



BDJ

PORTFOLIO

Classified
Advertising
Options
2020

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the document

AUDIENCE & REACH

- About us
- Our audience
- Recruitment: BDJ Jobs
- Classifieds: BDJ Marketplace
- Our Publications

JOURNALS

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

ADVERTISING SOLUTIONS

- Understand your campaign
- Performance marketing
- Custom content to promote your brand
- Email Marketing

2020 CALENDAR

OTHER ADVERTISING OPPORTUNITIES

- BDA events

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AUDIENCE & REACH

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- 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.

BDJ Jobs	BDJ <small>British Dental Journal</small>	BDJ InPractice	BDJ Open
BDJ Marketplace	EBD <small>Evidence-Based Dentistry</small>	BDJ Student	BDJ Team

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

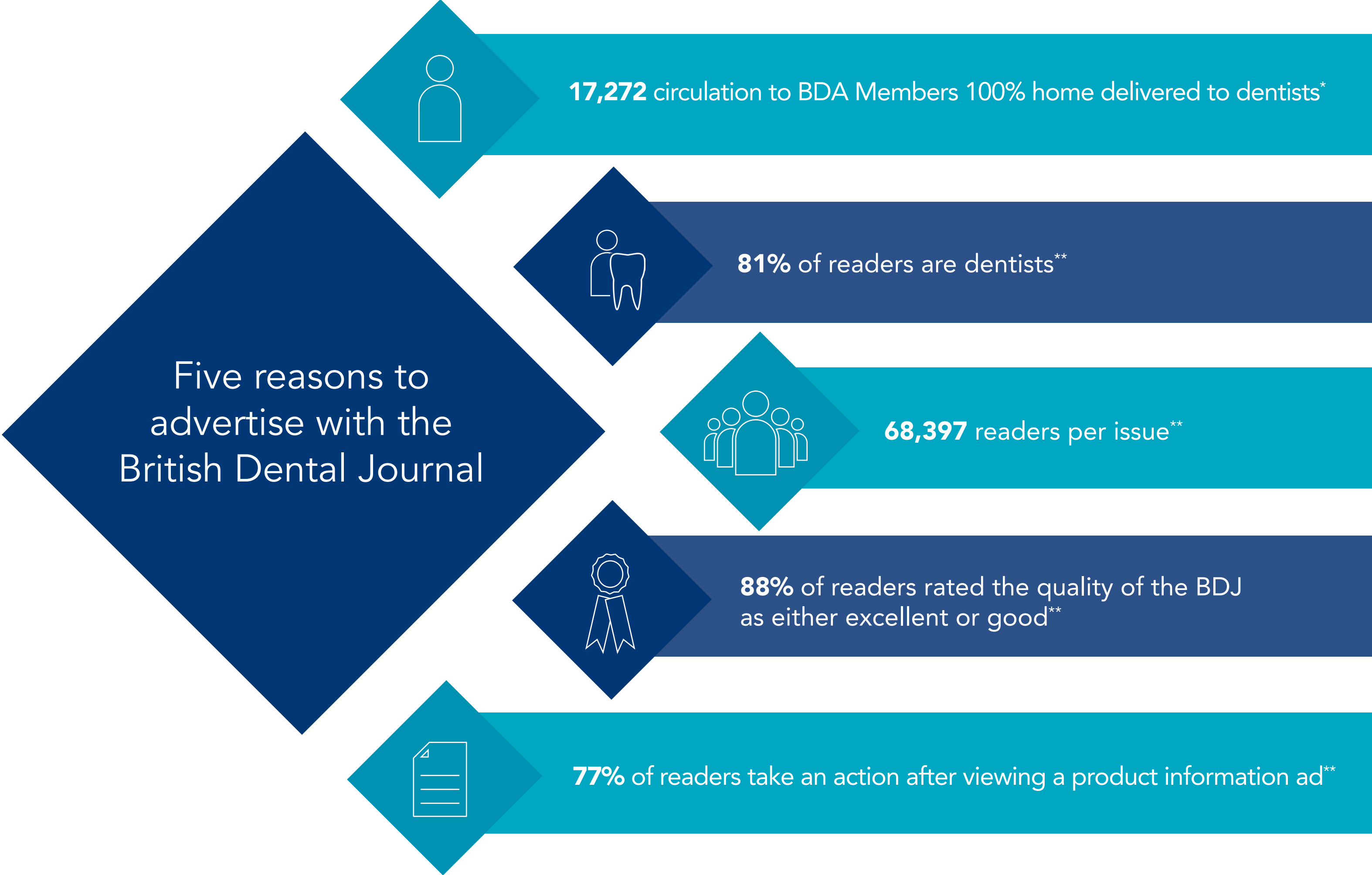
DENTISTS/SPECIALISTS
DENTAL STUDENTS
NURSES/TECHNICIANS
HYGIENISTS
PRACTICE MANAGERS

#1

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

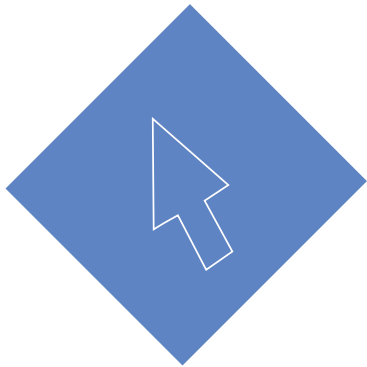


*Full ABC's British Dental Journal Report Jan-Dec 2018 | **Signet Research's BDJ AdEffect™ Master Report 2019.

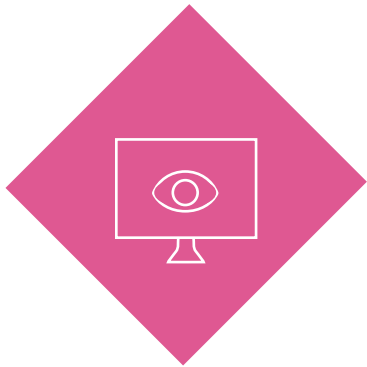
RECRUITMENT

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*



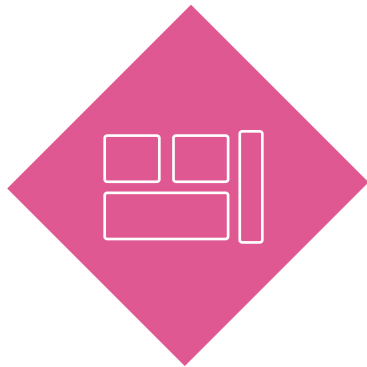
2,732,403 jobs alerts
sent in the past year**



988,326 jobs views
in the past year**



16,886 registered
job seekers***



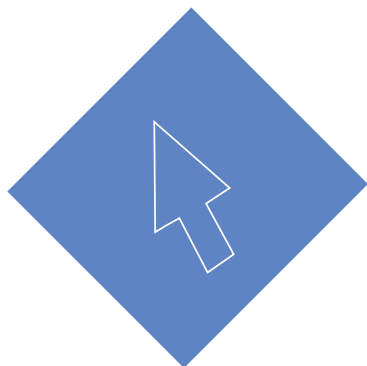
95% of BDJ audience
read the recruitment
classified section^

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

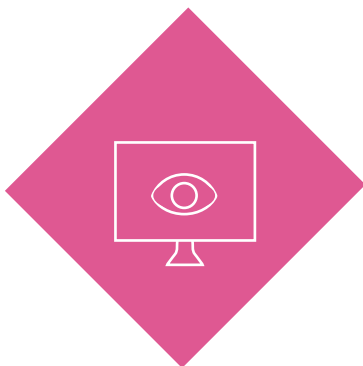
CLASSIFIEDS

BDJ Marketplace

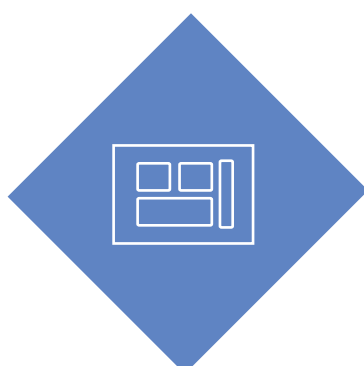
The first of its kind dedicated advertising space for **dental products, services, property, and courses.**



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^





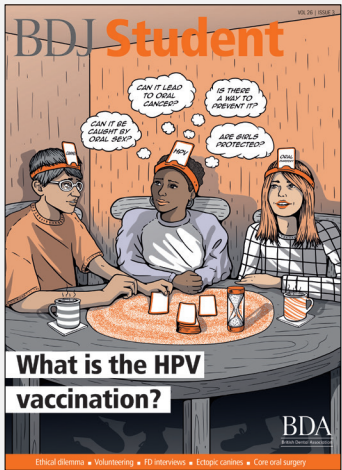
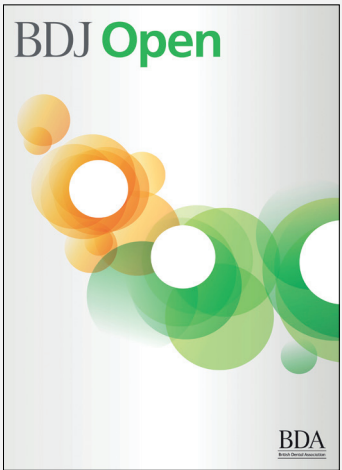
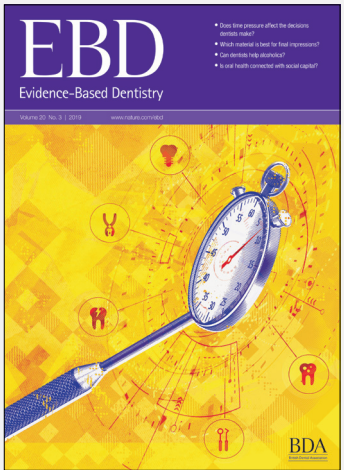
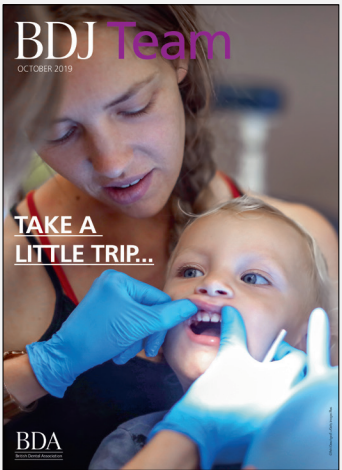
98% of BDJ readers attended
at least one training course
over the last year^



84% of BDJ audience
read the education &
training classified section^

*Google Analytics, January-October 2019 | ^Reader Survey 2018 | †Fiare report, November 2018-October 2019

OUR PUBLICATIONS

						
EDITORIAL CONTENT	<p>Flagship journal of BDA</p> <ul style="list-style-type: none">> Original research> Clinical reviews> Features> Letters> Product news	<ul style="list-style-type: none">> Dental industry news> Editorials on hot topics> Best Practice advice> Dentist-to-dentist referrals	<ul style="list-style-type: none">> News and views> Editorials> Features> Educational reviews> Career advice> Training> Forums	<p>Primary research on dental and oral health</p>	<p>Best available evidence on the latest developments in oral health</p>	<ul style="list-style-type: none">> Interviews> Core CPD topics> Clinical research> Advice> Letters> Dental products news
TARGET AUDIENCE	<p>Delivered to:</p> <ul style="list-style-type: none">> BDA members> International institutional subscribers	<p>Delivered exclusively to:</p> <ul style="list-style-type: none">> BDA members	<p>Delivered to:</p> <ul style="list-style-type: none">> BDA student members (includes undergrads)	<ul style="list-style-type: none">> Oral health researchers> Medical and dental clinicians> Decision-makers	<p>Delivered to:</p> <ul style="list-style-type: none">> BDA members> International institutional and personal subscribers	<ul style="list-style-type: none">> Practice managers> Nurses> Hygienists> Technicians
MARKET POSITION*	<ul style="list-style-type: none">> #1 for Readership> #1 for Awareness> 1st choice preference> 100% home delivered	<ul style="list-style-type: none">> New website launched in 2019> 100% home delivered	<ul style="list-style-type: none">> New website launched in 2019> The only publication targeting dental students	<ul style="list-style-type: none">> Open Access> Online only	<p>Inbound into BDJ</p>	<ul style="list-style-type: none">> Free publication> Online only> Includes economic CPD alternatives

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.



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.



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*



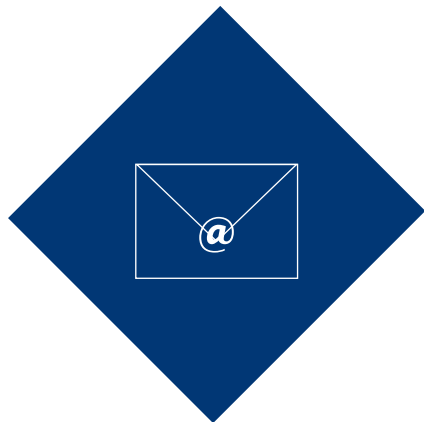
MONTHLY WEB REACH**
239,341 page views
115,247 users
148,484 sessions

Print Audience Breakdown

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

Online Audience Breakdown

UK/Europe	35%
Americas	30%
Asia/ROW	35%



EMAIL REACH***
17,399 alert subscribers

Average Unique Open Rate
13.29%

Editorial Content

- > Original research
- > Clinical reviews
- > Features
- > Letters
- > Product news

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

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



BDJ AUDIENCE*

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%

JOB TITLE

Dentist	81%	Student	4%
Professor/lecturer	3%	Other	11%
Dental care professional	1%		

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%

SERVICES READERS PERFORM

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

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

72% of readers do not work for a corporate

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

*BDIA Dental Media Readership Survey, 2018

BDJ InPractice

NEW WEBSITE launched in 2019
nature.com/bdjinpractice

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

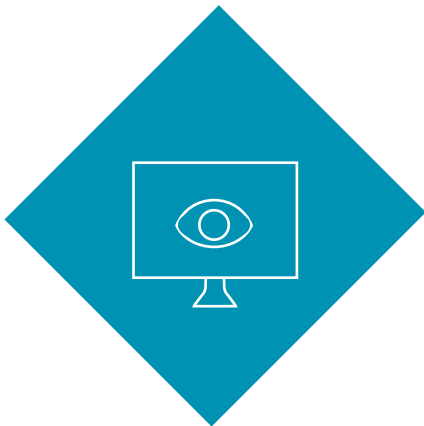
- > Dental industry news
- > Editorials on political hot topics
- > BDA membership updates
- > Financial/economic data
- > Practical practice advice
- > Dentist-to-dentist referral



PRINT REACH*

12 issues a year
17,284 print circulation
100% home delivered

55,136 readership

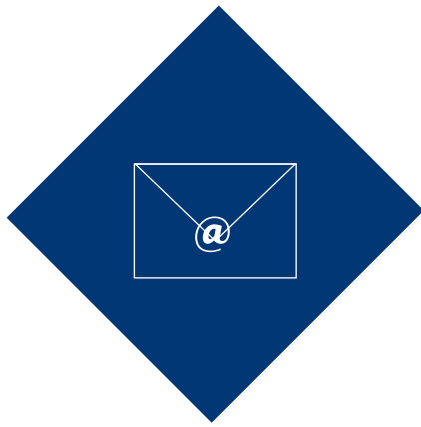


MONTHLY WEB REACH**

1,745 page views
809 users
613 sessions

Online Audience Breakdown

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



EMAIL REACH***

524 alert subscribers

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%

BDJ Student

NEW WEBSITE launched in 2019
nature.com/bdjstudent

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

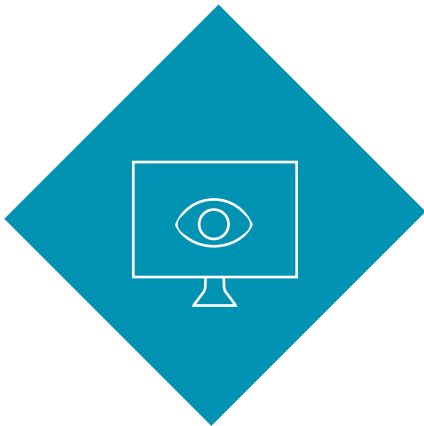
Establish your brand early with future dentists including:

- > 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%

BDJ Team

A free online publication for the whole dental team

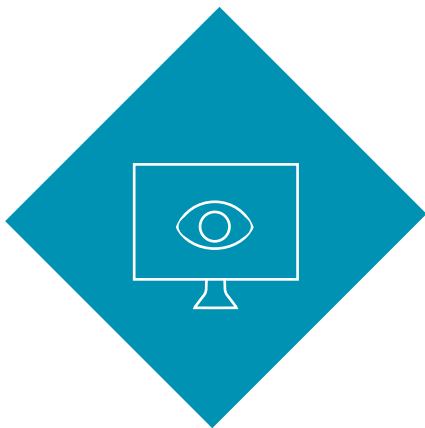
BDJ Team supports dental care professionals (DCPs) in their working lives through inspirational stories, news and reviews, advice articles, dental product information, and relevant clinical research. BDJ Team also provides verifiable continuing professional development (CPD) as required for General Dental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

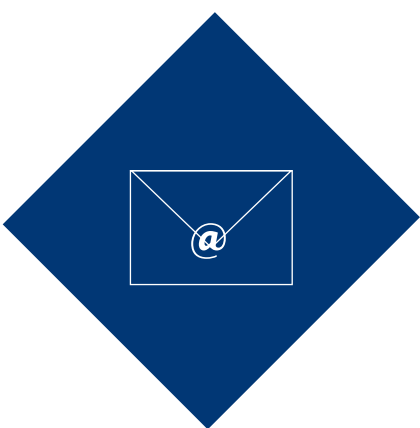


MONTHLY WEB REACH**

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%

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.

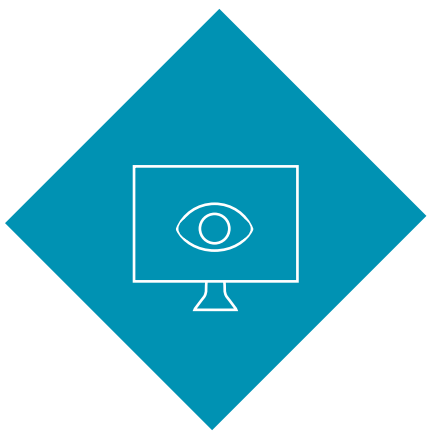
BDJ Open readers work at practices that employ 21 people.^{***}

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

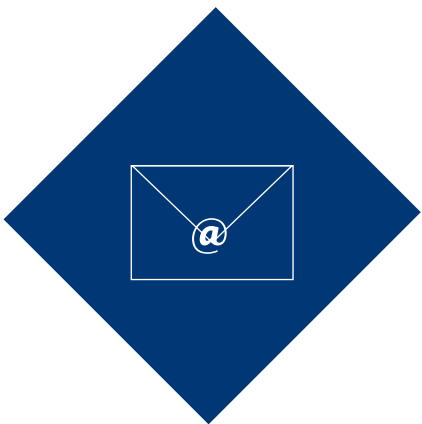


MONTHLY WEB REACH**

3,109 page views
1,634 users
1,425 sessions

Online Audience Breakdown

UK/Europe	30%
Asia/ROW	43%
Americas	27%



EMAIL REACH***

2,970 alert subscribers

Average Unique Open Rate
17.37%

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%



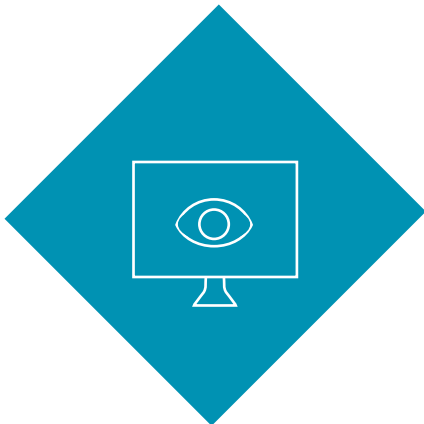
EBD readers work at practices that employ an average of 20 people.***

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
Inbound into BDJ
100% home delivered

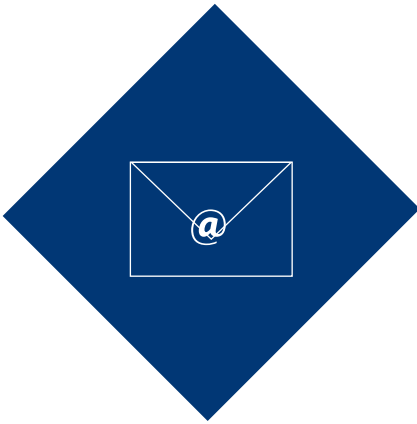


MONTHLY WEB REACH**

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

Online Audience Breakdown

UK/Europe	30%
Americas	35%
Asia/ROW	35%



EMAIL REACH***

15,628 alert subscribers

Average Unique Open Rate

13.92%

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%

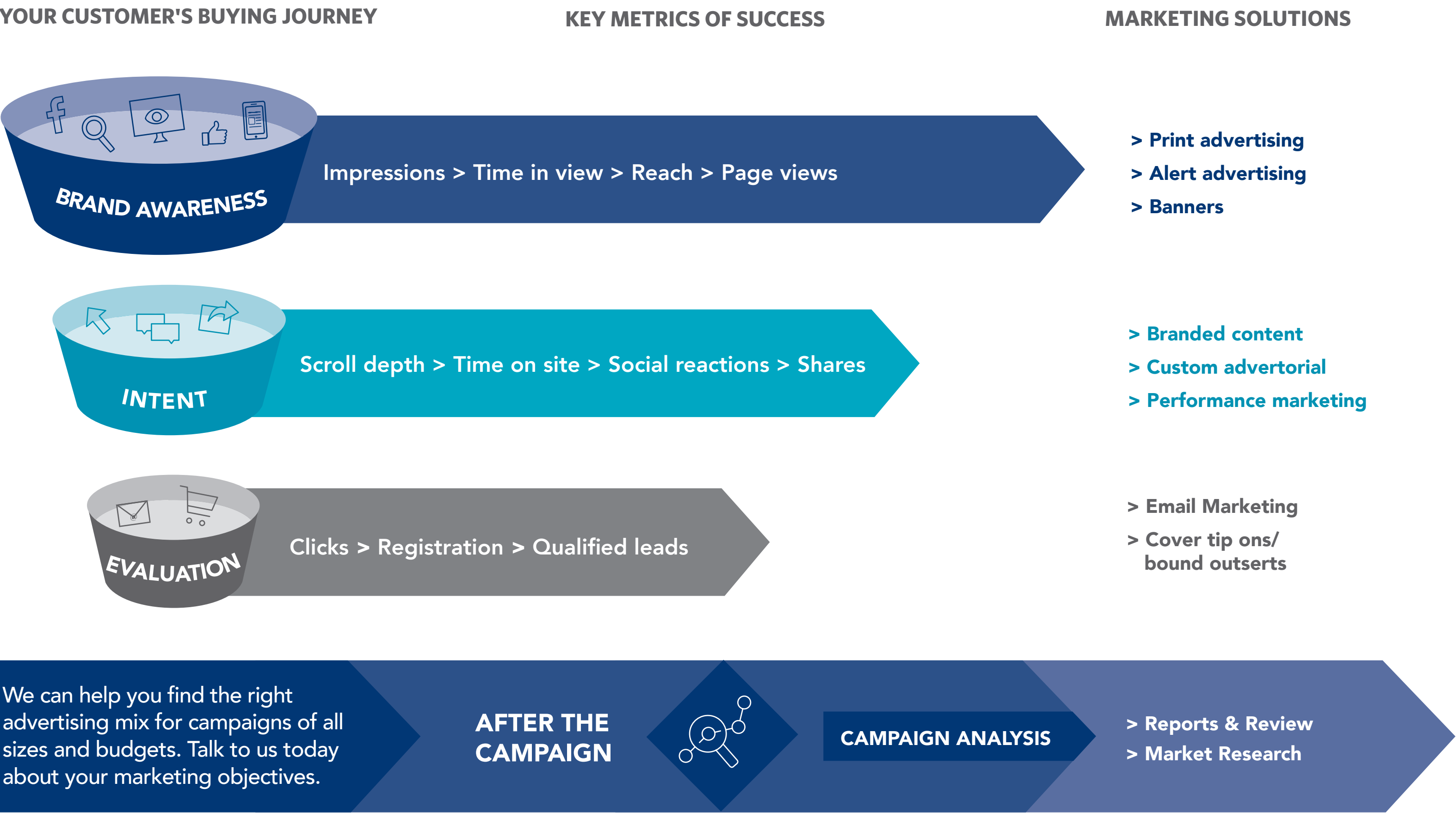
*Publisher Data, January-June 2019 | **Google Analytics, January-June 2019 | ***Hybris, September 2019 | ‡BDIA Dental Media Readership Survey, 2018

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.



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



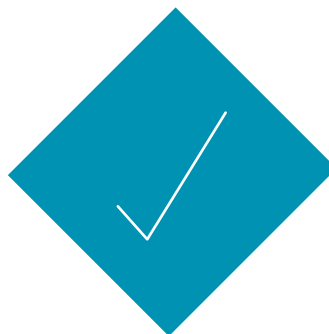
RIGHT MESSAGE

- > 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

CUSTOM CONTENT TO PROMOTE YOUR BRAND

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

[**insideview**]

ADVERTISEMENT FEATURE

TIME TO CHANGE: WHAT WILL THE NEW NHS CONTRACT MEAN?

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



The current National Health Service (NHS) dental contract came into force in England in 2006. Previously, dentists were paid for each item of treatment they provided; now they are reimbursed per course of treatment, measured as 'units of dental activity' (UDAs). Whereas the original contract rewarded dentists for overtreatment, the 2006 contract changed the dynamic, and dentists struggled to accommodate all their NHS patients with their allocation of treatment courses. In 2009, the influential Steele Review recommended a 'blended contract' with an increased focus on preventive dentistry. The Department of Health held some pilot trials of the new programme, and since 2015 has been testing a prototype remuneration model. Roger Matthews, previously the chief dental officer at dental payment plan provider Denplan, now Simplyhealth Professionals, gives his thoughts on the new contract and how its rollout could affect both dentists and patients.

What are the issues with the current contract?
The 2006 contract resulted in constricted funding, a commoditisation of dentistry, a drop in care quality and a reduced focus on preventive care. It put pressure on dentists and practices, and virtually forced dentists to move to a combination of NHS and private practice in order to meet the needs of their patients under the UDA-based system. This led to less care for those who were most in need.

In order to improve the quality of dental care, maintain access for patients and provide a fair service, the contract had to change. Patients wanted a change too. They want continuity of care, so that they can develop trust and confidence in their dentist. They want quality of care. And they want good communication, and clear indications of what is available on the NHS (and what isn't), and what they need to pay.

What was the impact of the initial pilot programme?
For dentists who had worked under the 2006 contract with UDAs, key performance indicators (KPIs) and intensive contracts — the pilot programme came as a breath of fresh air. It provided them with more freedom, and allowed them to focus more on preventive care. The practice teams liked it and the patients liked it, but the problem was it decimated access.

Next came two prototype models, were they as successful?
The dentists who were working under the 2006 contract saw the prototypes as an improvement with more of an emphasis on preventive care. Those who had been involved in the pilot, however, saw the prototypes as a retrograde step, with too much reliance on multiple targets: capitation — payment per registered and regularly-attending patient — and UDAs and KPIs. The prototypes require a lot of additional administration.

Over my career as a dentist, which began in the early 1970s, the demographic of patients has changed. Then, most patients needed a moderate amount of treatment, and only a few needed little or no treatment, or indeed highly complex interventions. Now many need little or no treatment other than advice or self-care, and an increasing number need complex treatment. I don't think the prototypes really reflect this reversal.

When will the new contract be introduced?
The new contract will be rolled out from April 2020, according to recent predictions. But before then, final decisions need to be taken about the model, and then the legislation must get through parliament. This doesn't leave a lot of time for evaluation of the prototypes and for making changes based on the evidence collected.

There are still a lot of questions to be answered. Is the patient charge regime appropriate? How will we pay associates under the new regime? If the contract is rolled out rather than put in place everywhere at the same time, how will the initial practices be chosen? And how will payments and patient fees be managed if the 2006 and 2020 contracts are in place at the same time in different localities and practices?

Another concern is that the latest NHS 10-year plan, which announced increases in funding over the five years beginning 2019/2020, doesn't mention dental care.

DENTISTS NEED TO LOOK CAREFULLY AT THEIR BUSINESS PLAN.

Good oral care improves cardiovascular, diabetic and renal outcomes, and should be part of overall healthcare.

What should dentists do?
Dentists who are struggling to work under the current NHS contract need to look carefully at their business plan and how they want to work in the future. This doesn't necessarily mean stepping away from NHS work — you can stay in the NHS and work creatively, for example by getting children and families engaged in preventive care. Another approach could be moving towards a mixed practice, combining both NHS and private work. Changing how the practice operates requires inspiration — and support from expert and trusted advisors who can counsel and coach.

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

If you are battling against a current of missed targets or endless NHS admin, it might be time to change your perspective.

Making that transition — whether partial or total — is made so much easier with a trusted specialist by your side.

Simplyhealth Professionals will help you get the best out of your practice for your patients, your team and you.

Our Fresh Look events, specially designed for non-members, provide the inspiration you need to find a new direction for your practice.

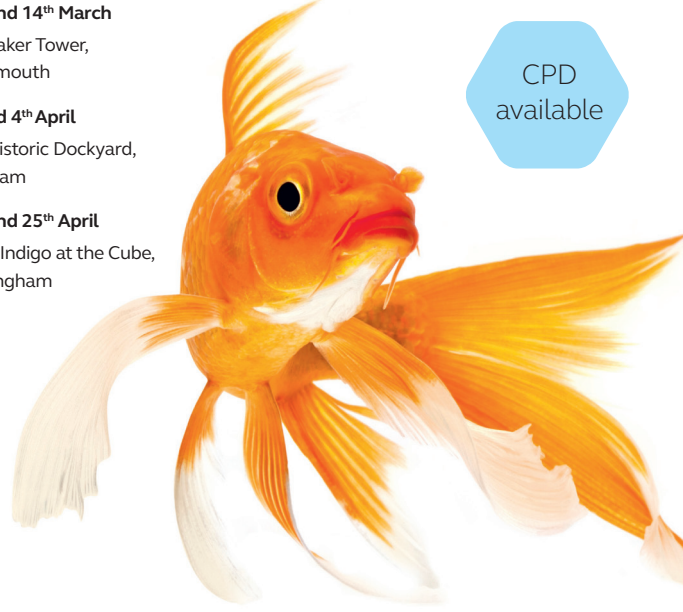
Featuring Catherine Rutland, Head of Professional Support Services, who will be speaking on current issues in NHS dentistry. Plus, you'll discover how your own bespoke payment plans can work simply and in harmony within a mixed NHS practice.

13th and 14th March
Spinnaker Tower, Portsmouth


3rd and 4th April
The Historic Dockyard, Chatham

24th and 25th April
Hotel Indigo at the Cube, Birmingham

CPD available



Book now at www.denplan.co.uk/freshlook

 **Simplyhealth**
Professionals

CPA1927 02-19



CUSTOM CONTENT TO PROMOTE YOUR BRAND

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

How will my branded content be discovered?

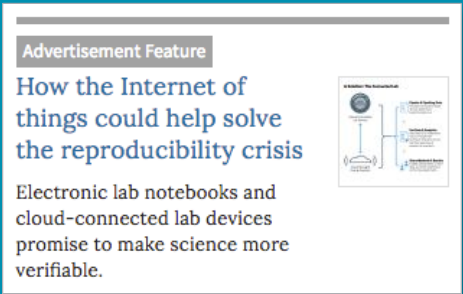
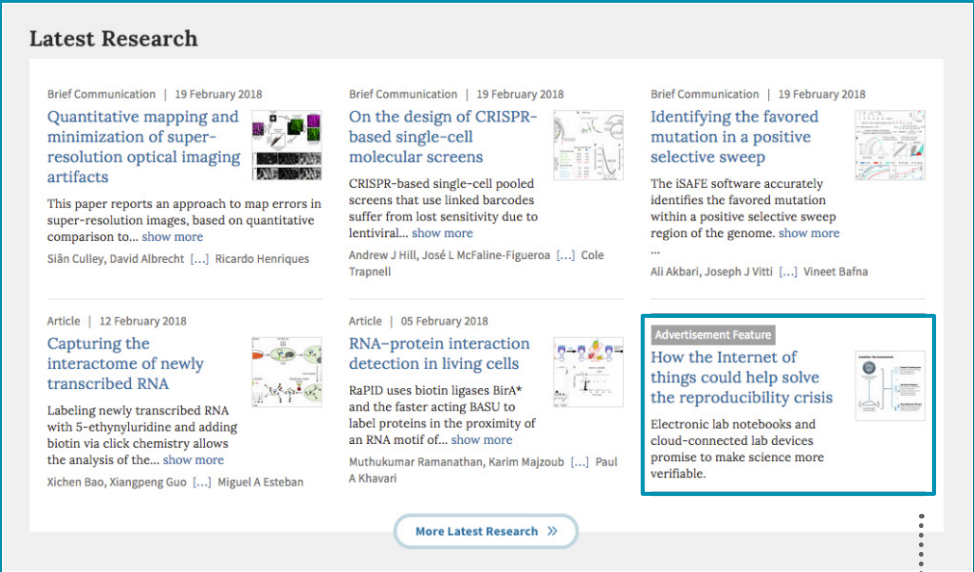
Sample social post

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.



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

Drive more traffic to your branded content through these additional channels



PRINT DISTRIBUTION



THIRD PARTY EMAIL



BANNERS



ALERTS



REPRINTS

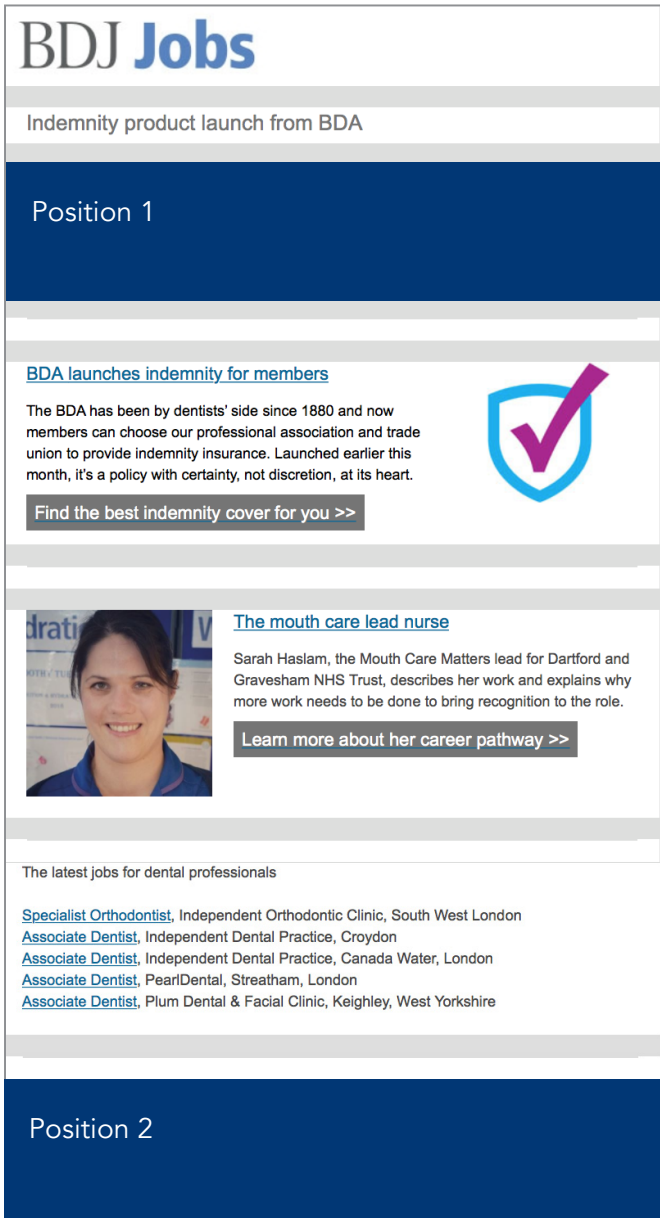
EMAIL MARKETING

BDJ Jobs Newsletters

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

Jobseeker edition

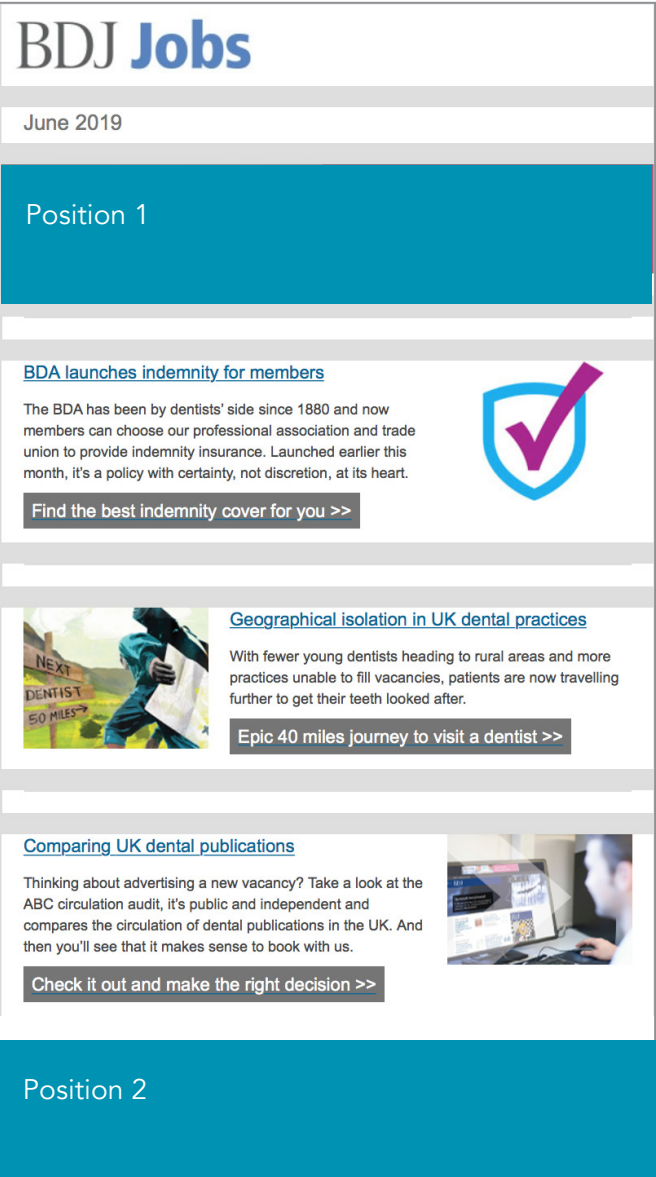
Advertise your vacancies to dental professionals seeking jobs. Banner positions are also available.



9,275+ subscribers

Recruiter edition

Reach dental industry recruiters with banner adverts.



1,459+ subscribers

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.



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Ultra-thin and flexible backrest.
Low base-down point.
Ergonomic delivery system options.

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60° swivel with brake.

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10,000+
third party email
subscribers*

Alert adverting
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.



BDJ **BDA**
British Dental Association

Position 1

TABLE OF CONTENTS

Volume 226, Issue 4

BDJ In this issue
• Editorial
• Letters
• News
• Interview
• Opinion
• Clinical
• Research highlights
• Research
• Education
• General
• Product News

EDITORIAL

The democratisation of dentistry
Stephen Hancocks
British Dental Journal 2019 226 :237 - 237; February 22, 2019;
10.1038/s41415-019-0016-1
[Abstract](#) | [Full Text](#) | [PDF](#)

Position 2



17,000+
BDJ alerts
subscribers*

2020 CALENDAR

BDJ PORTFOLIO PUBLICATION CALENDAR 2020

ISSUE DATE	BOOKING DEADLINE - 4PM	COPY DEADLINE - 10AM	FEATURE ON	BONUS CIRCULATION
10-Jan	7-Jan	8-Jan		
24-Jan	21-Jan	22-Jan	CPD, Education and Training	
14-Feb	11-Feb	12-Feb		
28-Feb	25-Feb	26-Feb	Recruitment Agencies	
13-Mar	10-Mar	11-Mar		
27-Mar	24-Mar	25-Mar	Dental Groups	
10-Apr	7-Apr	7-Apr	Overseas Recruitment	
24-Apr	21-Apr	22-Apr		
8-May	4-May	5-May		BDA Conference and Dentistry Show
22-May	19-May	20-May	Financial Services	
12-Jun	9-Jun	10-Jun	Property and Premises	
26-Jun	23-Jun	24-Jun		
10-Jul	7-Jul	8-Jul	CPD, Education and Training	
24-Jul	21-Jul	22-Jul		
14-Aug	11-Aug	12-Aug	Referrals	
28-Aug	25-Aug	26-Aug		
11-Sep	8-Sep	9-Sep	Recruitment Agencies	
25-Sep	22-Sep	23-Sep	Legal Services	BDIA Dental Showcase
9-Oct	6-Oct	7-Oct		
23-Oct	20-Oct	21-Oct	Financial Services	
13-Nov	10-Nov	11-Nov		
27-Nov	24-Nov	25-Nov	Overseas Recruitment	
11-Dec	8-Dec	9-Dec		
18-Dec	15-Dec	16-Dec	Property and Premises	

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.



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bda.org/events



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