INTRODUCTION
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BDJ Portfolio Overview
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Adverstorial Opportunities | Publication Calendar
Print Specifications | Online Specifications
Advertise at BDA Events
Our Advertising Website / What Our Customers are Saying

2018
Classified Advertising Options

BDJJOBS.COM
BDJMARKETPLACE.COM

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 (020) 7643 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 is the classified section of the BDJ, both in print and online.

Content
Classified listings for:
• Job opportunities

Target audience
Visited by thousands of dental professionals each month.

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

In Print
Within the BDJ
Website www.bdjjobs.com
Monthly page views 574,532*
Monthly unique visitors 22,107*

No booking or copy deadlines – ad will run immediately

Ravi Gehlot, Harley Dentist

"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"

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

Content
Classified listings for:
• Dental products
• Referrals
• Legal & financial services
• Properties
• Courses and training

Target audience
Visited by thousands of dental professionals each month.

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

In Print
Within the BDJ
Website www.bdjmarketplace.com
Monthly page views 25,231*
Monthly unique visitors 2,077*

No booking or copy deadlines – ad will run immediately

"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

Mizrahi Dental Teaching

"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
### 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>British Dental Journal is the flagship journal of the British Dental Association (BDA)</td>
<td>BDJ In Practice provides dental industry news stories, political hot topics and practical practice advice</td>
<td>BDJ Student is the BDA journal for dental students</td>
<td>BDJ Open is a peer-reviewed, open-access, online-only journal publishing dental and oral health research from all disciplines</td>
<td>Evidence-Based Dentistry delivers the best available evidence on the latest developments in oral health</td>
<td>BDJ Team is a free online publication for the whole dental team</td>
</tr>
</tbody>
</table>

### Editorial Content
- **British Dental Journal**: Includes original research, clinical reviews, features, letters, product news, and Evidence-Based Dentistry.
- **BDJ In Practice**: Delivers news, editorials, BDA membership updates, legal & regulatory updates, policy updates, financial/financial data, best professional practice, and dentist-to-dentist referrals.
- **BDJ Student**: Student updates, financial/economic data, best professional practice, and dentist-to-dentist referrals.
- **BDJ Open**: BDJ Open 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, endodontics, oral surgery, paediatric dentistry, prosthodontics, orthodontics, oral biology and translational research.
- **Evidence-Based Dentistry**: 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.
- **BDJ Team**: Dental practice managers, dental nurses, dental hygienists, dental therapists, dental technicians, clinical dental technicians and orthodontic therapists.

### Target Audience
- **British Dental Journal**: Delivered to all BDA members plus international institutional subscribers.
- **BDJ In Practice**: Targeted to the whole dental team, and includes additional international institutional and personal subscribers.
- **BDJ Student**: Delivered exclusively to all BDA student members including dental undergraduates.
- **BDJ Open**: Target audience: Oral health researchers, medical and dental clinicians, industry and decision-makers globally.
- **Evidence-Based Dentistry**: Target audience: Delivered quarterly to all BDA members plus additional international institutional and personal subscribers.
- **BDJ Team**: Target audience: Practitioner, nurses, hygienists and technicians.

### Market Position
- **British Dental Journal**: #1 for Awareness and #1 for Readership.
- **BDJ In Practice**: #1 for Awareness.
- **BDJ Student**: #1 for Awareness.
- **BDJ Open**: #1 for Readership.
- **Evidence-Based Dentistry**: #1 for Awareness and #2 for Readership.
- **BDJ Team**: #1 for Awareness.

### Market Position
- **British Dental Journal**: 100% home delivered.
- **BDJ In Practice**: The only professional magazine targeting the student dental market.
- **BDJ Student**: The only professional magazine targeting the student dental market.
- **BDJ Open**: A central resource for the most cutting edge and relevant issues concerning the evidence-based approach in Dentistry today.
- **Evidence-Based Dentistry**: Targeted to the whole dental team, and includes an economic CPD alternative to courses and conferences.

### PRINT DATA
- **British Dental Journal**: Print circulation: 18,426.
- **BDJ In Practice**: Print circulation: 18,047.
- **BDJ Student**: Print circulation: 7,045.
- **BDJ Open**: Online only.
- **Evidence-Based Dentistry**: Online only.
- **BDJ Team**: Online only.

### Web Site
- **British Dental Journal**: www.bdj.co.uk Replicated as a digital version
- **BDJ In Practice**: www.bdjstudent.co.uk
- **BDJ Student**: www.bnj.com/bdjstudent
- **BDJ Open**: www.nature.com/bdjopen
- **Evidence-Based Dentistry**: www.nature.com/ebd
- **BDJ Team**: www.nature.com/bdjteam

### Monthly page views
- **British Dental Journal**: 472,396
- **BDJ In Practice**: 4,070
- **BDJ Student**: 2,500
- **BDJ Open**: 13,551
- **Evidence-Based Dentistry**: 13,096
- **BDJ Team**: 20,037

### Alert subscribers
- **British Dental Journal**: 20,078
- **BDJ In Practice**: 1,588
- **BDJ Student**: 17,437
- **BDJ Open**: 2,789
- **Evidence-Based Dentistry**: 100%
- **BDJ Team**: 100%
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: 16%
- Sought ﬁnancial services: 4%

94% of readers state they have taken action after seeing an advertisement or article in BDJ.

74% of the print audience is in the UK.

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.

Evidence-Based Dentistry can be accommodated around this quarterly publication.

We are #1... again

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

Full-page and fractional ads can be accommodated around this quarterly publication.

Print circulation: 18,426
Pass-along readership: 76,468
Frequency: 24 issues
Monthly page views: 472,396
Monthly unique visitors: 203,691
Alert subscribers: 20,078

ONLINE DATA
Monthly page views: 25,664
Monthly unique visitors: 13,551
Alert subscribers: 17,437

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Monthly page views: 25,664
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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%

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- Other: 9%
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 5%
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 Student

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**
Monthly page views 20,037***
Monthly unique visitors 13,098***
Alert subscribers 2,789†

ONLINE DATA

Monthly page views 20,037***
Monthly unique visitors 13,098***
Alert subscribers 2,789†

MARKET POSITION

The only professional magazine targeting the student dental market

Media Options 2018 | BDJ Portfolio

*BDIA Dental Media Readership Survey, 2016 *Audit Bureau of Circulation (ABC), January to 31 December 2016
***Webtrends Data, 1 January to 30 June 2017 / eReader Survey, 2016 **Silverpop
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

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, BDU 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.

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

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

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.

A study by Gangarosa et al. (2013) conducted a study which measured the tolerability of using benzocaine based gels to temporarily relieve toothache pain. Participants rated their pain intensity using the dental pain scale (DPS), where 0 = no pain, 1 = slight pain, 2 = moderate pain and 3 = severe. The tests also included electrical pulp testing, as predictors. 27 participants were randomly assigned either the polyethylether (PE) or the benzocaine gel. The researchers considered the participants to have pain relief if they experienced either type of relief.

Hersh et al. (2016) concluded that benzocaine based gels were effective in temporarily relieving toothache pain. 78% (14 out of 18) of participants who used the benzocaine gel showed perceptible relief and meaningful relief were recorded by researchers asking participants to press the buttons on two different stopwatches at 5 minute intervals from 0 – 30 minutes and at 10 minute intervals from 30 – 120 minutes, after they applied the gel. First, the researchers weighed the study gel directly before, and immediately after application of the gel. The researchers measured the compliance with dose administration of the duration of local anaesthesia.

Pain within the oral cavity is a very common problem, with many patients often seeking emergency treatment to temporarily relieve toothache pain. Benzocaine is used to treat oral pain. Benzocaine acts as a local anaesthetic, used to relieve oral pain associated with disorders such as toothache and mouth ulcers, amongst others.

A study on the efficacy of using benzocaine based gels to temporarily relieve toothache pain concluded that benzocaine based gels are effective in temporarily relieving toothache pain. However, the study also concluded that there was a significant variation in the degree of pain rated by verbal descriptors on a scale of 0 – 3 where 0 = no pain, 1 = mild, 2 = moderate and 3 = severe. The tests also included electrical pulp testing (EPT) by a modified, voltage-ramping instrument; and ice water testing (0.5ml of water poured onto sound cavity and surrounding gingival margins. The researchers tested the application of benzocaine based gels, using verbal descriptors, to inhibit the voltage-dependent sodium channels on the neuron membrane, stopping the propagation of the pain signal. As a topisation of the nerve. The signal is propagated down the nerve toward the central nervous system, which interprets this as pain. Benzocaine acts to inhibit the voltage-dependent sodium channels on the neuron membrane, stopping the propagation of the pain signal. As a topisation of the nerve. The signal is propagated down the nerve toward the central nervous system, which interprets this as pain. Benzocaine
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.

PRINT SPECIFICATIONS

CLASSIFIED ADVERTISEMENTS

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<td>6x2</td>
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<td>121-140</td>
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<td>7x2</td>
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<td>141-160</td>
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<td>8x2</td>
<td>88×80</td>
<td>161-180</td>
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<tr>
<td>9x2</td>
<td>88×90</td>
<td>181-200</td>
</tr>
<tr>
<td>10x2</td>
<td>88×100</td>
<td>201-220</td>
</tr>
<tr>
<td>11x2</td>
<td>88×110</td>
<td>221-240</td>
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<td>12x2</td>
<td>88×120</td>
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<table>
<thead>
<tr>
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<tr>
<td>2= 88mm</td>
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<tr>
<td>3= 180mm</td>
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DISPLAY ADVERTISEMENTS

<table>
<thead>
<tr>
<th>Full Page Advertisements</th>
<th>Width (mm)</th>
<th>Height (mm)</th>
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<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>
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<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>
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<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>
<tr>
<td>Half DPS Bleed Size**</td>
<td>426</td>
<td>149</td>
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</table>

ONLINE SPECIFICATIONS

<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 - 50KB</td>
</tr>
<tr>
<td>MPU</td>
<td>300x250</td>
<td>JPEG, GIF, PNG - 50KB</td>
</tr>
<tr>
<td>SkyScraper Naturejobs and BDJ Marketplace</td>
<td>Expanding: 160x600 (to the left)</td>
<td>JPEG, GIF, PNG - 50KB</td>
</tr>
<tr>
<td>Button Vertical / Right Wallpaper</td>
<td>120x90</td>
<td>JPEG, GIF, PNG - 30KB static image only</td>
</tr>
<tr>
<td>Mobile BD/Jobs - mobile only</td>
<td>300x50</td>
<td>JPEG, GIF, PNG - 30KB static image only</td>
</tr>
<tr>
<td>Billboard BDJ Marketplace - homepage only</td>
<td>970x250</td>
<td>JPEG, GIF, PNG - 70KB static image only</td>
</tr>
<tr>
<td>Naturejobs and BDJjobs - homepage only</td>
<td>varies</td>
<td>JPEG, GIF, PNG - 70KB per panel static image only</td>
</tr>
</tbody>
</table>

Alert — Text and Logo Adverts
- A logo to fit within the dimensions of 170 x 40 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

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

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.

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

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.

**OUR ADVERTISING WEBSITE**  
nature.com/advertising

**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 queries 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

- "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 Poonen, Managing Director, Positive Communications

- "We have worked with the BDJ1 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

- "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

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