

# BDJ

PORTFOLIO

2018  
Classified Advertising  
Options

[BDJJOB.S.COM](http://BDJJOB.S.COM)  
[BDJMARKETPLACE.COM](http://BDJMARKETPLACE.COM)



SPRINGER NATURE

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

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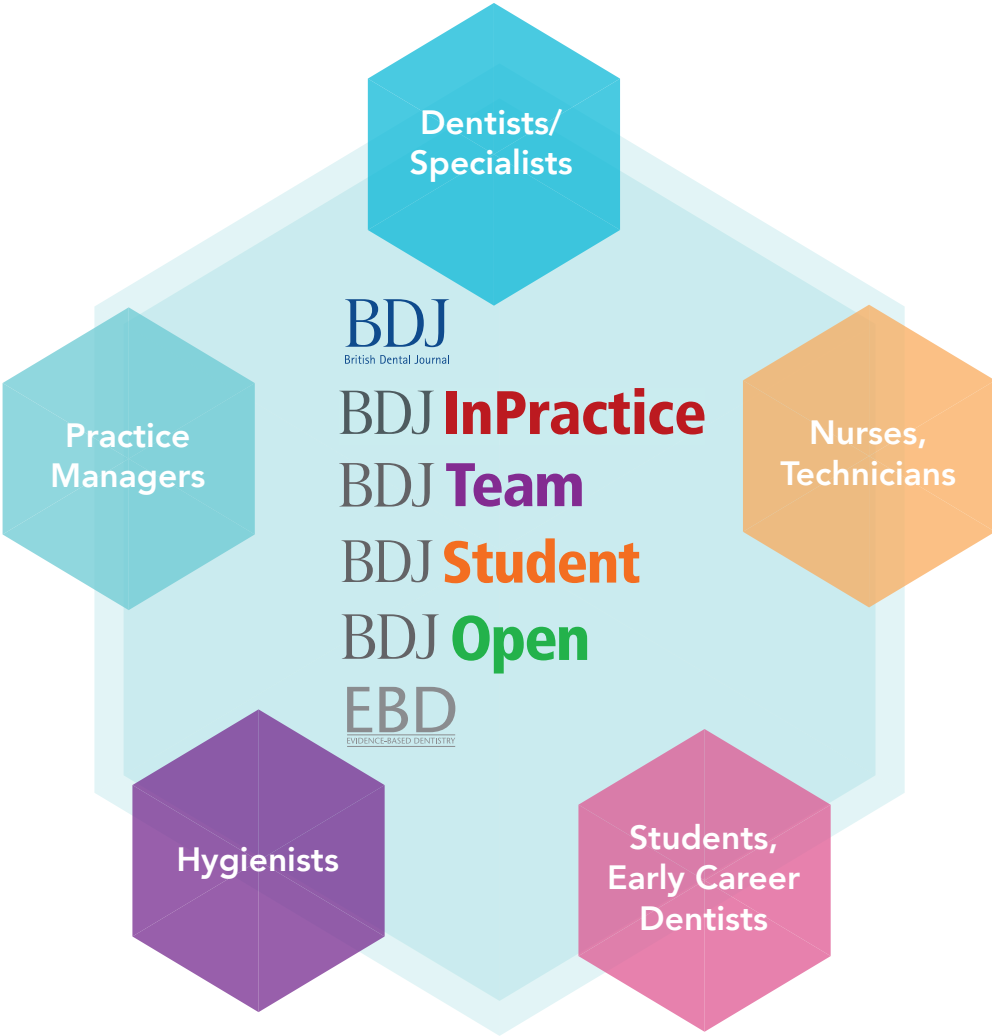
Terms and conditions do apply and these are available upon request or at [partnerships.nature.com/wp-content/uploads/2017/12/Advertising-Terms-Conditions.pdf](http://partnerships.nature.com/wp-content/uploads/2017/12/Advertising-Terms-Conditions.pdf)

**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.



British Dental Journal (BDJ) continues to rank as the

# #1

publication in theBDIA's Dental Media Readership Surveys.



## CLASSIFIED SERVICES

BDJ **Jobs**

BDJ **Marketplace**

# 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.

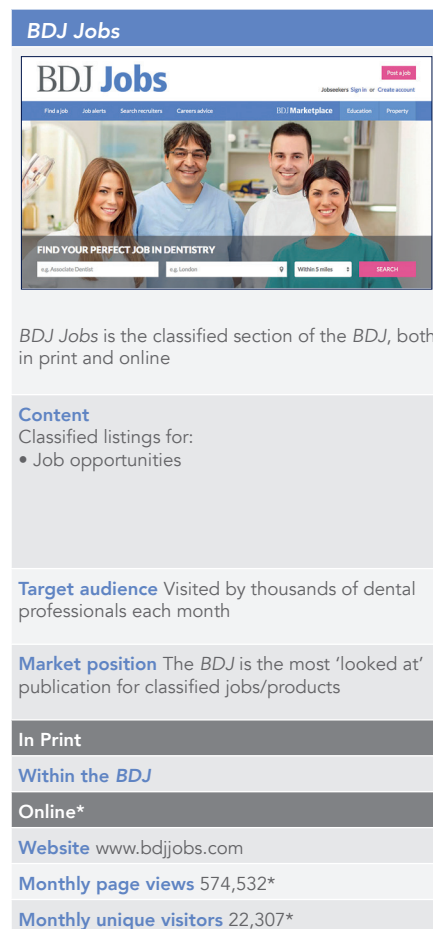


**THOUGHT LEADERSHIP**  
Align your brand with the BDJ Portfolio to add credibility to your messages and highlight your accomplishments in the scientific area you operate in.



**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*.



**No booking or copy deadlines – ad will run immediately**

## BDJ JOBS

Dentists • Specialists • Locums • DCPs

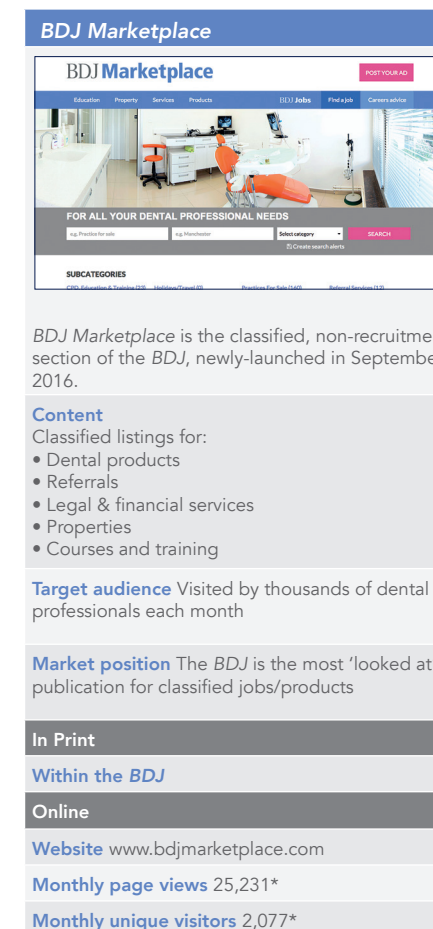
*"A phenomenal response within 24 hours of posting our ad on BDJ Jobs. With over 40 high calibre candidates applying we filled two full time positions and interviewed both candidates within 24 hours of posting our advert"*

Ravi Gehlot, Harley Dentist

# 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.



**No booking or copy deadlines – ad will run immediately**


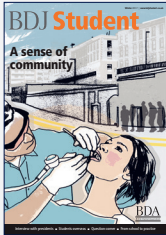



## BDJ MARKETPLACE

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



British Dental Journal	BDJ In Practice	BDJ Student	BDJ Open	Evidence-Based Dentistry	BDJ Team
					
<i>British Dental Journal</i> is the flagship journal of the British Dental Association (BDA)	<i>BDJ In Practice</i> provides dental industry news stories, political hot topics and practical practice advice	<i>BDJ Student</i> is the BDA journal for dental students	<i>BDJ Open</i> is a peer-reviewed, open-access, online-only journal publishing dental and oral health research from all disciplines	<i>Evidence-Based Dentistry</i> delivers the best available evidence on the latest developments in oral health	<i>BDJ Team</i> is a free online publication for the whole dental team
<b>Editorial content</b> Includes original research, clinical reviews, features, letters, product news, and <i>Evidence-Based Dentistry</i>	<b>Editorial content</b> Delivers news, editorials, BDA membership updates, legal & regulatory updates, policy updates, financial/economic data, best professional practice, and dentist-to-dentist referrals	<b>Editorial content</b> BDA student updates, news, views, opinions, editorials and features, educational reviews, career development advice, training, and forums	<b>Editorial content</b> <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	<b>Editorial content</b> 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	<b>Editorial content</b> Dental practice managers, dental nurses, dental hygienists, dental therapists, dental technicians, clinical dental technicians and orthodontic therapists
<b>Target audience</b> Delivered to all BDA members plus international institutional subscribers	<b>Target audience</b> Delivered exclusively to all BDA members	<b>Target audience</b> Delivered to all BDA student members including dental undergraduates	<b>Target audience</b> Oral health researchers, medical and dental clinicians, industry and decision-makers globally	<b>Target audience</b> Delivered quarterly to all BDA members plus additional international institutional and personal subscribers	<b>Target audience</b> Practice managers, nurses, hygienists and technicians
<b>Market position*</b> #1 for Readership #1 for Awareness 1st choice preference 100% home delivered	<b>Market position*</b> 100% home delivered	<b>Market position</b> The only professional magazine targeting the student dental market		<b>Market position</b> A central resource for the most cutting edge and relevant issues concerning the evidence-based approach in Dentistry today	<b>Market position</b> Targeted to the whole dental team, and includes an economic CPD alternative to courses and conferences
PRINT DATA					
<b>Print circulation:</b> 18,426**	<b>Print circulation:</b> 18,047**	<b>Print circulation:</b> 7,045**	<b>Online only</b>	<b>Print circulation:</b> 18,676**	<b>Online only</b>
<b>Pass-along readership:</b> 76,468^	<b>Pass-along readership:</b> 49,449^				
<b>Frequency</b> 24 issues	<b>Frequency</b> 12 issues	<b>Frequency</b> 3 issues		<b>Frequency</b> 4 issues	
ONLINE DATA^					
<b>Website</b> www.bdj.co.uk	<b>Replicated online as a digital version</b>	<b>Website:</b> bdjstudent.co.uk	<b>Website:</b> www.nature.com/bdjopen	<b>Website:</b> www.nature.com/ebd	<b>Website:</b> www.nature.com/bdjteam
<b>Monthly page views:</b> 472,396***			<b>Monthly page views:</b> 4,070	<b>Monthly page views:</b> 25,664^	<b>Monthly page views:</b> 20,037^
<b>Monthly unique visitors:</b> 203,691***			<b>Monthly unique visitors:</b> 2,500	<b>Monthly unique visitors:</b> 13,551^	<b>Monthly unique visitors:</b> 13,098^
<b>Alert subscribers:</b> 20,078†			<b>Alert subscribers:</b> 1,588****	<b>Alert subscribers:</b> 17,437†	<b>Alert subscribers:</b> 2,789†

\* BDIA Dental Media Readership Survey, 2016.

\*\*Audit Bureau of Circulation (ABC), January to 31 December 2016 | ^Reader Survey, 2016 | †Silverpop | \*\*\*\*Webtrends Data, 1 January to 30 June 2017



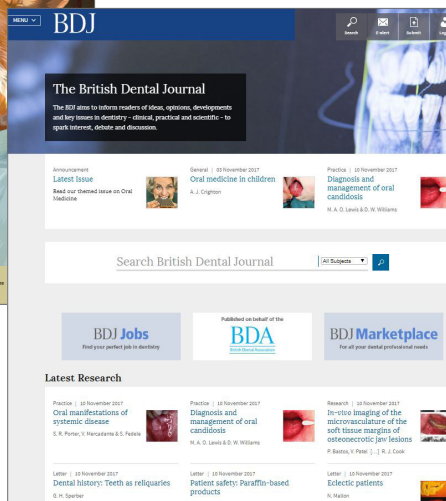
## The #1 journal for the dental industry\*

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.^



#1

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



## Evidence-Based Dentistry

*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.

AT A GLANCE	
PRINT DATA	
Print circulation	18,426**
Pass-along readership	76,468^
Frequency	24 issues
ONLINE DATA***	
Monthly page views	472,396***
Monthly unique visitors	203,691***
Alert subscribers	20,078†



## BDJ AUDIENCE

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

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



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

### 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%

94% of the print audience is in the UK.\*\*

### 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.)	63%
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%

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





# 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 DATA	
Print circulation	18,047***
Pass-along readership	49,449^
Frequency	12 issues



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 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%

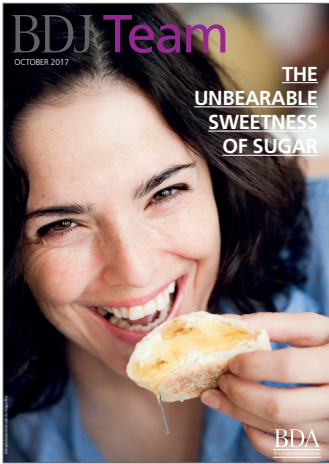
### What our readers are saying...

"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

# 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.

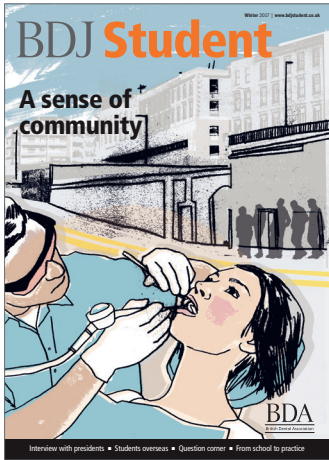
- Dental practice managers
- Dental hygienists
- Dental nurses
- Dental technicians

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



# 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 DATA	
Print circulation	7,045**
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
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

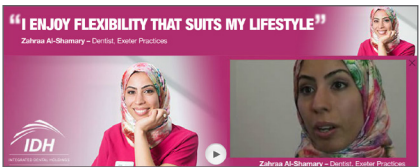
- Video banners offer high engagement and provide an ideal option for quickly explaining product features and benefits
- Interactive banners can be used for a number of purposes including collecting contact details, voting and as a means to relay multiple messages
- Expandable banners provide you with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

## 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\*



# EMAILS



**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.**

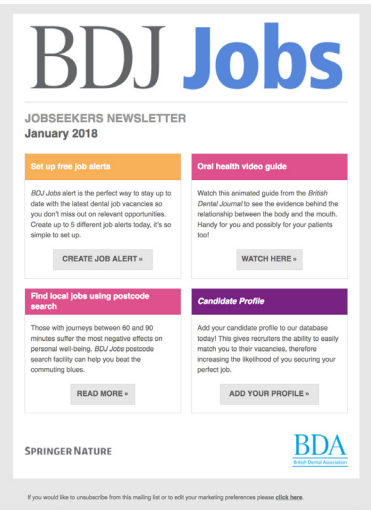
## *BDJ Jobs* newsletter

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

## *BDJ* alert



## *BDJ Jobs* newsletter



# WEBCASTS AND VIDEO



**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.

## 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.\*

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



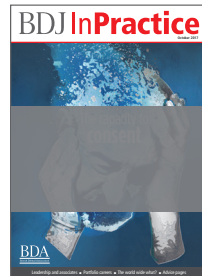
Cover tip-on



Cover product sample



Barn door cover



Bound outsert\*

## MARKET RESEARCH

### Readex surveys

**Are your print advertisements working?** Participating in a Readex survey can help you answer that question by gauging how well your ad jump-starts the selling process. Place your ad in a Readex issue of *BDJ* or *BDJ In Practice* and you will automatically be included in a message impact study conducted by Readex. A survey will be sent to readers asking specific questions that measure the effectiveness of your print ad.

- 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

**CLICK TO VIEW AN  
EXAMPLE READEX REPORT**



## 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



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 bdjjobs.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.

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



# PUBLICATION CALENDAR 2018

Issue Date 2018	Booking Deadline - 4pm	Copy Deadline - 10am	Feature On	Bonus Circulation
12-Jan	9-Jan	10-Jan		
26-Jan	23-Jan	24-Jan	CPD Education and Training	
9-Feb	6-Feb	7-Feb		
23-Feb	20-Feb	21-Feb	Recruitment Agencies	
9-Mar	6-Mar	7-Mar		
23-Mar	20-Mar	21-Mar	Legal Services	
13-Apr	10-Apr	11-Apr	Overseas Recruitment	
27-Apr	24-Apr	25-Apr		British Dental Conference and Dentistry Show
11-May	8-May	9-May	Financial Services	
25-May	22-May	23-May		
8-Jun	5-Jun	6-Jun	Property and Premises	
22-Jun	19-Jun	20-Jun		
13-Jul	10-Jul	11-Jul	CPD Education and Training	
27-Jul	24-Jul	25-Jul		
10-Aug	7-Aug	8-Aug	Referrals	
24-Aug	21-Aug	22-Aug		
14-Sep	11-Sep	12-Sep	Recruitment Agencies	
28-Sep	25-Sep	26-Sep	Products and Services	BDIA Dental Showcase
12-Oct	9-Oct	10-Oct	Corporate Recruitment	
26-Oct	23-Oct	24-Oct	Financial Services	
9-Nov	6-Nov	7-Nov		
23-Nov	20-Nov	21-Nov	Overseas Recruitment	
14-Dec	11-Dec	12-Dec	Property and Premises	
21-Dec	18-Dec	19-Dec		

\*Issue delivery date is approximate



# PRINT SPECIFICATIONS

Classified Advertisements		
Single Column Boxes	Size (mm)	Approx. word count
3x1	42x30	0-30
4x1	42x40	31-40
5x1	42x50	41-50
6x1	42x60	51-60
7x1	42x70	61-70
8x1	42x80	71-80
9x1	42x90	81-90

Double Column Boxes	Size (mm)	Approx. word count
3x2	88x30	51-60
4x2	88x40	71-80
5x2	88x50	91-100
6x2	88x60	101-120
7x2	88x70	121-140
8x2	88x80	141-160
9x2	88x90	161-180
10x2	88x100	181-200
11x2	88x110	201-220
12x2	88x120	221-240

Double Column Boxes	Double	Double Column Boxes
Quarter Page	88x130	241-260 words
Half Page Horizontal	180x130	Approx. 520 words
Half Page Vertical	88x270	Approx. 520 words
Full Page	180x270	Approx. 2,000 words

Column widths:
1= 42mm
2= 88mm
4= 180mm

\* 24mm gutter required – 12mm on each page. Avoid having text in this area. \*\* Bleeds only on the left, right and bottom of the artwork

Display Advertisements		
Full Page Advertisements	Width (mm)	Height (mm)
Full Page Trim Size	210	297
Full Page Type Area	180	270
Full Page Bleed Size	216	303
Double Page Spread*	420	297

Fractional Advertisements	Width (mm)	Height (mm)
Half Page Horizontal	180	130
Half Page Vertical	88	270
Quarter Page Vertical	88	130
Quarter Page Horizontal	180	60
Third Page Vertical	57	274
Third Page Horizontal	181	90
Mini Strip for <i>BDJ In Practice</i>	181	25
Half DPS Type Area*	386	131
Half DPS Bleed Size**	426	149

# ONLINE SPECIFICATIONS

BANNER POSITIONS	DIMENSIONS	MAX FILE SIZE FORMAT
Leaderboard Horizontal/Top	728x90 Expanding: 728x315 (downward)	JPEG, GIF, PNG - 50KB 3rd party tag - 50 KB initial; 200 KB sub
MPU	300x250 Expanding: 600x250 (to the left)	JPEG, GIF, PNG - 50KB 3rd party tag - 50 KB initial; 200 KB sub
Skyscraper <i>Naturejobs</i> and <i>BDJ Marketplace</i>	160x600 Expanding: 460x600 (to the left)	JPEG, GIF, PNG - 50KB 3rd party tag - 50 KB initial; 200 KB sub
Button Vertical / Right <i>Wallpaper</i>	120x90	JPEG, GIF, PNG - 30KB static image only
Mobile <i>BDJjobs</i> - mobile only	300x50	JPEG, GIF, PNG - 30KB static image only
Billboard <i>BDJ Marketplace</i> - homepage only	970x250	JPEG, GIF, PNG - 70KB static image only
Wallpaper <i>Naturejobs</i> and <i>BDJjobs</i> - homepage only	varies	JPEG, GIF, PNG - 70KB per panel static image only

Please note HMTL5 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.

## 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 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

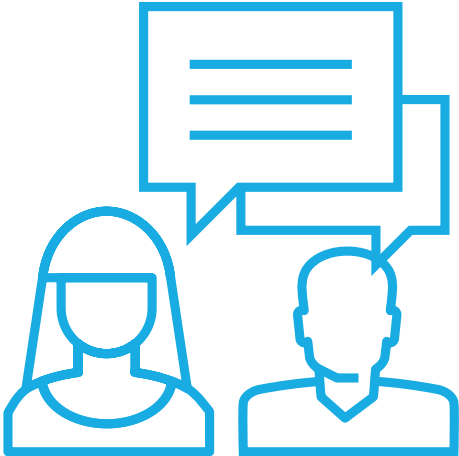
## General Design Constraints

- 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





# ADVERTISE AT BDA EVENTS



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

Further information:  
[bda.org/events](http://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.





# OUR ADVERTISING WEBSITE

[nature.com/advertising](https://nature.com/advertising)

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](https://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/](https://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](https://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

"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