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
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Andy May
Team Leader - Europe
E: a.may@nature.com
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Alex Cronin
Display Sales Executive
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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

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

No booking or copy deadlines – ad will run immediately
## OVERVIEW

<table>
<thead>
<tr>
<th>British Dental Journal</th>
<th>BDJ In Practice</th>
<th>BDJ Student</th>
<th>BDJ Open</th>
<th>Evidence-Based Dentistry</th>
<th>BDJ Team</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Editorial content</strong></td>
<td>Includes original research, clinical reviews, features, letters, product news, and Evidence-Based Dentistry</td>
<td>Includes original research, clinical reviews, features, letters, and dental-to-dental referrals</td>
<td>Includes original research, clinical reviews, features, and educational reviews</td>
<td>Includes original research, clinical reviews, and a peer-reviewed, open-access, online-only journal publishing evidence on the latest developments in oral health</td>
<td>Includes original research, clinical reviews, and a peer-reviewed, open-access, online-only journal publishing evidence on the latest developments in oral health</td>
</tr>
<tr>
<td><strong>Target audience</strong></td>
<td>Delivered to all BDA members plus international institutional subscribers</td>
<td>Delivered exclusively to all BDA members, including dental undergraduates</td>
<td>Delivered to all BDA student members, including dental undergraduates</td>
<td>Delivered quarterly to all BDA members plus additional international institutional and personal subscribers</td>
<td>Delivered quarterly to all BDA members plus additional international institutional and personal subscribers</td>
</tr>
<tr>
<td><strong>Market position</strong></td>
<td>Number 1 for Readability</td>
<td>Number 1 for Awareness</td>
<td>Target audience: Delivered exclusively to all BDA members</td>
<td>Target audience: Delivered quarterly to all BDA members plus additional international institutional and personal subscribers</td>
<td>Market position: Targeted to the whole dental team, and includes an economic CPD alternative to courses and conferences</td>
</tr>
<tr>
<td><strong>Print circulation</strong></td>
<td>20,037**</td>
<td>203,691†</td>
<td>4,076***</td>
<td>18,676</td>
<td>20,037**</td>
</tr>
<tr>
<td><strong>Online only</strong></td>
<td>Monthly page views: 4,070**</td>
<td>Monthly unique visitors: 2,500</td>
<td>Monthly unique visitors: 13,551†</td>
<td>Monthly unique visitors: 13,098†</td>
<td>Monthly unique visitors: 13,098†</td>
</tr>
<tr>
<td><strong>Alert subscribers</strong></td>
<td>20,078**</td>
<td>Alert subscribers: 1,588**</td>
<td>Alert subscribers: 17,437†</td>
<td>Alert subscribers: 2,789†</td>
<td>Alert subscribers: 2,789†</td>
</tr>
</tbody>
</table>

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*British Dental Journal (BDJ): the flagship journal of the British Dental Association (BDA) is a free online publication for the whole dental team.

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, designed for dental professionals, delivers the best available evidence on the latest developments in oral health.
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.
Keeping dentists up-to-date and well informed

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

Print circulation = 18,047*

The average number of readers per issue is 2.74* comprising a total readership of 49,449*

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

**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.

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**BDJ Student**

**BDJ Student** is the BDA’s official magazine for dental students, **BDJ Student** provides invaluable information and advice for tomorrow’s dentists and aims to prepare readers for their future working lives. It is delivered 3 times a year to all BDA student members. A lively and accessible magazine, the content includes BDA student updates, news, views, opinions, editorials and features, educational reviews, career development advice, training, and forums.

Establish your brand early

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

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**BDJ Portfolio** | Media Options 2018
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

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.
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.

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.
Are your print advertisements working?

MARKET RESEARCH

Readex surveys

- Participating in a Readex survey can help you answer questions about the performance of your ads.
- Place your ad in a Readex issue of BDJ or BDJ In Practice, and the survey will automatically be included.
- A survey will be sent to readers asking specific questions to measure the effectiveness of your print ad.

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

- 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

Application Notes

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

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

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

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

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**Publication** | **Delivery Date** | **Special features** | **Conference Bonus Distribution** | **Prl Close** | **Ad Close** | **Materials Due**
---|---|---|---|---|---|---
BDJ | 16-Jan | | | 19-Dec | 29-Dec | 03-Jan
BDJ | 30-Jan | | | 8-Jan | 15-Jan | 17-Jan
BDJ | 13-Feb | 22-Jan | | 29-Jan | 31-Jan | 31-Jan
BDJ | 27-Feb | 5-Feb | | 12-Feb | 23-Feb | 14-Feb
BDJ | 13-Mar | 19-Feb | | 26-Feb | 28-Feb | 28-Feb
BDJ | 27-Mar | 5-Mar | | 12-Mar | 14-Mar | 14-Mar
BDJ | 17-Apr | 26-Mar | | 29-Mar | 04-Apr | 04-Apr
BDJ | 1-May | 9-Apr | | 16-Apr | 18-Apr | 18-Apr
BDJ | 15-May | | | British Dental Conference and Dentistry Show | 23-Apr | 27-Apr | 01-May
BDJ | 30-May | | | | 7-May | 14-May | 16-May
BDJ | 12-Jun | 21-May | | 25-May | 30-May | 30-May
BDJ | 26-Jun | 4-Jun | | 11-Jun | 13-Jun | 13-Jun
BDJ | 17-Jul | 25-Jun | | 03-Jul | 04-Jul | 04-Jul
BDJ | 31-Jul | 9-Jul | | 16-Jul | 18-Jul | 18-Jul
BDJ | 14-Aug | 23-Jul | | 30-Jul | 01-Aug | 01-Aug
BDJ | 29-Aug | 6-Aug | | 13-Aug | 15-Aug | 15-Aug
BDJ | 18-Sep | 27-Aug | | 03-Sep | 05-Sep | 05-Sep
BDJ | 2-Oct | 10-Sep | | BDHA Dental Showcase | 17-Sep | 19-Sep | 19-Sep
BDJ | 16-Oct | 24-Sep | | 01-Oct | 03-Oct | 03-Oct
BDJ | 27-Nov | 5-Nov | | 12-Nov | 14-Nov | 14-Nov
BDJ | 18-Dec | 26-Nov | | 03-Dec | 05-Dec | 05-Dec
BDJ | 27-Dec | 3-Dec | | 10-Dec | 12-Dec | 12-Dec

*Issue delivery date is approximate
**PRINT SPECIFICATIONS**

### Classified Advertisements

<table>
<thead>
<tr>
<th>Single Column Boxes</th>
<th>Size (mm)</th>
<th>Approx. word count</th>
</tr>
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<tbody>
<tr>
<td>3x1</td>
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<td>4x1</td>
<td>42×40</td>
<td>31-40</td>
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<td>5x1</td>
<td>42×50</td>
<td>41-50</td>
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<td>6x1</td>
<td>42×60</td>
<td>51-60</td>
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<tr>
<td>7x1</td>
<td>42×70</td>
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<td>8x1</td>
<td>42×80</td>
<td>71-80</td>
</tr>
<tr>
<td>9x1</td>
<td>42×90</td>
<td>81-90</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Double Column Boxes</th>
<th>Size (mm)</th>
<th>Approx. word count</th>
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</thead>
<tbody>
<tr>
<td>2x2</td>
<td>88×20</td>
<td>51-60</td>
</tr>
<tr>
<td>3x2</td>
<td>88×30</td>
<td>71-80</td>
</tr>
<tr>
<td>4x2</td>
<td>88×40</td>
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<td>101-120</td>
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<td>6x2</td>
<td>88×60</td>
<td>111-140</td>
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<td>7x2</td>
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<td>121-140</td>
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<td>8x2</td>
<td>88×80</td>
<td>141-160</td>
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<td>9x2</td>
<td>88×90</td>
<td>161-180</td>
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<td>10x2</td>
<td>88×100</td>
<td>181-200</td>
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<tr>
<td>11x2</td>
<td>88×110</td>
<td>201-220</td>
</tr>
<tr>
<td>12x2</td>
<td>88×120</td>
<td>221-240</td>
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### Display Advertisements

<table>
<thead>
<tr>
<th>Full Page Advertisements</th>
<th>Width (mm)</th>
<th>Height (mm)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page Trim Size</td>
<td>210</td>
<td>297</td>
</tr>
<tr>
<td>Full Page Type Area</td>
<td>180</td>
<td>270</td>
</tr>
<tr>
<td>Full Page Bleed Size</td>
<td>216</td>
<td>303</td>
</tr>
<tr>
<td>Double Page Spread*</td>
<td>420</td>
<td>297</td>
</tr>
</tbody>
</table>

### Fractional Advertisements

<table>
<thead>
<tr>
<th>Fractional Advertisements</th>
<th>Width (mm)</th>
<th>Height (mm)</th>
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</thead>
<tbody>
<tr>
<td>Half Page Horizontal</td>
<td>180</td>
<td>130</td>
</tr>
<tr>
<td>Half Page Vertical</td>
<td>88</td>
<td>270</td>
</tr>
<tr>
<td>Quarter Page Vertical</td>
<td>88</td>
<td>130</td>
</tr>
<tr>
<td>Quarter Page Horizontal</td>
<td>180</td>
<td>60</td>
</tr>
<tr>
<td>Third Page Vertical</td>
<td>57</td>
<td>274</td>
</tr>
<tr>
<td>Third Page Horizontal</td>
<td>181</td>
<td>90</td>
</tr>
<tr>
<td>Mini Strip for BDJ In Practice</td>
<td>181</td>
<td>25</td>
</tr>
<tr>
<td>Half DPS Type Area*</td>
<td>386</td>
<td>131</td>
</tr>
</tbody>
</table>

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

### Column widths:

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

**ONLINE SPECIFICATIONS**

### BANNER POSITIONS

<table>
<thead>
<tr>
<th>BANNER POSITIONS</th>
<th>DIMENSIONS</th>
<th>MAX FILE SIZE FORMAT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728x90</td>
<td>JPEG, GIF, PNG - 5KB</td>
</tr>
<tr>
<td>Horizontal/Top</td>
<td>Expanding: 728x315 (downward)</td>
<td>3rd party tag - 50 KB initial; 200 KB sub</td>
</tr>
<tr>
<td>MPU</td>
<td>300x250</td>
<td>JPEG, GIF, PNG - 5KB</td>
</tr>
<tr>
<td>Expanding: 600x315 (to the left)</td>
<td>3rd party tag - 50 KB initial; 200 KB sub</td>
<td></td>
</tr>
<tr>
<td>Skyscraper</td>
<td>160x600</td>
<td>JPEG, GIF, PNG - 5KB</td>
</tr>
<tr>
<td>Naturejobs and BDJ Marketplace</td>
<td>Expanding: 460x600 (to the left)</td>
<td>3rd party tag - 50 KB initial; 200 KB sub</td>
</tr>
<tr>
<td>Button</td>
<td>Vertical / Right Wallpaper</td>
<td>120x90</td>
</tr>
<tr>
<td>Mobile</td>
<td>300x50</td>
<td>JPEG, GIF, PNG - 3KB static image only</td>
</tr>
<tr>
<td>BDJjobs - mobile only</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Billboard</td>
<td>970x250</td>
<td>JPEG, GIF, PNG - 7KB static image only</td>
</tr>
<tr>
<td>BDJ Marketplace / homepage only</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wallaper</td>
<td>varies</td>
<td>JPEG, GIF, PNG - 7KB per panel static image only</td>
</tr>
<tr>
<td>Naturejobs and BDJjobs - homepage only</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Alert — Text and Logo Adverts

- A 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 elements
- Advertisements cannot mislead the user. No creative can mimic or resemble any Windows/Macintosh/Unix dialogue boxes, error messages or the like Non-functioning drop-down menus, radio buttons and text boxes will not be accepted.

- We have final approval over all creative supplied; in the case of extreme negative user feedback/interference we reserve the right to pull creative prior to campaign delivery.

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*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.

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Media Options 2018 | BDJ Portfolio

BDJ Portfolio | Media Options 2018
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: bda.org/events
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