AUDIENCE & REACH

➤ About us
➤ Our audience
➤ Recruitment: BDJ Jobs
➤ Classifieds: BDJ Marketplace
➤ Our publications
ABOUT US

The BDJ Portfolio of publications 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.

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:

1. **17,272** circulation to BDA Members 100% home delivered to dentists*
2. **81%** of readers are dentists**
3. **68,397** readers per issue**
4. **88%** of readers rated the quality of the BDJ as either excellent or good**
5. **77%** of readers take an action after viewing a product information ad**

RECRUITMENT

BDJ Jobs

UK’s leading dental recruitment hub for dentists, specialists, locums, and DCPs

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.

- 24,178 average monthly users
- 286,589 average monthly page views
- 2,732,403 jobs alerts sent in the past year
- 988,326 jobs views in the past year
- 16,886 registered job seekers
- 95% of BDJ audience read the recruitment classified section

*Google Analytics, January-October 2019 | **Madgex report, November 2018-October 2019 | ***Madgex report, November 2019 | ^Reader Survey 2018
CLASSIFIEDS

BDJ Marketplace

The first of its kind dedicated advertising space for dental products, services, property, and courses.

5,199 average monthly users*

14,238 average monthly page views*

2,236 listings in the past year†

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^
## OUR PUBLICATIONS

<table>
<thead>
<tr>
<th>Editorial Content</th>
<th>Flagship journal of BDA</th>
<th>Delivered to:</th>
<th>Delivered exclusively to:</th>
<th>Delivered to:</th>
<th>Delivered to:</th>
<th>Delivered to:</th>
<th>Delivered to:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>&gt; Dental industry news</td>
<td>&gt; BDA members</td>
<td>&gt; BDA members</td>
<td>&gt; Oral health researchers</td>
<td>&gt; BDA members</td>
<td>&gt; Practice managers</td>
<td>&gt; Practice managers</td>
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<tr>
<td></td>
<td>&gt; Original research</td>
<td></td>
<td></td>
<td>&gt; Medical and dental clinicians</td>
<td>&gt; International members</td>
<td>&gt; Nurses</td>
<td>&gt; Hygienists</td>
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<tr>
<td></td>
<td>&gt; Clinical reviews</td>
<td></td>
<td></td>
<td>&gt; Decision-makers</td>
<td>&gt; International members</td>
<td>&gt; Technicians</td>
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<tr>
<td></td>
<td>&gt; Features</td>
<td></td>
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<tr>
<td></td>
<td>&gt; Letters</td>
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<tr>
<td></td>
<td>&gt; Product news</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

### EDITORIAL CONTENT
- Dental industry news
- Original research
- Clinical reviews
- Features
- Letters
- Product news

### TARGET AUDIENCE
- Delivered to:
  - BDA members
  - International institutional subscribers
- Delivered exclusively to:
  - BDA members
  - BDA student members (includes undergrads)
- Delivered to:
  - BDA members
  - Medical and dental clinicians
  - Decision-makers
- Delivered to:
  - BDA members
  - International institutional and personal subscribers

### MARKET POSITION
- #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
- Free publication
- Online only
- Includes economic CPD alternatives

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Contact us
JOURNALS

- British Dental Journal
- BDJ In Practice
- BDJ Student
- BDJ Team
- BDJ Open
- Evidence-Based Dentistry
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

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

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%

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

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

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

**Average Unique Open Rate**
- 13.29%

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

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.

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

Ask us about regional targeting for print inserts and online banner adverts
**BDJ AUDIENCE**

**ACTION TAKEN AFTER SEEING AN AD**

<table>
<thead>
<tr>
<th>Action</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Applied for a job</td>
<td>34%</td>
</tr>
<tr>
<td>Visited a company website for more information</td>
<td>36%</td>
</tr>
<tr>
<td>Discussed the product/technology</td>
<td>25%</td>
</tr>
<tr>
<td>Enrolled on a training course</td>
<td>26%</td>
</tr>
<tr>
<td>Called a company for more information</td>
<td>16%</td>
</tr>
<tr>
<td>Purchased a new product/technology</td>
<td>16%</td>
</tr>
<tr>
<td>Recommended the product/technology to a colleague</td>
<td>15%</td>
</tr>
<tr>
<td>Sought financial services</td>
<td>7%</td>
</tr>
</tbody>
</table>

**PLACE OF WORK**

<table>
<thead>
<tr>
<th>Place of Work</th>
<th>Percentage</th>
</tr>
</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>
</tr>
<tr>
<td>Hospital dental services</td>
<td>4%</td>
</tr>
<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>
</tr>
</tbody>
</table>

**JOB TITLE**

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

**SERVICES READERS PERFORM**

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

**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

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

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

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

72% of readers do not work for a corporate
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.

Editorial Content
>
> Dental industry news
> Editorials on political hot topics
> BDA membership updates

Financial/economic data
> Practical practice advice
> Dentist-to-dentist referral

PRINT REACH*
12 issues a year
17,284 print circulation
100% home delivered
55,136 readership

MONTHLY WEB REACH**
1,745 page views
809 users
613 sessions

EMAIL REACH***
524 alert subscribers

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%

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

*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

Online Audience Breakdown
UK/Europe 46%
Americas 28%
Asia/ROW 26%

EMAIL REACH***
3,625 alert subscribers

Average Unique Open Rate 18.07%

*Google Analytics, January-June 2019 | **Hybris, September 2019
BDJ Open

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

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%

*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.

**PRINT REACH**
4 issues a year
21,078 print circulation
67,660 readership
100% home delivered

**MONTHLY WEB REACH**
13,816 page views
7,417 users
8,247 sessions

**EMAIL REACH**
15,628 alert subscribers

**PLACE OF WORK**
- Mixed NHS and private dental practice: 29%
- NHS dental practice: 17%
- Private dental practice: 17%
- Community dental services: 9%
- University: 7%
- Hospital dental services: 4%
- Salaried dental services: 3%
- Armed forces / military dental services: 1%

**PRODUCTS PURCHASED**
- Practice materials (incl. bonding, impressions materials): 72%
- Equipment (incl. handpieces, drills): 67%
- Oral health products: 64%
- Workwear: 56%
- Affiliated dental services (dental printing, waste mgt., etc.): 47%
- Computer hardware and / or software: 43%
- Furniture (incl. chairs, delivery systems, stools etc.): 39%
- Books and magazines: 37%

*Publisher Data, January-June 2019 | **Google Analytics, January-June 2019 | ***Hybris, September 2019 | ‡BDIA Dental Media Readership Survey, 2018
ADVERTISING SOLUTIONS

- Understand your campaign
- Performance marketing
- Custom content to promote your brand
- Inside View
- Email marketing
UNDERSTAND YOUR CAMPAIGN

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

YOUR CUSTOMER’S BUYING JOURNEY

BRAND AWARENESS

Impressions > Time in view > Reach > Page views

INTENT

Scroll depth > Time on site > Social reactions > Shares

EVALUATION

Clicks > Registration > Qualified leads

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

MARKETING SOLUTIONS

> Print advertising
> Alert advertising
> Banners

> Branded content
> Custom advertorial
> Performance marketing

> Email Marketing
> Cover tip ons/bound outserts
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* |
|-----------------------------|----------------------------------|
| In-View Time                | Over 3x longer than industry average |
| In-View Time > 30 Sec %     | Over 4x higher than industry average |
| Universal Interaction %     | Almost 2% higher than industry average |
| Universal Interaction Time  | Almost 2x longer than industry average |

*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 24,178 monthly visitors*

> Target your specialised audience by behaviour

RIGHT MESSAGE

> We create content our audience trusts built from over 148 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, January-October 2019
**Inside View**

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
- 150 reprints included

---

**TIME TO CHANGE. WHAT WILL THE NEW NHS CONTRACT MEAN?**

A conversation with **ROGER MATTHEWS**, Honorary Life President, Simplyhealth Professionals.

When the new contract with the Department of Health came into force in April 2006, it set new targets for the NHS, putting far more emphasis on preventive care. It also stretched dentists’ abilities. It was a retrograde step, with too many of the new targets based on UDA targets, which were no longer fit for purpose. The 2006 contract was designed to be flexible, but it did not encourage preventive care.

Next came two prototype models, testing how the new contract could work. The Department of Health hoped that these would help dentists and practices, and indeed they did. The prototype contract saw the prototypes in place everywhere at the same time, however, with too many changes at the same time. This made the new contract hard to implement.

What should dentists do? If you are battling against a current of mixed targets or endless “what’s next”, it might be time to look towards the future. Making that transition — whether partial or total — is made so much easier with a trusted mentor by your side. Simplyhealth Professionals will help you get the best out of your practice for your patients, your team and you.

**Contact us**

Book now at [www.denplan.co.uk/freshlook](http://www.denplan.co.uk/freshlook)

---

**Time to dive into a better direction for you and your practice?**

If you are battling against a current of mixed targets or endless “what’s next”, it might be time to look towards the future. Making that transition — whether partial or total — is made so much easier with a trusted mentor by your side. Simplyhealth Professionals will help you get the best out of your practice for your patients, your team and you.

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Book now at [www.denplan.co.uk/freshlook](http://www.denplan.co.uk/freshlook)
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.

Drive more traffic to your branded content through these additional channels

PRINT DISTRIBUTION
THIRD PARTY EMAIL
BANNERS
ALERTS
REPRINTS

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

*Native ad slot is only available to content created by the Nature Research Custom Media team.

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.
EMAIL MARKETING

BDJ Jobs Newsletters
Position your message alongside the latest BDA news, editorials from BDJ Jobs, and relevant articles from the BDJ Portfolio.

Jobseeker edition
Advertise your vacancies to dental professionals seeking jobs. Banner positions are also available.

Recruiter edition
Reach dental industry recruiters with banner adverts.

BDJ Jobs
Indemnity product launch from BDA

Position 1

BDJ Jobs
Indemnity product launch from BDA

Position 1

9,275+ subscribers

Position 2

Position 2

1,459+ subscribers

SAP Hybris, October 2019
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*

*SAP Hybris, October 2019
<table>
<thead>
<tr>
<th>ISSUE DATE</th>
<th>BOOKING DEADLINE - 4PM</th>
<th>COPY DEADLINE - 10AM</th>
<th>FEATURE ON</th>
<th>BONUS CIRCULATION</th>
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</thead>
<tbody>
<tr>
<td>10-Jan</td>
<td>7-Jan</td>
<td>8-Jan</td>
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<tr>
<td>24-Jan</td>
<td>21-Jan</td>
<td>22-Jan</td>
<td>CPD, Education and Training</td>
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<tr>
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<tr>
<td>28-Feb</td>
<td>25-Feb</td>
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<td>27-Mar</td>
<td>24-Mar</td>
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<td>Dental Groups</td>
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<td>Overseas Recruitment</td>
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<td>8-May</td>
<td>4-May</td>
<td>5-May</td>
<td></td>
<td>BDA Conference and Dentistry Show</td>
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<td>22-May</td>
<td>19-May</td>
<td>20-May</td>
<td>Financial Services</td>
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<td>12-Jun</td>
<td>9-Jun</td>
<td>10-Jun</td>
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OTHER ADVERTISING OPPORTUNITIES

BDA events
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:
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