196,429 sessions

EMAIL REACH***
- 16,845 alert subscribers

Online Audience Breakdown
- UK/Europe: 37%
- Americas: 28%
- Asia/ROW: 34%

*Audit Bureau of Circulation (ABC), January-December 2020 | **Google Analytics, September 2020-August 2021 | ***Hybris, August 2021 | ^Audit Bureau of Circulation (ABC), January-December 2020, BDJ Publications and Services Survey 2020

Ask us about regional targeting for journal inserts
bdj audience

products purchased*

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<th>Product</th>
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<td>Workwear (including PPE)</td>
<td>89%</td>
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<td>Practice materials (including bonding, impressions materials, etc.)</td>
<td>86%</td>
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<td>Equipment (including handpieces, drills, etc.)</td>
<td>74%</td>
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<td>Oral health products</td>
<td>70%</td>
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<tr>
<td>Computer hardware and/or software</td>
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<td>Affiliated dental services (e.g. Dental printing, waste management, etc.)</td>
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services readers perform*

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<td>Crowns</td>
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<td>Endodontics</td>
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<td>Periodontics</td>
<td>84%</td>
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<td>Implants</td>
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BDJ AUDIENCE

60% of readers state they have taken action after seeing an advertisement or article in the BDJ

what readers say about BDJ:

“Good scientific research which I can trust to keep on top of current advances in dentistry.”

“Very helpful for CPD and keeping up to date with new studies.”

“Useful; allows me to keep up to date and learn about things I might not necessarily do otherwise such as orthodontic updates.”

*bDJ Publications and Services Survey 2020 | Signet AdProbe™ report for BDJ, July 2021
BDJ In Practice

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.

**Editorial Content**

- Dental industry news
- Editorials on political hot topics
- BDA membership updates
- Financial/economic data
- Practical practice advice
- Dentist-to-dentist referral

**WHAT READERS SAY ABOUT BDJ IN PRACTICE†:**

“I rely on it to find out about new compulsory things like guidelines which don’t seem to be communicated to practices by any other routes.”

“Use it to keep up to date with recent advances and as inspiration of new things to research and read further on.”

“I feel BDJ In Practice is one of the most useful journals I have read. And it is so relevant in today’s practice and keeps us abreast of the technological and practical advances in dentistry.”

**JOURNAL REACH**

- 12 issues a year
- 16,851 print circulation
- 100% home delivered
- 49,374 readership

**MONTHLY WEB REACH**

- 7,947 page views
- 4,646 users
- 4,563 sessions

**EMAIL REACH**

- 2,591 alert subscribers

**Online Audience Breakdown**

UK/Europe: 53%
Americas: 21%
Asia/RoW: 25%
BDJ **Student**

**BDA’s official online magazine for their dental student members**

*BDJ Student* offers invaluable information and advice for tomorrow’s dentists and aims to prepare readers for their future working lives. A lively and accessible magazine, the content includes:

**Editorial content**

- BDA student updates
- News and views
- Opinions
- Editorials and features
- Educational reviews
- Training
- Forums
- Career development advice

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**Establish your brand early with future dentists including:**

- Dentistry students
- Undergraduates: year 1-5
- First year post graduates

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**MONTHLY WEB REACH**

- 4,475 page views
- 2,009 users
- 1,913 sessions

**Online Audience Breakdown**

- UK/Europe: 57%
- Americas: 16%
- Asia/RoW: 27%

**EMAIL REACH**

- 3,278 alert subscribers

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*Google Analytics, September 2020-August 2021 | **SAP Hybris, August 2021*
BDJ Team

A free online publication for the whole dental team

*BDJ Team* supports dental care professionals (DCPs) in their working lives through inspirational stories, news and reviews, advice articles, dental product information, and relevant clinical research. *BDJ Team* also provides verifiable continuing professional development (CPD) as required for General Dental Council (GDC) registration, as well as economic CPD alternatives to courses and conferences.

**Editorial content**

- Interviews
- Core CPD topics recommended by the GDC
- Clinical research
- Advice
- Letters
- News and reviews

**Read by:**

- Practice managers
- Hygienists
- Nurses
- Technicians

**MONTHLY WEB REACH**

- 33,177 page views
- 23,986 users
- 25,515 sessions

**Online Audience Breakdown**

- UK/Europe: 43%
- Americas: 28%
- Asia/RoW: 5%

**EMAIL REACH**

- 5,055 alert subscribers

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*Google Analytics, September 2020-August 2021 | **SAP Hybris, August 2021*
**BDJ Open**

Peer reviewed open access research on dental and oral health

*BDJ Open* publishes technically sound, scientifically valid dental and oral health primary research.

**Research topics include:**
- Dental materials science
- Public health
- Restorative dentistry
- Periodontology
- Endodontology
- Oral surgery
- Paediatric dentistry
- Management of dental disease
- Prosthodontics
- Orthodontics
- Oral biology
- Endodontology
- Oral surgery
- Paediatric dentistry
- Management of dental disease
- Prosthodontics
- Orthodontics
- Oral biology

**Read by:**
- Oral health researchers
- Medical and dental clinicians
- Decision-makers

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**MONTHLY WEB REACH**
9,123 page views
5,689 users
5,619 sessions

**EMAIL REACH**
4,809 alert subscribers

**Online Audience Breakdown**
- UK/Europe: 23%
- Americas: 36%
- Asia/RoW: 40%

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*Google Analytics, September 2020-August 2021 | *SAP Hybris, August 2021
A central resource for the latest and best evidence-based approach in oral health care

Evidence-Based Dentistry (EBD) filters out all cutting edge evidence from a wide range of sources condensed into digestible summaries, drawing attention to the current methods and findings.

JOURNAL REACH
4 issues a year
16,866 print circulation
49,418 readership
Inbound into BDJ
100% home delivered

MONTHLY WEB REACH
33,419 page views
25,682 users
26,792 sessions

Online Audience Breakdown
UK/Europe: 30%
Americas: 49%
Asia/RoW: 21%

EMAIL REACH
14,795 alert subscribers
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<th>DELIVERY DATE</th>
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# BDJ PORTFOLIO PUBLICATION CALENDAR 2022

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<td>7-Nov</td>
<td>14-Nov</td>
<td>16-Nov</td>
</tr>
<tr>
<td>BDJ</td>
<td>9-Dec</td>
<td>13-Dec</td>
<td></td>
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<td>21-Nov</td>
<td>28-Nov</td>
<td>30-Nov</td>
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<tr>
<td>BDJ in Practice</td>
<td>DEC</td>
<td>13-Dec</td>
<td></td>
<td></td>
<td>15-Nov</td>
<td>22-Nov</td>
<td>24-Nov</td>
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<tr>
<td>BDJ</td>
<td>16-Dec</td>
<td>20-Dec</td>
<td>Evidence Based Dentistry</td>
<td></td>
<td>28-Nov</td>
<td>5-Dec</td>
<td>7-Dec</td>
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<td>EBD</td>
<td>December</td>
<td>Inbound in BDJ</td>
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</tr>
</tbody>
</table>

*Surveys conducted independently by Signet Research, Inc.*
MARKETING SOLUTIONS

- Achieving Your Objectives
- Journal Advertising
- Application Note
- Inside View
- Digital Advertising
- Email Marketing & Ealerts Advertising
- Branded Content
- Webcasts
ACHIEVING YOUR OBJECTIVES

Whether your objective is top, middle, or bottom of the marketing funnel – focused on driving awareness, engagement, or leads – we can help you find the right marketing mix and set KPIs.

<table>
<thead>
<tr>
<th>YOUR OBJECTIVES</th>
<th>OUR SOLUTIONS</th>
<th>HOW DO YOU MEASURE SUCCESS?</th>
</tr>
</thead>
<tbody>
<tr>
<td>AWARENESS</td>
<td>Looking to increase awareness of your brand, product, or event? Run DIGITAL, JOURNAL and E-ALERT ADVERTISING</td>
<td>IMPRESSIONS, TIME IN VIEW, REACH, PAGEVIEWS</td>
</tr>
<tr>
<td>INTEREST</td>
<td>Want to engage an audience with your solution and position your brand as a thought leader? Create BRANDED CONTENT</td>
<td>SCROLL DEPTH, TIME ON SITE, SOCIAL REACTIONS &amp; SHARES</td>
</tr>
<tr>
<td>EVALUATION</td>
<td>Ready to convert prospects into leads? Choose our WEBCASTS, EMAIL MARKETING and COVER TIP ONS/ BOUND OUTSERTS</td>
<td>CLICKS, REGISTRATIONS, QUALIFIED LEADS</td>
</tr>
</tbody>
</table>

Dedicated teams across Project Management, Editorial and Marketing work together to support your campaign throughout the planning, real time optimizing, and post campaign periods.
JOURNAL ADVERTISING

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

Our journals are now delivered in paper envelopes. Ask us about branding opportunities for the envelopes.
Free Reader Feedback Survey
Advertise in select BDJ and BDJ In Practice issues to receive a free ad study report. Get feedback on your ad’s exposure and our reader’s impression towards your ad and brand. We can help you get concise and valuable feedback on your messaging and benchmark against your competitors in an insightful report.

- Make comparisons with other ads and companies using measurement scores and effectiveness rates
- Find new ways to better communicate with your audience
- Maximise the return of investment with your media buy

Reader Feedback Survey Calendar

<table>
<thead>
<tr>
<th>Journal Title</th>
<th>Issue Date</th>
<th>Studies:</th>
</tr>
</thead>
<tbody>
<tr>
<td>BDJ</td>
<td>25-February</td>
<td>Ad Effect</td>
</tr>
<tr>
<td>BDJ</td>
<td>27-May</td>
<td>Ad Appeal</td>
</tr>
<tr>
<td>BDJ</td>
<td>22-July</td>
<td>Ad Impact</td>
</tr>
<tr>
<td>BDJ</td>
<td>28-October</td>
<td>Ad Probe</td>
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</tbody>
</table>
We publish a maximum of two application notes per issue, making this a highly visible channel for reaching the BDJ audience.

- Distributed in the journal pages of the BDJ
- Available online indefinitely
- 100 free copies of reprints provided
- Listed in BDJ e-alert

Marketing - meeting the challenge of attracting and retaining patients in a digital world

Research shows that 93.6 per cent of dentists, responding to a marketing survey, want to attract more patients and 89.4 per cent want to improve their marketing. However, this positive response is tempered by the fact that over three quarters of those surveyed have no plan for their marketing and are either not currently undertaking any activity or are doing so only on an ad hoc basis. This leaves just 12.3 per cent who are regularly communicating with patients for reasons other than recalls and reminders.

A changing landscape needed to consider marketing in a co-ordinated way, serviced as they take the recommendation at the end of a course of treatment, and even fewer 30 per cent of research respondents routinely asking for any sort of recommendation as they take the

The influence of digital communication has empowered patients to demand better service, improved treatments and materials and a high-quality dental experience. And, should a practice fail to deliver, the demand for better service and improved treatments will continue to grow.

There are two key forms of dental practice marketing; firstly, educating existing patients about the benefits of various treatments and service options, and secondly, marketing the practice to potential new patients.

For those actively marketing their practice, setting targets and getting tracking tools for new patient acquisition. However, the impact of testimonials of mouth is their most popular source of new patient referrals. Patient recommendation has always been an important aspect of marketing campaigns.

For new patients are likely to have their first interaction with a practice only slowly infiltrating practice marketing communications, with less than 20 per cent of practices employing any sort of marketing activity to achieve such growth. Just 60 per cent of practices track every enquiry and monitoring how it is dealt with by the practice. However, this is a trend in the BDJ marketing pages and will probably increase in the future.

A website is of course a valuable communication tool, and many practices use it to communicate with patients, including information about new services, special offers and upcoming events. However, the impact of digital communication is also on the increase, with almost half of practices (48.4%) using social media channels to generate engagement with potential new patients.

Interestingly, the research found that those dentists who do measure results and know their ROI.

96% of those who want to improve say that they didn’t have the tools to do so. Tracking every enquiry and monitoring how it is dealt with by the practice is one way to monitor the effectiveness of marketing campaigns, but it’s crucial to track these metrics to ensure that the practice is achieving its marketing goals.

95% of those who want to improve say that they didn’t have the tools to do so. Tracking every enquiry and monitoring how it is dealt with by the practice is one way to monitor the effectiveness of marketing campaigns, but it’s crucial to track these metrics to ensure that the practice is achieving its marketing goals.

The research quoted in this Application Note was carried out by the research team at Software of Excellence and is available in the ADVERTISING FEATURE.

See the Application Note article online»
For BDJ editorial team.
in an engaging interview format, written by an independent feature writer handpicked by the BDJ editorial team.

**TIME TO CHANGE: WHAT WILL THE NEW NHS CONTRACT MEAN?**

A conversation with **ROGER MATTHEWS**
Honorary Life President, Simplyhealth Professionals

As we approach the 2019/2020 financial year, our NHS dental professionals are already preparing their business plans for the forthcoming years. However, the introduction of a new NHS contract presents a number of challenges and opportunities. With the new contract set to begin, it is crucial for dental practices to consider the implications it may have on their business.

The new contract aims to provide a better service for patients, reduce the risk of dental practitioners becoming unprofitable, and improve the overall health of the dental workforce. It will incorporate a blended contract system that allows for a combination of NHS and private practice.

**What are the issues with the current contract?**

In order to improve the quality of dental care, the current contract changed the dynamic, putting pressure on dentists to provide care in both the private and NHS sectors. This concentration on generating income rather than delivering quality care has led to a decrease in preventive services and an increase in overtreatment.

**What was the impact of the new contract?**

The 2006 contract resulted in a drop in care quality and a commoditisation of dentistry, with dental practitioners being virtually forced to take on non-core work to maintain access for patients. It also contributed to an increase in the number of patients requiring treatment, leading to an increase in the number of missed targets.

**What was expected of the new contract?**

The new contract was expected to address the issues of the previous contract. It introduced a blended contract system that allows for a combination of NHS and private practice. The new contract also placed more emphasis on preventive dentistry and quality care, with an increase in the number of missed targets.

**What is the impact of the new contract?**

The new contract has had a significant impact on the dental profession. It has led to an increase in the number of missed targets and a drop in care quality, but has also provided dentists with the opportunity to deliver better care and maintain access for patients.

**What are the pros and cons of the new contract?**

The new contract has provided a number of benefits to patients and dental practitioners. It has led to an increase in the number of missed targets and a drop in care quality, but has also provided dentists with the opportunity to deliver better care and maintain access for patients.

**What is the future of dental care?**

As we look to the future, it is clear that dental care will continue to evolve. The new contract has provided a number of benefits to patients and dental practitioners, and will continue to shape the future of dental care.
DIGITAL ADVERTISING

Precisely target your banner ads using our three complementary targeting approaches. Geographical targeting is available for all three options.

TARGET BY AUDIENCE SPECIALITY

Our readers are grouped into audiences based on their online behaviour – so you can target users consuming content in your field.

TARGET ARTICLES BY KEYWORD

Display your banners on articles with matching keywords – from specific gene IDs to product names. Send us a website or whitepaper and we will create a keyword profile for your unique audience.

TARGET SPECIFIC JOURNALS

Target a journal or group of journals from our 3000+ journals.

Examples of targeting by audience, keywords, and journals:

- Dentistry
- Bone density, Oral surgery
- British Dental Journal, BDJ In Practice
Dentistry audience across Springer Nature

As a leading global publisher, Springer Nature publishes over 3000 medical, scientific and professional journals – so our dental audience extends beyond the BDJ Portfolio. By advertising across Springer Nature, you can target a much larger dentistry audience, comprising of:

- **26 Journals**
- **503K Monthly Pageviews**
- **345K Monthly Sessions**

**GEOGRAPHIC REACH**

- **UK/Europe**: 33%
- **Americas**: 26%
- **Asia/ROW**: 41%

**Skyscraper banners** are also available for the wider Springer Nature dentistry audience.
DIGITAL ADVERTISING

Rich Media Banners
Increase viewer engagement and response.

Adaptive Billboard
Ensure high impact messaging with an eye catching banner that runs immediately below the search bar, and adjusts to the screen size whether you’re viewing on a desktop, tablet, or phone.

Video Banner
An ideal option for quickly explaining product features and benefits. Video can be combined with expanding panels.

Expandable Banner
Add extra space to any banners running on standard ad positions to better promote your brand and message.

Video Banner Example

Specs and other info ➤
EMAIL MARKETING AND E-ALERT ADVERTISING

Leverage our established trust with email marketing for brand awareness and lead generation.

Direct email marketing
Send a solus email to our targeted dentistry audience to generate leads for your event, product, or white paper.

1,900+ UK dentistry registrants*

E-alert advertising
Readers of the BDJ Portfolio journals sign up for e-alerts to keep up to date with the latest issues. Advertising positions in these e-alerts allow you to target your message to an active and engaged audience, alongside the content that interests them.

BDJ + BDJ In Practice 19,436 alerts subscribers*
BDJ Team 5,055 alerts subscribers*
BDJ Student 3,278 alerts subscribers*

*SAP Hybris August 2021
BRANDED CONTENT

Engaging Formats
Drive awareness of your commitment to dentistry or highlight a research breakthrough with an article hosted on the BDJ website alongside our own news and research content, prominently featuring your organization as a trusted partner.

Our award winning custom media team will work with you to adapt your message into an engaging article that our marketing team will promote to your target audience.

Targeted marketing activities ensure your branded content reaches your desired audience.

PEOPLE
Interview or profile of a key member of your organization.

PLACES
Editorial showcasing your big infrastructure investments.

IDEAS
Research summaries and trend/opinion articles, complete with infographics and embedded video.

NATIVE ADS  BANNER ADS  SOCIAL POSTS
WEBCASTS

Promote your research, products, and services in a real-time webinar format. Talk directly to your target audience and generate actionable leads by downloading the webinar registrants list.

Full-service
Focus on developing your content and recruiting presenters, while we take care of everything else, including:

- Project management of the broadcast
- Promotion of the webcast to a highly targeted segment of our audience
- Experienced moderator to drive discussions during broadcast and live Q&A
- In-depth reporting on broadcast and on-demand engagement
- Access to leads list of registrants

Self-service
Run your webcast on our platform with this convenient and affordable option. You’ll be responsible for all parts of the webcast.

Check out some recent webcasts

Create branded content based on questions asked during your webcast’s live Q&A session to address what your audience wants to hear more about.
ADDITIONAL ADVERTISING OPPORTUNITIES

» BDA Events
» Dental Recruitment & Classifieds
BDA EVENTS

FACE TO FACE EVENTS

BDA seminars are amongst the most highly respected and well attended events in UK dentistry. As the world has changed, we’ve adjusted and are making a safe and steady return to face to face events. Covering everything from clinical to business topics we aim to ensure a Covid secure event ranging from 20-person training courses to our ‘Clinical Expert Series’ seminars for 50 - 100 delegates.

These events provide a fantastic opportunity for you to get in front of dentists and the dental team during the breaks between sessions and an excellent way for the trade to get in front of decision making dentists.

ONLINE EVENTS

We work with industry leaders to deliver CPD opportunities that dental professionals can view from the safety and comfort of home. Our weekly live webinars cover everything from clinical to business topics and regularly attract on average between 300 and 600 delegates. We then host an on demand version, giving you an additional branding opportunity.

We also run a number of online training events through the year, ranging from 15-person training courses to larger clinical events which can attract up to 100 delegates.

Along with the above opportunities you can also engage virtually for LDC Conference and Officials’ day events through the use of an intuitive platform with interactive features. These events incorporate a virtual exhibition with the use of live chat and video call functionality enabling you to meet with delegates.

These events are great opportunities for the trade to reach and engage with a wider audience to promote specific products and services that relate to the topic.

PRICES START FROM

Sponsorship packages £1,500+VAT
PowerPoint slide £150+VAT

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

Further information: bda.org/events
DENTAL RECRUITMENT & CLASSIFIEDS

The British Dental Journal boasts the largest share of the UK dental recruitment and classified markets with print advertising as well as online advertising on BDJ Jobs and BDJ Marketplace.

**BDJ Jobs**

- 24,178 average monthly users*
- 286,589 average monthly page views*
- 2,732,403 number of jobs alerts sent**
- 988,326 number of jobs views**
- 16,886 number of registered job seekers***
- 79% of BDJ audience read the recruitment classified section^

**BDJ Marketplace**

- 5,199 average monthly users*
- 14,238 average monthly page views*
- 2,236 listings in a year†
- 86% of practices purchased practice materials
- 74% purchased equipment in the last 12 months^
- 90% of BDJ readers plan on attending 1 or more training courses in the next two years^*
- 42% of BDJ audience read the education & training classified section in print^*


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partnerships.nature.com