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

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

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

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

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

Terms and conditions do apply and these are available upon request or at partnerships.nature.com/wp-content/uploads/2017/12/Advertising-Terms-Conditions.pdf
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.

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.
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 JOBS**

Dentists • Specialists • Locums • DCPs

“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

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

Website www.bdjjobs.com

Monthly page views 574,532*

Monthly unique visitors 22,107*

No booking or copy deadlines – ad will run immediately

---

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 MARKETPLACE**

Education ● Property ● Services ● Products

“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

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

Website www.bdjmmarketplace.com

Monthly page views 25,231*

Monthly unique visitors 2,077*

No booking or copy deadlines – ad will run immediately
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%

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 26%
- Sought financial services 4%

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%

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

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.

Evidence-Based Dentistry

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

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

94% of the print audience is in the UK.

94% of readers have purchased at least one product or service in the last 12 months.
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

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

76% of BDJ In Practice readers state they are involved in purchasing decisions. Of those, 36% have final purchasing authority*

PLACE OF WORK*  
Mixed NHS and Private Dental Practice 31%  
NHS Dental Practice 17%  
Private Dental Practice 15%  
Community Dental Services 10%  
Hospital Dental Services 7%  
University Hospital 7%  
Salaried Dental Services 3%  
Armed Forces/Military Dental Services 2%  
Other 9%

JOB TITLE*  
Dentist 83%  
Professor/Lecturer 4%  
Dental Care Professional 3%  
Student 2%  
Other 9%

SERVICES PROVIDED*  
Restorative dentistry 94%  
Cosmetic dentistry 95%  
Endodontics 89%  
Periodontics 82%  
Orthodontics 53%  
Implants 47%

AT A GLANCE
PRINT DATA  
Print circulation = 18,047**  
Pass-along readership = 49,449*

AT A GLANCE
ONLINE DATA  
Monthly page views: 20,037**  
Monthly unique visitors: 13,098**  
Alert subscribers: 2,789†

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.”  
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

AT A GLANCE
PRINT DATA  
Print circulation = 7,045**  
Frequency = 3 issues

AT A GLANCE
MARKET POSITION  
The only professional magazine targeting the student dental market

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.

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.

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Principal Dental Surgeon, NHS Practice

Print circulation = 18,047**  
The average number of readers per issue is 2.74†  
comprising a total readership of 49,449*

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Other 9%

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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.

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

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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 can 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.

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.

BDJ Jobs newsletter
Reach approximately 10,000 active job seekers via our monthly Newsletter with a sponsored slot.

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

74% of BDJ readers and 78% of BDA readers learn about new dental technologies via online resources.
Efficacy of benzocaine based gels

Toothache pain is a common occurrence in the general population, with many people seeking pain relief through over-the-counter products. However, benzocaine-based gels have been shown to be effective in temporarily relieving toothache pain. A study by et al. (2013) measured the tolerability and efficacy of these gels. The study included 576 participants who were randomly assigned to receive either polyethylene glycol placebo gel, 10% benzocaine gel or 20% benzocaine gel. Participants were required to have toothache pain upon arrival to the research site. The study measured time to perceptible relief and meaningful relief.

Statistically significant better pain relief was measured at 5 minutes intervals from 0 - 30 minutes and at 10 minutes after the test gel was applied. The study also concluded that benzocaine based gels were effective in temporarily relieving toothache pain, however, there were no significant differences between the 10% and 20% benzocaine gels. Nevertheless, the study noted that the placebo gel was ineffective in temporarily relieving toothache pain.

The study also noted that benzocaine gels target the direct source of pain, providing the patient with fast and effective relief from toothache and mouth ulcers, amongst others. Numerous clinical studies have been conducted which support the ability and efficacy of benzocaine gels (both 10% and 20%) at temporarily relieving toothache pain.
ADVERTORIAL OPPORTUNITIES

Supplying promotional editorial can be a highly effective way to communicate your message in more detail and add credibility. Advertorials are also offered at a discount making this a cost-effective choice for our BDJ classified advertisers.

Focus on Corporate Recruitment
Get connected to UK dental professionals by advertising in this special classified section of the British Dental Journal, including all 18,000+ members of the British Dental Association*.

Don’t miss out on this targeted section if you are:
- a dental recruitment agency
- a dental practitioner looking to recruit dentists or dental care professionals
- a corporate organisation looking to recruit dentists or dental care professionals

Any adverts placed in the Focus on Corporate Recruitment will also receive a complimentary 2-week online posting on bdjobs.com, cited as the most used online resource for job searching by UK dental professionals**.

Inside View
Inside View is a platform to introduce an interesting and accomplished personality from your organisation to the BDJ audience. Elect your representative and outline 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.

### Classified Advertisements

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<th>Single Column Boxes</th>
<th>Size (mm)</th>
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### Display Advertisements

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### Fractional Advertisements

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<td>Quarter Page Vertical</td>
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<td>130</td>
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<td>Quarter Page Horizontal</td>
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<td>60</td>
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<tr>
<td>Third Page Vertical</td>
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<td>Third Page Horizontal</td>
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</tr>
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<td>Mini Strip for BDJ In Practice</td>
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<tr>
<td>Half DPS Bleed Size</td>
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<td>42 x 80</td>
</tr>
<tr>
<td>9 x 1</td>
<td>42 x 90</td>
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### Online Specifications

#### Banner Positions

- **Leaderboard**
  - Horizontal/Top: 728 x 90
  - Expanding: 728 x 315 (downward)
  - JPEG, GIF, PNG - 50KB
  - 3rd party tag - 50 KB initial; 200 KB sub

- **MPU**
  - 300 x 250
  - Expanding: 600 x 250 (to the left)
  - JPEG, GIF, PNG - 50KB
  - 3rd party tag - 50 KB initial; 200 KB sub

- **Skyscraper**
  - Naturejobs and BDJ Marketplace: 160 x 600
  - Expanding: 460 x 600 (to the left)
  - JPEG, GIF, PNG - 50KB
  - 3rd party tag - 50 KB initial; 200 KB sub

- **Button**
  - Vertical / Right: 120 x 90
  - JPEG, GIF, PNG - 30KB
  - Static image only

- **Wallpaper**
  - Naturejobs and BDJ Marketplace: various
  - JPEG, GIF, PNG - 70KB per panel
  - Static image only

- **Mobile**
  - BDJjobs: 300 x 50
  - JPEG, GIF, PNG - 30KB
  - Static image only

- **Billboard**
  - BDJ Marketplace: 970 x 250
  - JPEG, GIF, PNG - 70KB
  - Static image only

- **Naturejobs and BDJ Marketplace**
  - BDJjobs: mobile only
  - 300 x 50
  - JPEG, GIF, PNG - 30KB
  - Static image only

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.

### 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/interruption we reserve the right to pull creative prior to campaign delivery.

### Classified Advertisements

- **1 x 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 ANS text-only version of each advert MUST be supplied — up to 375 ANS 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**

### Alert — Text and Logo Adverts

- 1 x 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 ANS text-only version of each advert must be supplied — up to 375 ANS 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

### Column widths:

- 1= 42mm
- 2= 88mm
- 4= 180mm

* 24mm gutter required - Ultron on each page. Avoid having text in this area. ** Bleeds only on the left, right and bottom of the artwork.
ADVERTISE AT BDA 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.

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

Further information:
bd.org/events

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.
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.

**Audience**

For information about BDJ Portfolio display advertising options as well as other opportunities at Springer Nature, visit partnerships.nature.com/home/resources/.

**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 enquiries 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 Poener, Managing Director, Positive Communications

“Whenever I have worked with the BDJ I have found their staff to be both professional and knowledgeable. This 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