

# BDJ

## PORTFOLIO

2019  
Classified advertising options

BDJJOB.S.COM

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.

#### Classified Advertising

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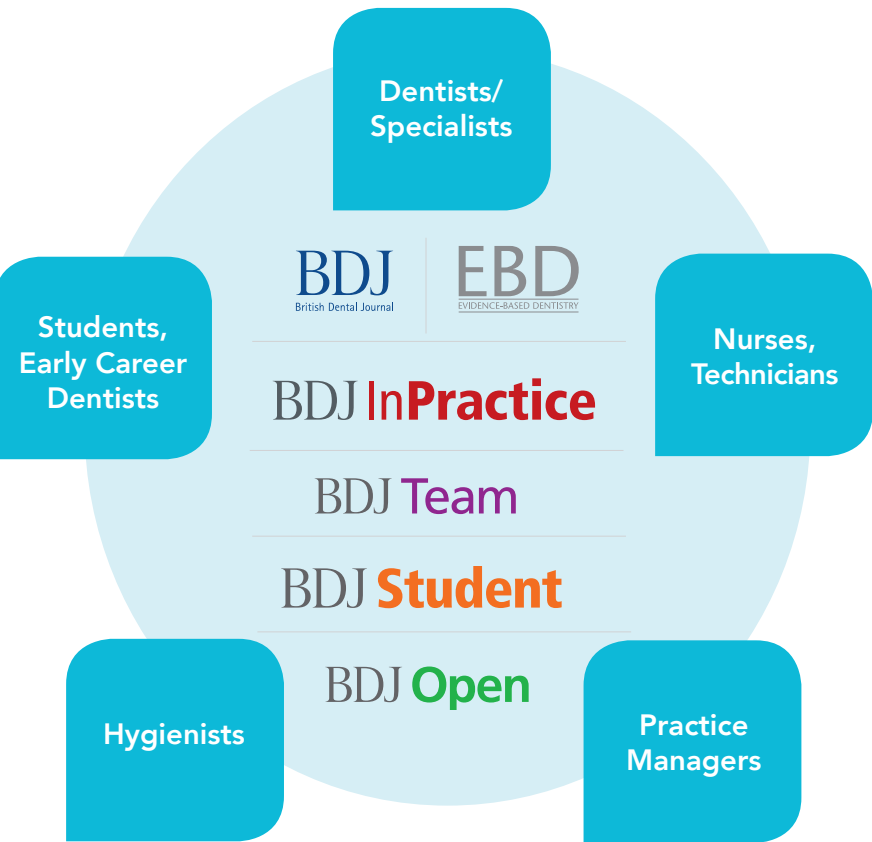
Terms and conditions do apply and these are available upon request or at [partnerships.nature.com/info](https://partnerships.nature.com/info)

**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.



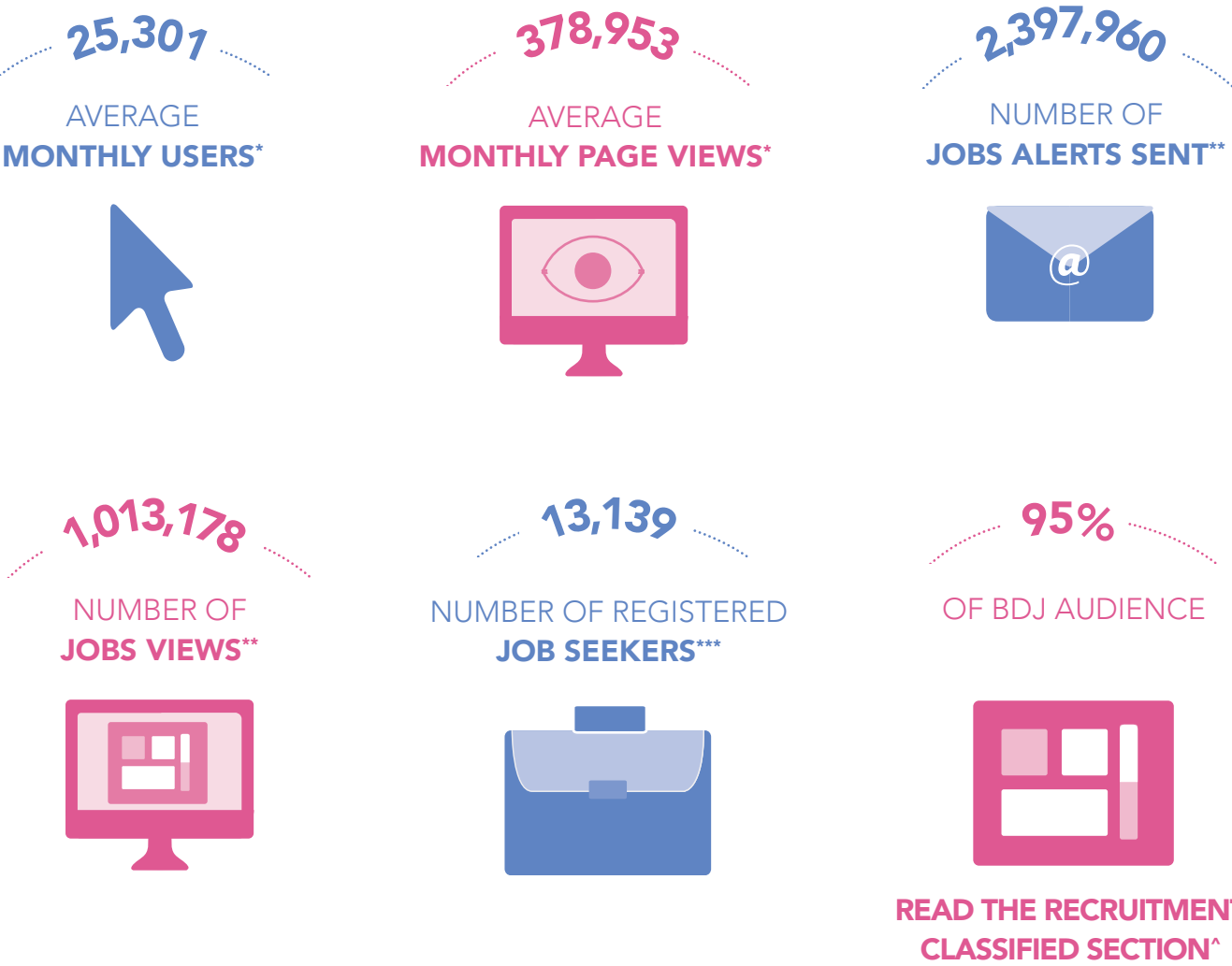
### THOUGHT LEADERSHIP

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

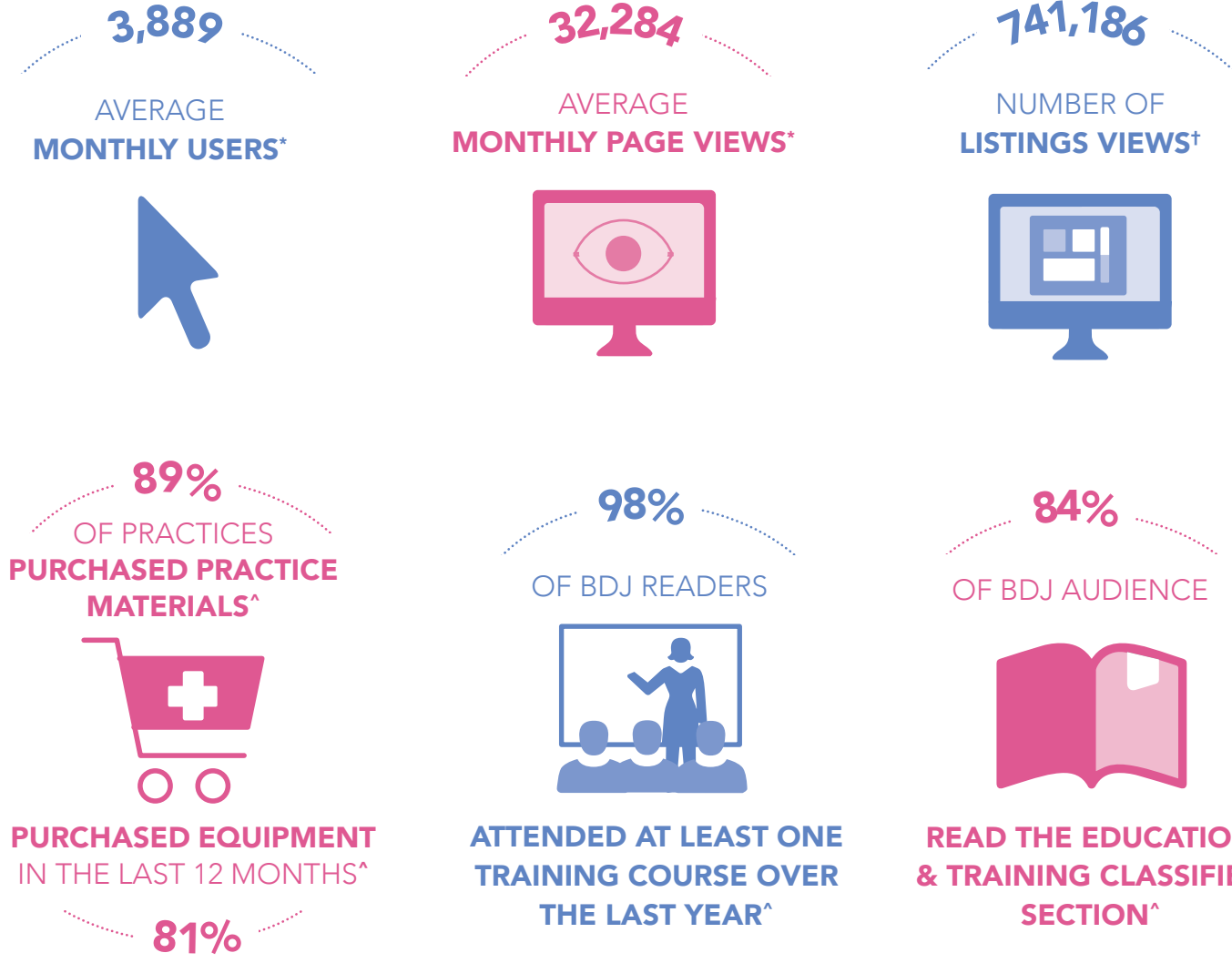


The UK’s leading publication for dental recruitment and classified dental sales

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*.



BDJ Marketplace offers the first dedicated space for advertising dental products, services, property and courses.





# OVERVIEW



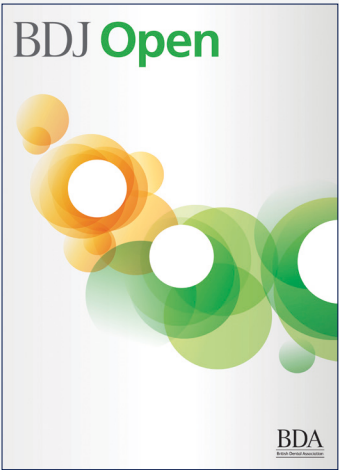
British Dental Journal is the flagship journal of the British Dental Association (BDA)



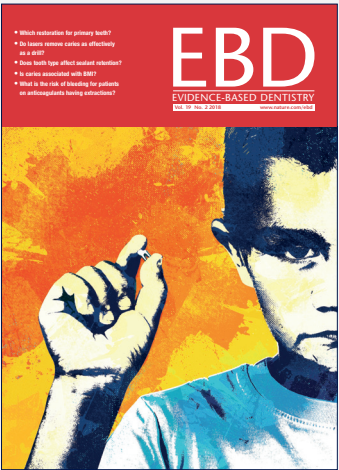
BDJ In Practice provides dental industry news stories, political hot topics and practical practice advice



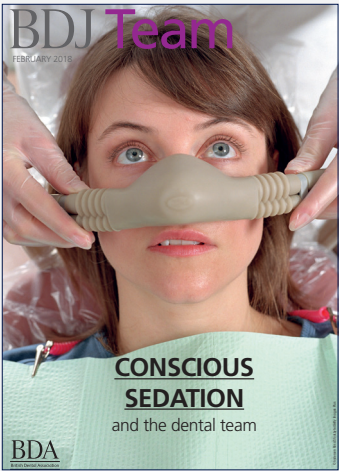
BDJ Student is the BDA journal for dental students



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

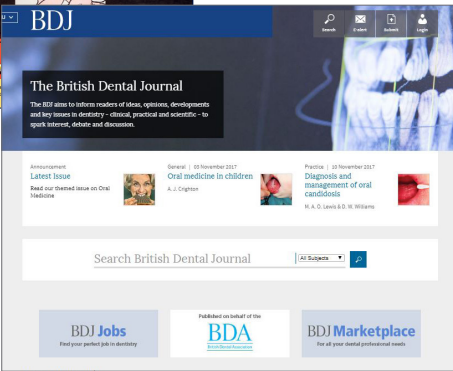
EDITORIAL CONTENT	Includes original research, clinical reviews, features, letters, product news, and <i>Evidence-Based Dentistry</i>	Delivers news, editorials, BDA membership updates, legal & regulatory updates, policy updates, financial/economic data, best professional practice, and dentist-to-dentist referrals	BDA student updates, news, views, opinions, editorials and features, educational reviews, career development advice, training, and forums	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, endodontology, oral surgery, paediatric dentistry, prosthodontics, orthodontics, oral biology and translational research	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 features a broad spectrum of articles including interviews with members of the dental team; core CPD topics recommended by the General Dental Council (GDC); clinical research, both original and from fellow publication the British Dental Journal (BDJ); advice, letters, news and information on dental products.
TARGET AUDIENCE	Delivered to all BDA members plus international institutional subscribers	Delivered exclusively to all BDA members	Delivered to all BDA student members including dental undergraduates	Oral health researchers, medical and dental clinicians, industry and decision-makers globally	Delivered quarterly to all BDA members plus additional international institutional and personal subscribers	Practice managers, nurses, hygienists and technicians
MARKET POSITION*	#1 for Readership #1 for Awareness 1st choice preference 100% home delivered	100% home delivered	The only professional magazine targeting the student dental market		A central resource for the most cutting edge and relevant issues concerning the evidence-based approach in Dentistry today	Targeted to the whole dental team, and includes an economic CPD alternative to courses and conferences
PRINT DATA	Print circulation: 18,030** Pass-along readership: 53,369^ Frequency 24 issues	Print circulation: 17,885** Pass-along readership: 39,168^ Frequency 12 issues	Print circulation: 5,458*** Frequency 3 issues	Online only	Print circulation: 18,188*** Pass-along readership: 40,195† Frequency 4 issues	Online only
ONLINE DATA^	bdj.co.uk Monthly page views: 211,664§ Monthly users: 96,983§ Monthly sessions: 128,894§ Alert subscribers: 19,517‡	Replicated online as a digital version		nature.com/bdjopen Monthly page views: 3,279§ Monthly users: 1,806§ Monthly sessions: 1,654§ Alert subscribers: 1,851‡	nature.com/ebd Monthly page views: 13,832§ Monthly users: 8,167§ Monthly sessions: 9,209§ Alert subscribers: 17,047‡	nature.com/bdjteam Monthly page views: 14,632§ Monthly users: 8,223§ Monthly sessions: 9,162§ Alert subscribers: 2,972‡





### 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.

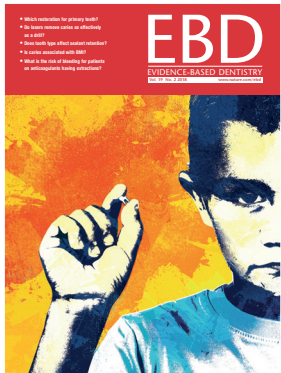


AT A GLANCE	
PRINT	
Print circulation	18,030**
Pass-along readership	53,369^
Frequency	24 issues
ONLINE	
Monthly page views	211,664***
Monthly users	96,983***
Monthly sessions	128,894***
Alert subscribers	19,517†



88% of readers rated the quality of the *BDJ* as either excellent or good.‡

ONLINE	
Monthly page views	13,832***
Monthly users	8,167***
Monthly sessions	9,209***
Alert subscribers	17,047†



*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.

## BDJ AUDIENCE

54% of practice-based *BDJ* readers state they are involved in purchasing decisions.  
Of those, 27% have final purchasing authority†

BDJ readers work at practices that employ an average of 20 people‡

72% of readers do not work for a corporate‡

82% of readers indicated that staff at their practices had attended training courses in the last 12 months‡

99% of the print audience is in the UK\*\*

### SERVICES READERS PERFORM†

Restorative dentistry	83%
Cosmetic dentistry	75%
Endodontics	79%
Periodontics	72%
Orthodontics	43%
Implants	41%

30% of respondents were practice owners‡

87% of the respondents themselves had attended at least one training course within the past 2 years.‡

### PRODUCTS PURCHASED‡

Practice materials (incl. bonding, impressions materials)	71%
Equipment (incl. handpieces, drills)	66%
Oral health products	63%
Workwear	57%
Affiliated dental services (e.g., Dental printing, waste management, etc.)	47%
Computer hardware and/or software	42%
Books and magazines	36%
Furniture (including chairs, delivery systems, stools, etc.)	39%

### JOB TITLE‡

Dentist	81%
Professor/Lecturer	3%
Dental Care Professional	1%
Student	4%
Other	11%

### PLACE OF WORK‡

Mixed NHS and Private Dental Practice	30%
Private Dental Practice	17%
NHS Dental Practice	17%
University Hospital	9%
Hospital Dental Services	4%
Community Dental Services	8%
Salaried Dental Services	2%
Armed Forces/Military Dental Services	1%
Other	12%

68% of readers state they have taken action after seeing an advertisement or article in *BDJ*‡

79% of readers have purchased at least one product or service in the last 12 months‡

### ACTION TAKEN AFTER SEEING AN AD‡

Applied for a job	34%
Visited a company website for more information	36%
Discussed the product/technology	25%
Enrolled on a training course	26%
Called a company for more information	16%
Purchased a new product/technology	16%
Recommended the product/technology to a colleague	15%
Sought financial services	7%



# 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	
Print circulation	17,885*
Pass-along readership	39,168**
Frequency	12 issues



*BDJ In Practice* readers work at **practices that employ** an average of **19 people**<sup>^</sup>

**56%** of *BDJ In Practice* readers state they are involved in purchasing decisions. Of those, **29%** have final purchasing authority<sup>^</sup>

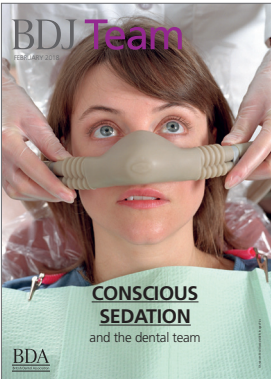
PLACE OF WORK <sup>^</sup>		JOB TITLE <sup>^</sup>		SERVICES READERS PERFORM <sup>^</sup>	
Mixed NHS and Private Dental Practice	33%	Dentist	86%	Restorative dentistry	84%
NHS Dental Practice	18%	Professor/Lecturer	2%	Cosmetic dentistry	77%
Private Dental Practice	18%	Dental Care Professional	1%	Endodontics	82%
Community Dental Services	5%	Student	1%	Periodontics	74%
Hospital Dental Services	2%	Other	10%	Orthodontics	43%
University Hospital	9%			Implants	40%
Salaried Dental Services	3%				
Armed Forces/Military Dental Services	1%				
Other	11%				

“*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.

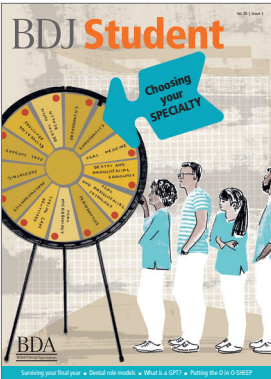
- Dental practice managers
- Dental hygienists
- Dental nurses
- Dental technicians

AT A GLANCE	
ONLINE	
Monthly page views	14,632***
Monthly users	8,223***
Monthly sessions	9,162***
Alert subscribers	2,972†



# 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	
Print circulation	5,458‡
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



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

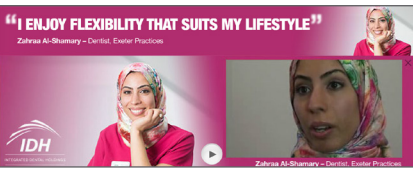
- Video banners offer high engagement and provide an ideal option for quickly explaining product features and benefits
- Interactive banners can be used for a number of purposes including multiple click-through links, and as a means to relay multiple messages
- Expandable banners provide you with more 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.**

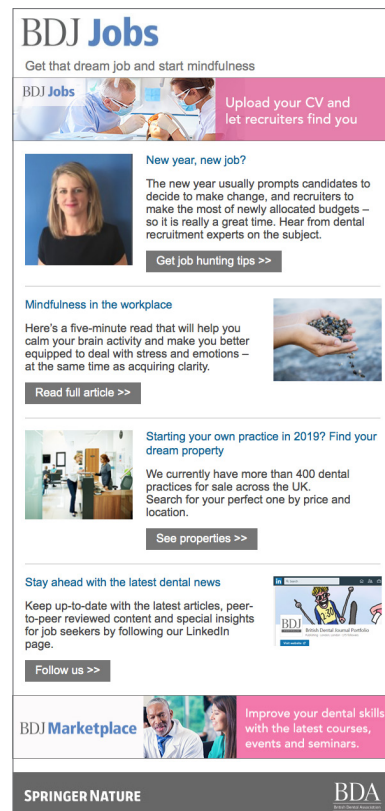
### Third party emails

Use third party email to deliver your exclusive message directly to the inboxes of *BDJ* third party email subscribers.

#### BDJ alert



#### BDJ Jobs newsletter



BDJ alert  
subscribers  
18,023\*

BDJ Jobs  
Newsletter  
9,238\*

## ADVERTORIAL OPPORTUNITIES



### Product News

Communicate product developments and/or launches to the UK dental community.

Product News is a regular feature in *BDJ* and *BDJ In Practice*, highlighting products and services new to the market. Your product or service will appear within the Product News section beside text and images provided by the manufacturer, supplier or distributor.

As an added value to conference exhibitors, *BDJ* has a Spring British Dental Conference and Exhibition Preview and an Autumn BDIA Dental Showcase Preview that will feature your products and services to help drive traffic to your stand.

### Inside View

The *BDJ* Portfolio offers a unique opportunity for companies with big talent to showcase their most interesting and accomplished personalities to the *BDJ* audience. Appearing as a double-page feature, Inside View is a platform to introduce a key personality within your company and tell their story.

You can select the representative and 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.

#### Product News



#### Inside View



Speak to your account manager to  
find out more about these options.





## ADDITIONAL PRINT OPTIONS

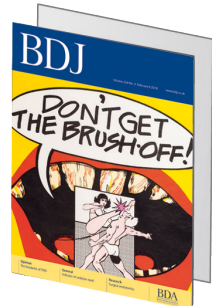


In addition to traditional print advertisements, *BDJ* and *BDJ In Practice* also accommodate printed inserts and outserts that are either bound in or polybagged along with the journal.

- 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

### ADVERTISER ANALYSIS REPORT

**Are your print advertisements working?** Participating in an advertising perception survey can help you answer that question by gauging how well your ad jump-starts the selling process. Place your ad in an Advertiser Analysis issue of *BDJ* or *BDJ In Practice* and you will automatically be included in a survey to measure the impact of your messaging conducted by leading experts in the field.

- 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 studies on awareness of your brand/products

## 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.



# 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.

"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

**62% of BDA readers learn about new dental technologies via online resources.^**

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

# PUBLICATION CALENDAR 2019\*

ISSUE DATE	BOOKING DEADLINE - 4PM*	COPY DEADLINE - 10AM*	FEATURE ON	BONUS CIRCULATION
11-Jan	8-Jan	9-Jan		
25-Jan	22-Jan	23-Jan	CPD, Education and Training	
8-Feb	5-Feb	6-Feb		
22-Feb	19-Feb	20-Feb	Recruitment Agencies	
8-Mar	5-Mar	6-Mar		
22-Mar	19-Mar	20-Mar	Legal Services	
12-Apr	9-Apr	10-Apr	Overseas Recruitment	
26-Apr	23-Apr	24-Apr		BDA Conference and Dentistry Show
10-May	7-May	8-May	Financial Services	
24-May	21-May	22-May		
14-Jun	9-Jun	10-Jun	Property and Premises	
28-Jun	25-Jun	26-Jun		
12-Jul	9-Jul	10-Jul	CPD, Education and Training	
26-Jul	21-Jul	22-Jul		
9-Aug	6-Aug	7-Aug	Referrals	
23-Aug	20-Aug	21-Aug		
13-Sep	10-Sep	11-Sep	Recruitment Agencies	
27-Sep	24-Sep	25-Sep	Products and Services	
11-Oct	8-Oct	9-Oct	Corporate Recruitment	BDIA Dental Showcase
25-Oct	22-Oct	23-Oct	Financial Services	
8-Nov	5-Nov	6-Nov		
22-Nov	19-Nov	20-Nov	Overseas Recruitment	
20-Dec	16-Dec	17-Dec	Property and Premises	



# 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

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 max size 728x290 (downward)	JPEG, GIF, PNG, 3rd party tag Image file: max 50kb Rich media tags: 50kb initial/200kb sub
MPU Square/Right	300x250 Expanding: 600x250 (to the left)	JPEG, GIF, PNG, 3rd party tag Image file: max 50kb Rich media tags: 50kb initial/200kb sub
Skyscraper <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 Image file: max 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>BDJjobs</i> - homepage only	varies	JPEG, GIF, PNG - 70KB per panel static image only

Please note HTML5 needs to be third party ad-served. The Springer Nature design team offer a HTML5 design build service. Ask your account manager for details.

We also offer enhanced rich media formats. Speak to your account manager for more details.

## 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:**  
**Susan Graves**  
**Exhibition Sales and Sponsorship**  
**Executive, BDA**  
Susan.Graves@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

[partnerships.nature.com/info](https://partnerships.nature.com/info)

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. Here you can find information on our classified advertising options for the dental industry as well as other opportunities.



## Audience

### 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

**"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

**"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

**"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

**"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