AUDIENCE & REACH

» About us
» Our audience
» Our publications
ABOUT US

The BDJ Portfolio of publications provides you with unrivalled reach to the UK dental market, presenting a range of opportunities to promote your products, services and recruitment needs.

Our journals are read by dental professionals at all levels including:

- DENTISTS/SPECIALISTS
- DENTAL STUDENTS
- NURSES/TECHNICIANS
- HYGIENISTS
- PRACTICE MANAGERS

The British Dental Journal continues to rank as the #1 publication according to the BDIA's Dental Media Readership Surveys.

*BDIA Dental Media Readership Survey 2016.*
OUR AUDIENCE

Five reasons to advertise with the British Dental Journal

- **17,272** circulation to BDA Members 100% home delivered to dentists*
- **80%** of readers are dentists or practice managers**
- **68,397** readers per issue**
- **84%** of readers consider the product information** very/quite useful
- **77%** of readers take an action after viewing a product information ad**

# OUR PUBLICATIONS

<table>
<thead>
<tr>
<th>Flagship journal of BDA</th>
<th>BDJInPractice</th>
<th>BDJStudent</th>
<th>BDJ Open</th>
<th>EBD</th>
<th>BDJTeam</th>
</tr>
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<tbody>
<tr>
<td>Dental industry news</td>
<td>News and views</td>
<td>Primary research on dental and oral health</td>
<td>Best available evidence on the latest developments in oral health</td>
<td>Open Access</td>
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<tr>
<td>Original research</td>
<td>Editorials</td>
<td>News and views</td>
<td>Best available evidence on oral health</td>
<td>Online only</td>
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<tr>
<td>Clinical reviews</td>
<td>Features</td>
<td>Educational reviews</td>
<td>Best available evidence on oral health</td>
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<tr>
<td>Features</td>
<td>Best Practice advice</td>
<td>Career advice</td>
<td>Best available evidence on oral health</td>
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<tr>
<td>Letters</td>
<td>Dentist-to-dentist referrals</td>
<td>Training</td>
<td>Best available evidence on oral health</td>
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<td></td>
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<tr>
<td>Product news</td>
<td>Forums</td>
<td></td>
<td>Best available evidence on oral health</td>
<td></td>
<td></td>
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</table>

## EDITORIAL CONTENT
- #1 for Readership
- #1 for Awareness
- 1st choice preference
- 100% home delivered
- New website launched in 2019
- The only publication targeting dental students
- Open Access
- Online only
- Inbound into BDJ
- Free publication
- Online only
- Includes economic CPD alternatives

## TARGET AUDIENCE
- Delivered to:
  - BDA members
- Delivered exclusively to:
  - BDA members
- Delivered to:
  - BDA student members (includes undergrads)
- Delivered to:
  - BDA members
  - Medical and dental clinicians
  - Decision-makers
- Delivered to:
  - Practice managers
  - Nurses
  - Hygienists
  - Technicians

## MARKET POSITION*
- Delivered to:
  - BDA members
  - International institutional subscribers
  - Oral health researchers
  - Decision-makers
  - Practice managers
  - Nurses
  - Hygienists
  - Technicians

*100% home delivered
JOURNALS

- British Dental Journal
- BDJ In Practice
- BDJ Team
- BDJ Student
- BDJ Open
- Evidence-Based Dentistry
- 2020 calendar
The flagship journal of the British Dental Association (BDA)
The British Dental Journal (BDJ) is delivered 24 times a year to all BDA members and international institutional subscribers. The BDJ reaches the vast majority of the dental professional market in the UK.

**PRINT REACH**
24 issues a year
17,272 print circulation
100% home delivered
68,397 readership

**Print Audience Breakdown**
- East Midlands: 5%
- East of England: 6%
- London/Greater London: 17%
- North East: 4%
- North West: 12%
- Northern Ireland: 5%
- Scotland: 10%
- South East: 13%
- South West: 8%
- Wales: 5%
- West Midlands: 7%
- Yorkshire and the Humber: 8%

**Editorial Content**
- Original research
- Clinical reviews
- Features
- Letters
- Product news

**The #1 preferred journal for the dental industry**
The BDJ is the UK's most widely read dental publication, and has remained so consistently since the BDIA readership survey began in 2005.

**MONTHLY WEB REACH**
- 239,341 page views
- 115,247 users
- 148,484 sessions

**Online Audience Breakdown**
- Americas: 30%
- UK/Europe: 35%
- Asia/ROW: 35%

**EMAIL REACH**
- 17,399 alert subscribers

**Average Unique Open Rate**
- 13.29%

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*Audit Bureau of Circulation (ABC), January-December 2018 | **Google Analytics, January-June 2019 | ***Hybris, September 2019 | BDIA Dental Media Readership Survey, 2018
### BDJ Audience*

#### Products Purchased

<table>
<thead>
<tr>
<th>Product Description</th>
<th>Percentage</th>
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<tr>
<td>Practice materials (incl. bonding, impressions materials)</td>
<td>71%</td>
</tr>
<tr>
<td>Equipment (incl. handpieces, drills)</td>
<td>66%</td>
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<tr>
<td>Oral health products</td>
<td>63%</td>
</tr>
<tr>
<td>Workwear</td>
<td>57%</td>
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<tr>
<td>Affiliated dental services (e.g. dental printing, waste management, etc.)</td>
<td>47%</td>
</tr>
<tr>
<td>Computer handwear and/or software</td>
<td>42%</td>
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<tr>
<td>Books and magazines</td>
<td>36%</td>
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<tr>
<td>Furniture (incl. chairs, delivery systems, stools, etc.)</td>
<td>39%</td>
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#### Place of Work

<table>
<thead>
<tr>
<th>Place of Work</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Mixed NHS and private dental practice</td>
<td>30%</td>
</tr>
<tr>
<td>Private dental practice</td>
<td>17%</td>
</tr>
<tr>
<td>NHS dental practice</td>
<td>17%</td>
</tr>
<tr>
<td>University hospital</td>
<td>9%</td>
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<tr>
<td>Hospital dental services</td>
<td>4%</td>
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<tr>
<td>Community dental services</td>
<td>8%</td>
</tr>
<tr>
<td>Salaried dental services</td>
<td>2%</td>
</tr>
<tr>
<td>Armed forces/military dental services</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>12%</td>
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#### Job Title

<table>
<thead>
<tr>
<th>Job Title</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Dentist</td>
<td>81%</td>
</tr>
<tr>
<td>Professor/lecturer</td>
<td>3%</td>
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<tr>
<td>Dental care professional</td>
<td>1%</td>
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<tr>
<td>Student</td>
<td>4%</td>
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<tr>
<td>Other</td>
<td>11%</td>
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#### Services Readers Perform

<table>
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<tr>
<th>Service</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Restorative dentistry</td>
<td>83%</td>
</tr>
<tr>
<td>Periodontics</td>
<td>72%</td>
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<tr>
<td>Cosmetic dentistry</td>
<td>75%</td>
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<tr>
<td>Orthodontics</td>
<td>43%</td>
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<tr>
<td>Endodontics</td>
<td>79%</td>
</tr>
<tr>
<td>Implants</td>
<td>41%</td>
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</table>

*BDIA Dental Media Readership Survey, 2018 | Percentages have been rounded and may not total to 100%

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

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

### Online Audience Breakdown

- UK/Europe: 62%
- Asia/ROW: 24%
- Americas: 14%

### JOB TITLE

- Dentist: 86%
- Professor/lecturer: 2%
- Dental care professional: 1%
- Student: 1%
- Other: 10%

### PLACE OF WORK

- Mixed NHS and private dental practice: 33%
- NHS dental practice: 18%
- Private dental practice: 18%
- Community dental services: 5%
- Hospital dental services: 2%
- University hospital: 9%
- Salaried dental services: 3%
- Armed forces/military dental services: 1%
- Other: 11%

### SERVICES READERS PERFORM

- Restorative dentistry: 84%
- Periodontics: 74%
- Cosmetic dentistry: 77%
- Orthodontics: 43%
- Endodontics: 82%
- Implants: 40%

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*Audit Bureau of Circulation (ABC), January-December 2018* | *Google Analytics, April-September 2019* | ***Hybris, September 2019* | *BDIA Dental Media Readership Survey, 2018* | Percentages have been rounded and may not total to 100%
BDJ Student

BDA's official magazine for their dental student members

*BDJ Student* offers invaluable information and advice for tomorrow’s dentists and aims to prepare readers for their future working lives. A lively and accessible magazine, the content includes:

**Editorial content**
- BDA student updates
- News and views
- Opinions
- Editorials and features
- Educational reviews
- Training
- Forums
- Career development advice

**Establish your brand early with future dentists including:**
- Dentistry students
- Undergraduates: year 1-5
- First year post graduates

**PRINT REACH**
- 3 issues a year
- 6,410 print circulation
- 100% home delivered

**MONTHLY WEB REACH**
- 1,414 page views
- 813 users
- 694 sessions

**EMAIL REACH**
- 670 alert subscribers

**Online Audience Breakdown**
- UK/Europe: 77%
- Asia/ROW: 12%
- Americas: 11%

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*Publisher Data, January-June 2019 | **Google Analytics, April-September 2019 | ***Hybris, September 2019*
BDJ Team

A free online publication for the whole dental team

BDJ Team supports dental care professionals (DCPs) in their working lives through inspirational stories, news and reviews, advice articles, dental product information, and relevant clinical research. BDJ Team also provides verifiable continuing professional development (CPD) as required for General Dental Council (GDC) registration, as well as economic CPD alternatives to courses and conferences.

Editorial content

> Interviews
> Core CPD topics recommended by the GDC
> Clinical research
> Advice
> Letters
> News and reviews

Read by:

> Practice managers
> Nurses
> Hygienists
> Technicians

MONTHLY WEB REACH**
28,939 page views
17,932 users
20,260 sessions

EMAIL REACH***
3,625 alert subscribers

Average Unique Open Rate
18.07%

Online Audience Breakdown

UK/Europe 46%
Americas 28%
Asia/ROW 26%

*Google Analytics, January-June 2019 | **Hybris, September 2019
Peer reviewed open access research on dental and oral health

*BDJ Open* publishes technically sound, scientifically valid dental and oral health primary research.

**Research topics include:**
- Dental materials science
- Public health
- Restorative dentistry
- Periodontology
- Endodontology
- Oral surgery
- Paediatric dentistry
- Management of dental disease
- Prosthodontics
- Orthodontics
- Oral biology
- Prosthodontics
- Orthodontics
- Oral biology

**Read by:**
- Oral health researchers
- Medical and dental clinicians
- Decision-makers

**PLACE OF WORK***
- Mixed NHS and private dental practice 25%
- Private dental practice 19%
- NHS dental practice 16%
- University 13%
- Community dental services 9%
- Hospital dental services 4%
- Armed forces / military dental services 1%
- Salaried dental services 1%

**PRODUCTS PURCHASED***
- Practice materials (incl. bonding, impressions materials) 65%
- Equipment (incl. handpieces, drills) 64%
- Oral health products 60%
- Workwear 56%
- Computer hardware and / or software 40%
- Furniture (incl. chairs, delivery systems, stools etc.) 39%
- Books and magazines 37%
- Affiliated dental services (e.g. dental printing, waste mgt, etc.) 35%

**MONTHLY WEB REACH**
- 3,109 page views
- 1,634 users
- 1,425 sessions

**EMAIL REACH***
- 2,970 alert subscribers

**Average Unique Open Rate**
17.37%

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*Google Analytics, January-June 2019 | **Hybris, September 2019 | ***BDIA Dental Media Readership Survey, 2018*
A central resource for the latest and best evidence-based approach in oral health care

Evidence-Based Dentistry (EBD) filters out all cutting edge evidence from a wide range of sources condensed into digestible summaries, drawing attention to the current methods and findings.

**EBD readers work at practices that employ an average of 20 people.***

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<td>Books and magazines</td>
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</table>

**Evidence-Based Dentistry** (EBD) filters out all cutting edge evidence from a wide range of sources condensed into digestible summaries, drawing attention to the current methods and findings.

**PRINT REACH**

4 issues a year
21,078 print circulation
67,660 readership
Inbound into BDJ
100% home delivered

**MONTHLY WEB REACH**

13,816 page views
7,417 users
8,247 sessions

**EMAIL REACH**

15,628 alert subscribers

**Average Unique Open Rate**

13.92%
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<th>ISSUE DATE</th>
<th>DELIVERY DATE</th>
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<th>PR CLOSE</th>
<th>AD CLOSE</th>
<th>MATERIALS DUE</th>
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<td>13-Dec</td>
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<td>12-Dec</td>
<td>19-Dec</td>
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*Surveys conducted independently by Signet Research, Inc.
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<td></td>
<td>21-Oct</td>
<td>27-Oct</td>
<td>29-Oct</td>
</tr>
<tr>
<td>BDJ</td>
<td>13-Nov</td>
<td>17-Nov</td>
<td></td>
<td></td>
<td>26-Oct</td>
<td>2-Nov</td>
<td>4-Nov</td>
</tr>
<tr>
<td>BDJ</td>
<td>27-Nov</td>
<td>1-Dec</td>
<td></td>
<td></td>
<td>9-Nov</td>
<td>16-Nov</td>
<td>18-Nov</td>
</tr>
<tr>
<td>BDJ In Practice</td>
<td>December</td>
<td>15-Dec</td>
<td></td>
<td></td>
<td>17-Nov</td>
<td>24-Nov</td>
<td>26-Nov</td>
</tr>
<tr>
<td>BDJ</td>
<td>11-Dec</td>
<td>15-Dec</td>
<td></td>
<td></td>
<td>23-Nov</td>
<td>30-Nov</td>
<td>2-Dec</td>
</tr>
<tr>
<td>BDJ</td>
<td>18-Dec</td>
<td>22-Dec</td>
<td>Evidence-Based Dentistry</td>
<td></td>
<td>30-Nov</td>
<td>7-Dec</td>
<td>9-Dec</td>
</tr>
</tbody>
</table>

*Surveys conducted independently by Signet Research, Inc.
ADVERTISING SOLUTIONS

› Understand your campaign
› Performance marketing
› Custom content to promote your brand
› Application Note
› Inside View
UNDERSTAND YOUR CAMPAIGN

Work with us to design a campaign tailored to reach your customers at any point.

YOUR CUSTOMER'S BUYING JOURNEY

<table>
<thead>
<tr>
<th>BRAND AWARENESS</th>
<th>KEY METRICS OF SUCCESS</th>
<th>MARKETING SOLUTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impressions &gt; Time in view &gt; Reach &gt; Page views</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>INTENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scroll depth &gt; Time on site &gt; Social reactions &gt; Shares</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>EVALUATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clicks &gt; Registration &gt; Qualified leads</td>
</tr>
</tbody>
</table>

We can help you find the right advertising mix for campaigns of all sizes and budgets. Talk to us today about your marketing objectives.

AFTER THE CAMPAIGN

CAMPAIGN ANALYSIS

- Reports & Review
- Market Research

Contact us
PERFORMANCE MARKETING

Who do you want to reach?
Our publications provide you with unrivalled reach to the UK dental market. We can help you reach the dental professionals of your choice with our unparalleled contextual targeting and audience segmentation across the entire Springer Nature web portfolio.

Place your ads alongside specific articles based on any keyword selections of your choice, relevant journals, as well as user behaviour.

Benefits of contextual targeting:
> Complete flexibility of your budget
> Optimised audiences for your campaigns
> Continually adjust keywords throughout your campaign based on performance

In addition to your time based reporting, any performance marketing campaign with The BDJ, will qualify to receive an in-depth report highlighting more than just click-through rates. We can give you valuable insight into which institutions, companies and hospitals may have been clicking on your advert.

OUR BANNER ADS CONSISTENTLY BEAT INDUSTRY BENCHMARKS FOR ENGAGEMENT*

<table>
<thead>
<tr>
<th>Metric</th>
<th>Industry Benchmark Comparison</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-View Time</td>
<td><strong>Over 3x longer</strong> than industry average</td>
</tr>
<tr>
<td>In-View Time &gt; 30 Sec %</td>
<td><strong>Over 4x higher</strong> than industry average</td>
</tr>
<tr>
<td>Universal Interaction %</td>
<td><strong>Almost 2% higher</strong> than industry average</td>
</tr>
<tr>
<td>Universal Interaction Time</td>
<td><strong>Almost 2x longer</strong> than industry average</td>
</tr>
</tbody>
</table>

*Dynamic Contextual Advertising Campaign averages against MOAT All Buy Types Display Desktop Benchmarks Global October 2017- December 2017
CUSTOM CONTENT TO PROMOTE YOUR BRAND

Our branded content turns your messages into immersive stories in a format that BDJ readers are comfortable with, ensuring consistency, quality and trust. If traditional advertisement prompts an action, branded content prompts a discussion—and it places your organisation at the heart of it.

**RIGHT AUDIENCE**
- Reach 144,953 monthly visitors*
- Target your specialised audience by behaviour

**RIGHT MESSAGE**
- We create content our audience trusts built from over 147 years of experience
- We understand their needs and interests

**RIGHT TIME**
- Your audience already uses BDJ while they are working
- Users are already seeking in-depth information on the latest research and technology within the dental industry

**RIGHT TEAM**
- Our custom media team will create and promote a narrative that drives maximum engagement with your brand

---

*Google Analytics, MAdgex and Fiare 1 Jan-31 Dec 2018 for British Dental Journal, BDJ Open, BDJ Team, Evidence Based Dentistry, BDJ jobs and BDJ Marketplace.
CUSTOM CONTENT TO PROMOTE YOUR BRAND

How will my branded content be discovered?

Sample social post
Social media provides the perfect platform for the dental community to talk about and share your story.

Sample native ad unit
Our native advertising placements promote your branded content seamlessly on the homepage and current issue page of BDA’s journals.

On average, native ad units perform 8x better than standard display banners served on nature.com.

Drive more traffic to your branded content through these additional channels

- PRINT DISTRIBUTION
- THIRD PARTY EMAIL
- BANNERS
- ALERTS
- REPRINTS

'Native ad slot is only available to content created by the Nature Research Custom Media team.'
We publish a maximum of two application notes per issue, making this a highly visible channel for reaching the BDJ audience.

> Distributed in print within the pages of the BDJ.
> Available in print and online
> Available online indefinitely
> 100 free copies of reprints provided
> Listed in BDJ e-alert
Showcase your company’s most interesting and accomplished personalities to the BDJ audience in an engaging interview format, written by an independent feature writer handpicked by the BDJ editorial team.

Format:
> Double-page spread including a full page of advertising space beside the feature
> Available in print and online
> 100 free copies of reprints provided

TIME TO CHANGE: WHAT WILL THE NEW NHS CONTRACT MEAN?
A conversation with ROGER MATTHEWS, Formerly Life President, Simplyhealth Professionals

What are the changes with the new contract?

The new contract, introduced in 2006, shifted the focus from an emphasis on demand to supply, with the introduction of a cap on the number of units of dental activity (UDAs) that could be provided. This change was in response to concerns about the escalating costs of dental care and a perceived overemphasis on treatment rather than prevention. It was also intended to reduce access, with a reduction in the number of treatment opportunities available to patients, which was intended to control costs and manage demand.

What is the impact of the early pilot programmes?

The early pilot programmes, which began in the early 1970s, were designed to test the new approach to dental care. These programmes, which were characterised by a focus on prevention and early intervention, were seen as a way to improve the quality of dental care and reduce costs. However, the results of these programmes were mixed. On the one hand, they showed that a focus on prevention could lead to improvements in dental health, but on the other hand, they also highlighted the challenges of implementing such a programme on a large scale.

What are the issues with the current contract?

The current contract, introduced in 2006, has been the subject of much criticism and debate. Critics argue that it has led to a commoditisation of dentistry, with a focus on quantity over quality, and has contributed to a reduction in access to dental care. The contract has also been criticised for its complex and bureaucratic nature, which has made it difficult for dentists to deliver care in a timely and efficient manner.

What is the future of dental care?

The future of dental care is likely to be shaped by a combination of factors, including advances in technology, changes in patient demand, and shifts in government policy. There is a growing recognition that a focus on prevention is essential to improving dental health outcomes, and there is likely to be an increased emphasis on this approach in future contracts.

Contact us
MARKET RESEARCH

Signet Research ad studies
SIGNET RESEARCH AD STUDIES

Learn if your ad was noticed, read and acted upon with Signet Research ad measurement studies. Established in 1968, Signet Research offers a fantastic opportunity to get feedback on your ad’s exposure and the reader’s impression towards your ad and brand. In 2020, we will conduct an Ad Appeal™, Ad Study®, Ad Probe™ and Ad Brand™ studies.

Make comparisons with other ads and companies using measurement scores and effectiveness rates

Find new ways to better communicate with your audience

Maximise the return of investment with your media buy

AD STUDY® Measure your ad’s recall, readership and exposure

AD IMPACT™ Measure your ad’s interest and actions taken

AD PROBE™ Measure your ad’s noticeability, performance and information content

AD EFFECT™ Measure your ad’s overall effectiveness and your ad effects

AD APPEAL™ Measure your ad’s appeal and readers’ impression

AD BRAND™ Measure your brand’s awareness and purchase consideration
MEASURING THE EFFECTIVENESS OF YOUR PRINT AD WITH AD IMPACT™

Here at BDJ, we can help you get concise and valuable feedback on your messaging and benchmark against your competitors in an insightful report.

<table>
<thead>
<tr>
<th>Advertiser</th>
<th>Product Category</th>
<th>Size</th>
<th>Ad Effect™ Score*</th>
<th>Message Effectiveness</th>
<th>Creative Effectiveness</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertiser 1</td>
<td>Equipment</td>
<td>1 page</td>
<td>83</td>
<td>Excellent</td>
<td>33%</td>
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<td>Excellent</td>
<td>33%</td>
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<td></td>
<td>Good</td>
<td>50%</td>
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<tr>
<td>Advertiser 2</td>
<td>Practice Materials</td>
<td>1/2 page</td>
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<td></td>
<td></td>
<td>Good</td>
<td>32%</td>
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<td>Advertiser 3</td>
<td>Dental Services</td>
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<td>68</td>
<td>Excellent</td>
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<td>41%</td>
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<td>Advertiser 4</td>
<td>Financial Services</td>
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<td></td>
<td></td>
<td>Good</td>
<td>40%</td>
</tr>
</tbody>
</table>

The Ad Effect™ Score evaluates your ad’s performance by taking into account the average effectiveness of your message and creative, in a score range from one to a hundred.

“"The Signet issues of BDJ give Septodent a measured way to assess our copy’s performance in terms of the communication conveyed and the response rate achieved. Understanding our reader feedback is essential for us to improve the performance of our advertising, not to mention our return on investment."

- Michael Cann, Managing Director, Septodent
LEAD GENERATION

- Webcasts
- Email Marketing
WEBCASTS

Promote your research, products, and services in a real-time webinar format. Build on your branded content engagement by talking directly to your target audience to generate actionable leads.

Full-service
Focus on developing your content and recruiting presenters, while we take care of everything else, including:

> Project management of the broadcast
> Promotion of the webcast to a highly targeted segment of our audience
> Experienced moderator to drive discussions during broadcast and Live Q&A
> In-depth reporting on broadcast and on-demand engagement
> Access to leads list of registrants

Self-service
Run your webcast on our platform with this convenient and affordable option. You’ll be responsible for all parts of the webcast.

What can you achieve with a webcast?

> Generate highly targeted and qualified leads with our custom built registration pages
> Communicate with key thought-leaders in research communities, tailored to your topic and agenda
> Participate in genuine discussions with your target audience to broadcast your key messages
EMAIL MARKETING

Springer Nature’s expansive contact lists have been built up over time with leading researchers engaged with our communications. Leverage our established trust with email marketing for brand awareness and lead generation.

**Third party email**
Deliver your exclusive message directly to the segment of Springer Nature audience interested in dentistry.

**10,000+**
third party email subscribers*

**Alert advertising**
BDJ, BDJ Team, BDJ Open and EBD readers sign up for table of content alerts to keep up to date with the latest issues. Advertising positions in these alerts allow you to target your message to an active and engaged audience, alongside the content that interests them.

**17,000+**
BDJ alerts subscribers*
OTHER ADVERTISING OPPORTUNITIES

- BDA events
- BDJ Jobs & Marketplace
BDA EVENTS

BDA seminars are amongst the most highly respected and well attended events in UK dentistry. Covering everything from clinical to business topics, they regularly attract in excess of 100 delegates. Events are run every year across the UK, ranging from 20-person training courses to our ‘Clinical Expert’ seminars which can attract over 400 delegates.

These events provide a fantastic opportunity for you to get in front of dentists and the dental team during the breaks between sessions. This is especially powerful as the delegates are engaged and inspired by the topic.

Contact:
Susan Graves
Exhibition Sales and Sponsorship Executive, BDA
Susan.Graves@bda.org
020 7563 4175

Further information:
bda.org/events
**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.

- **25,301** average monthly users*
- **378,953** average monthly page views*
- **2,397,960** number of jobs alerts sent**
- **1,013,178** number of jobs views**
- **13,139** number of registered job seekers***
- **95%** of BDJ audience read the recruitment classified section^

**BDJ Marketplace**

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

- **3,889** average monthly users*
- **32,284** average monthly page views*
- **741,146** number of listings views†
- **89%** of practices purchased practice materials^  
  **81%** purchased equipment in the last 12 months^  
- **98%** of BDJ readers attended at least one training course over the last year^  
- **84%** of BDJ audience read the education & training classified section^
CONTACT US

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Visit our dedicated website for advertising clients:
partnerships.nature.com