ABOUT US

At Springer Nature, we publish six dentistry journals on behalf of the British Dental Association (BDA). The BDA is a professional association and trade union for dentists in the United Kingdom, with a mission to advance the science, arts and ethics of dentistry; and improve the nation’s oral health.

Our six journals, known as the British Dental Journal (BDJ) Portfolio, reach nearly 16,500 BDA members* every fortnight. Our publications provide you with unrivalled reach to the UK dental market, with dental professionals accessing our content and services throughout their entire professional careers.

The BDJ Portfolio journals:

Supporting dental professionals at all levels including:

**DENTISTS/SPECIALISTS**
**DENTAL STUDENTS**
**NURSES/TECHNICIANS**
**HYGIENISTS**
**PRACTICE MANAGERS**
BRITISH DENTAL JOURNAL AUDIENCE

Five reasons to advertise with the British Dental Journal

1. **16,498** circulation to BDA Members 100% home delivered to dentists*

2. **75%** of readers are dentists/specialists**

3. **58,899** readers per issue^*

4. **87%** of readers consider the product information*** very/quite useful

5. **69%** of readers take an action after viewing a product information ad^*

## OUR PUBLICATIONS

<table>
<thead>
<tr>
<th>PLATFORM</th>
<th>JOURNAL &amp; ONLINE</th>
<th>JOURNAL &amp; ONLINE</th>
<th>JOURNAL &amp; ONLINE</th>
<th>ONLINE ONLY</th>
<th>ONLINE ONLY</th>
<th>ONLINE ONLY</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EDITORIAL CONTENT</strong></td>
<td>Flagship journal of BDA &gt; Original research &gt; Clinical reviews &gt; Features &gt; Letters &gt; Product news</td>
<td>Best available evidence on the latest developments in oral health</td>
<td>&gt; Dental industry news &gt; Editorials on hot topics &gt; Best Practice advice &gt; Dentist-to-dentist referrals</td>
<td>&gt; News and views &gt; Editorials &gt; Features &gt; Educational reviews &gt; Career advice &gt; Training &gt; Forums</td>
<td>Primary research on dental and oral health</td>
<td>&gt; Interviews &gt; Core CPD topics &gt; Clinical research &gt; Advice &gt; Letters &gt; Dental products news</td>
</tr>
<tr>
<td><strong>TARGET AUDIENCE</strong></td>
<td>100% home delivered to: &gt; BDA members &gt; International institutional subscribers</td>
<td>Delivered to: &gt; BDA members &gt; International institutional and personal subscribers</td>
<td>100% home delivered to: &gt; Exclusively to BDA members</td>
<td>&gt; BDA student members (includes undergrads)</td>
<td>&gt; Oral health researchers &gt; Medical and dental clinicians &gt; Decision-makers</td>
<td>&gt; Practice managers &gt; Nurses &gt; Hygienists &gt; Technicians</td>
</tr>
<tr>
<td><strong>MARKET POSITION</strong></td>
<td>UK’s #1 subscription based dentistry journal</td>
<td>Inbound into BDJ</td>
<td>UK’s #1 subscription based dental practice journal</td>
<td>&gt; The only publication targeting dental students</td>
<td>&gt; Open Access</td>
<td>&gt; Free publication &gt; Includes economic CPD alternatives</td>
</tr>
</tbody>
</table>
JOURNALS

- British Dental Journal
- Evidence-Based Dentistry
- BDJ In Practice
- BDJ Student
- BDJ Team
- BDJ Open
- 2023 Calendar
The flagship journal of the British Dental Association (BDA)
The British Dental Journal (BDJ) is home 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.

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

**JOURNAL REACH**
- 24 issues a year
- 16,498 print circulation
- 100% home delivered
- 58,899 readership

**MONTHLY WEB REACH**
- 232,958 page views
- 127,151 users
- 159,218 sessions

**EMAIL REACH**
- 17,486 alert subscribers

Online Audience Breakdown
- UK/Europe: 38%
- Americas: 29%
- Asia/ROW: 33%

*Audit Bureau of Circulation (ABC), January-December 2021 | **Google Analytics, September 2021-August 2022 | ***Hybris, August 2021 | ^Audit Bureau of Circulation (ABC), January-December 2021, BDJ Publications and Services Survey 2020
BDJ AUDIENCE

PRODUCTS PURCHASED*

<table>
<thead>
<tr>
<th>Product</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Workwear (including PPE)</td>
<td>89%</td>
</tr>
<tr>
<td>Practice materials (including bonding, impressions materials, etc.)</td>
<td>86%</td>
</tr>
<tr>
<td>Equipment (including handpieces, drills, etc.)</td>
<td>74%</td>
</tr>
<tr>
<td>Oral health products</td>
<td>70%</td>
</tr>
<tr>
<td>Computer hardware and/or software</td>
<td>53%</td>
</tr>
<tr>
<td>Affiliated dental services (e.g. Dental printing, waste management, etc.)</td>
<td>53%</td>
</tr>
</tbody>
</table>

SERVICES READERS PERFORM*

<table>
<thead>
<tr>
<th>Service</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Crowns</td>
<td>94%</td>
</tr>
<tr>
<td>Bridges</td>
<td>92%</td>
</tr>
<tr>
<td>Endodontics</td>
<td>90%</td>
</tr>
<tr>
<td>Periodontics</td>
<td>84%</td>
</tr>
<tr>
<td>Implants</td>
<td>47%</td>
</tr>
<tr>
<td>Restorative</td>
<td>94%</td>
</tr>
<tr>
<td>Whitening</td>
<td>91%</td>
</tr>
<tr>
<td>Veneers</td>
<td>85%</td>
</tr>
<tr>
<td>Orthodontics</td>
<td>54%</td>
</tr>
</tbody>
</table>

WHAT READERS SAY ABOUT BDJ^:

“Quick way to update on evidence base and keep up with dental news in the UK. Also update on new products.”

“Good for relevant CPD and to keep up to date with new developments.”

“I found the journal useful, particularly during covid where it was able to keep up abreast of what was happening on the ground. I read this every month.”

71% of readers state they have taken action after seeing an advertisement or article in the BDJ^
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.*

**JOURNAL REACH**
4 issues a year
16,663 print circulation
48,824 readership
100% home delivered

**MONTHLY WEB REACH**
22,009 page views
15,326 users
16,925 sessions

**EMAIL REACH**
15,536 alert subscribers

*Publisher Data, January-August 2022 | **Google Analytics, September 2021-August 2022 | ***SAP Hybris, August 2022 | *Publisher Data, January-June 2022, BDJ Publications and Services Survey 2020*
BDJ In Practice

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

**What Readers Say About BDJ In Practice†:**

“I rely on it to find out about new compulsory things like guidelines which don’t seem to be communicated to practices by any other routes.”

“Use it to keep up to date with recent advances and as inspiration of new things to research and read further on.”

“I feel BDJ In Practice is one of the most useful journals I have read. And it is so relevant in today’s practice and keeps us abreast of the technological and practical advances in dentistry.”

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*Contact us*

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*BDJ Publications and Services Survey 2020* | *Signet AdAppeal™ report for BDJ In Practice, June 2021*
**BDJ Student**

**BDA’s official online 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

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

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**MONTHLY WEB REACH**
- 4,146 page views
- 2,182 users
- 2,148 sessions

**EMAIL REACH**
- 4,686 alert subscribers

**Online Audience Breakdown**
- UK/Europe: 45%
- Americas: 17%
- Asia/RoW: 38%

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*Google Analytics, September 2021-August 2022 | SAP Hybris, August 2022*
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***

- 23,831 page views
- 16,350 users
- 18,164 sessions

**EMAIL REACH****

- 5,968 alert subscribers

**Online Audience Breakdown**

- UK/Europe: 44%
- Americas: 30%
- Asia/RoW: 26%

*Google Analytics, September 2021-August 2022 | **SAP Hybris, August 2022*
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
- Prosthodontics
- Orthodontics
- Oral biology
- Oral health researchers
- Medical and dental clinicians
- Decision-makers

MONTHLY WEB REACH*

9,821 page views
5,990 users
6,184 sessions

EMAIL REACH**

5,904 alert subscribers

Online Audience Breakdown
UK/Europe: 27%
Americas: 35%
Asia/RoW: 38%

*Google Analytics, September 2021-August 2022 | **SAP Hybris, August 2022
# BDJ PORTFOLIO PUBLICATION CALENDAR 2023

<table>
<thead>
<tr>
<th>PUBLICATION</th>
<th>ISSUE DATE</th>
<th>DELIVERY DATE</th>
<th>SPECIAL FEATURES</th>
<th>CONFERENCE BONUS DISTRIBUTION</th>
<th>PR CLOSE</th>
<th>BOOKING DEADLINE</th>
<th>COPY DUE</th>
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<tbody>
<tr>
<td>BDJ</td>
<td>13-Jan</td>
<td>17-Jan</td>
<td></td>
<td></td>
<td>16-Dec</td>
<td>23-Dec</td>
<td>4-Jan</td>
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<tr>
<td>BDJ InPractice</td>
<td>January</td>
<td>17-Jan</td>
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<td>12-Dec</td>
<td>19-Dec</td>
<td>21-Dec</td>
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<tr>
<td>BDJ</td>
<td>27-Jan</td>
<td>31-Jan</td>
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<td>9-Jan</td>
<td>16-Jan</td>
<td>18-Jan</td>
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<tr>
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<td>10-Feb</td>
<td>14-Feb</td>
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<td>23-Jan</td>
<td>30-Jan</td>
<td>1-Feb</td>
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<tr>
<td>BDJ InPractice</td>
<td>February</td>
<td>14-Feb</td>
<td>Themed issue - Tooth Wear Signet Survey: Ad Brand</td>
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<td>17-Jan</td>
<td>24-Jan</td>
<td>26-Jan</td>
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<tr>
<td>BDJ</td>
<td>24-Feb</td>
<td>28-Feb</td>
<td></td>
<td>Themed issue - Tooth Wear Signet Survey: Ad Brand</td>
<td>6-Feb</td>
<td>13-Feb</td>
<td>15-Feb</td>
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<tr>
<td>BDJ</td>
<td>10-Mar</td>
<td>14-Mar</td>
<td>BDIA Conference Preview</td>
<td>BDIA Dental Showcase</td>
<td>20-Feb</td>
<td>27-Feb</td>
<td>1-Mar</td>
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<td>BDJ InPractice</td>
<td>March</td>
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<td>BDIA Dental Showcase</td>
<td>14-Feb</td>
<td>21-Feb</td>
<td>23-Feb</td>
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<tr>
<td>BDJ</td>
<td>24-Mar</td>
<td>28-Mar</td>
<td>Evidence-Based Dentistry</td>
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<td>13-Mar</td>
<td>15-Mar</td>
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<td>18-Apr</td>
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<td></td>
<td>23-Mar</td>
<td>30-Mar</td>
<td>3-Apr</td>
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<td>BDJ InPractice</td>
<td>April</td>
<td>18-Apr</td>
<td>British Dental Conference and Dentistry Show</td>
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<td>24-Mar</td>
<td>28-Mar</td>
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<tr>
<td>BDJ</td>
<td>28-Apr</td>
<td>3-May</td>
<td>Dentistry Show Preview</td>
<td>British Dental Conference and Dentistry Show</td>
<td>10-Apr</td>
<td>17-Apr</td>
<td>19-Apr</td>
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<tr>
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<td>12-May</td>
<td>16-May</td>
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<td>21-Apr</td>
<td>28-Apr</td>
<td>3-May</td>
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<tr>
<td>BDJ InPractice</td>
<td>May</td>
<td>16-May</td>
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<td>17-Apr</td>
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<td>26-Apr</td>
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<td>31-May</td>
<td>Themed issue: Cleft Signet Survey: Ad Study (Recall)</td>
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<td>8-May</td>
<td>15-May</td>
<td>17-May</td>
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<tr>
<td>BDJ</td>
<td>9-Jun</td>
<td>13-Jun</td>
<td></td>
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<td>19-May</td>
<td>26-May</td>
<td>31-May</td>
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<tr>
<td>BDJ InPractice</td>
<td>June</td>
<td>13-Jun</td>
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<td>15-May</td>
<td>22-May</td>
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<td>23-Jun</td>
<td>27-Jun</td>
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<td>5-Jun</td>
<td>12-Jun</td>
<td>14-Jun</td>
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*Surveys conducted independently by Signet Research, Inc.
## BDJ PORTFOLIO PUBLICATION CALENDAR 2023

<table>
<thead>
<tr>
<th>PUBLICATION</th>
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<td>14-Jul</td>
<td>18-Jul</td>
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<td>27-Jun</td>
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<td>11-Aug</td>
<td>15-Aug</td>
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<td>24-Jul</td>
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<td>4-Sep</td>
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<td>27-Nov</td>
<td>4-Dec</td>
<td>6-Dec</td>
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</tbody>
</table>

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

- Achieving Your Objectives
- Journal Advertising
- BDJ Advertorials
- Application Note
- Inside View
- Digital Advertising
- Email Marketing
- BDJ Videos
- Branded Content
### ACHIEVING YOUR OBJECTIVES

Whether your objective is top, middle, or bottom of the marketing funnel – focused on driving awareness, engagement, or leads – we can help you find the right marketing mix and set KPIs.

<table>
<thead>
<tr>
<th>YOUR OBJECTIVES</th>
<th>OUR SOLUTIONS</th>
<th>HOW DO YOU MEASURE SUCCESS?</th>
</tr>
</thead>
<tbody>
<tr>
<td>AWARENESS</td>
<td>Looking to increase awareness of your brand, product, or event? Run DIGITAL, JOURNAL and EALERT ADVERTISING</td>
<td>IMPRESSIONS, TIME IN VIEW, REACH PAGEVIEWS</td>
</tr>
<tr>
<td>INTEREST</td>
<td>Want to engage an audience with your solution and position your brand as a thought leader? Create BRANDED CONTENT</td>
<td>SCROLL DEPTH, TIME ON SITE, SOCIAL REACTIONS &amp; SHARES</td>
</tr>
<tr>
<td>EVALUATION</td>
<td>Ready to convert prospects into leads? Choose our WEBCASTS, EMAIL MARKETING and COVER TIP ONS/ BOUND OUTSERTS</td>
<td>CLICKS, REGISTRATIONS, QUALIFIED LEADS</td>
</tr>
</tbody>
</table>

Dedicated teams across **Project Management**, **Editorial** and **Marketing** work together to support your campaign throughout the **planning**, **real time optimizing**, and **post campaign** periods.
JOURNAL ADVERTISING

In addition to traditional journal advertisements, BDJ and BDJ In Practice also accommodate printed outserts that are packaged with the journal.

Our journals are now delivered in paper envelopes. Ask us about branding opportunities for the envelopes.
Free Reader Feedback Survey
Advertise in select BDJ issues to receive a free ad study report. Get feedback on your ad’s exposure and our reader’s impression towards your ad and brand. We can help you get concise and valuable feedback on your messaging and benchmark against your competitors in an insightful report.

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

Reader Feedback Survey Calendar

<table>
<thead>
<tr>
<th>Journal Title</th>
<th>Issue Date</th>
<th>Studies:</th>
</tr>
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<tbody>
<tr>
<td>BDJ</td>
<td>28-February</td>
<td>Ad Brand</td>
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<tr>
<td>BDJ</td>
<td>26-May</td>
<td>Ad Study (Recall)</td>
</tr>
<tr>
<td>BDJ</td>
<td>28-July</td>
<td>Ad Appeal</td>
</tr>
<tr>
<td>BDJ</td>
<td>27-October</td>
<td>Ad Effect</td>
</tr>
</tbody>
</table>
We publish a maximum of two advertorials per issue, making this a highly visible channel for reaching the BDJ audience.

- Published as a Double Page Spread
- You set the narrative – product testimonials, case studies, processes, and more
- Approximately 1,000-1,200 words along with images
We publish a maximum of two application notes per issue, making this a highly visible channel for reaching the BDJ audience.

- Distributed in the journal pages of the BDJ
- Listed in BDJ e-alert

See the Application Note article online
Showcase your company’s industry key opinion leader to the BDJ audience in an engaging interview format, written by an independent journalist handpicked by the BDJ editorial team.

Format:
> Double-page spread in the journal edition including a full page of advertising space beside the feature
> Available online
DIGITAL ADVERTISING

Precisely target your banner ads using our complementary targeting approaches.

TARGET ARTICLES BY KEYWORD

Display your banners on articles with matching keywords – from specific gene IDs to product names. Send us a website or whitepaper and we will create a keyword profile for your unique audience.

Examples of targeting by keywords and journals:

Hypersensitivity, Dentine, Fluoride, Amalgam, Gingivitis, Caries

TARGET SPECIFIC JOURNALS

Target our portfolio of 25+ dental titles.


Geographical targeting is available for both options.
DIGITAL ADVERTISING

Banner Positions On Our Websites

Rich Media Banners
Increase viewer engagement and response.

Adaptive Billboard
Ensure high impact messaging with an eye catching banner that runs immediately below the search bar, and adjusts to the screen size whether you’re viewing on a desktop, tablet, or phone.

Expandable Banner
Add extra space to any banners running on standard ad positions to better promote your brand and message.

Video Banner
An ideal option for quickly explaining product features and benefits. Video can be combined with expanding panels.

Specs and other info

Video Banner Example
DIRECT EMAIL MARKETING

Leverage our established trust with a push marketing package for brand awareness and lead generation.

**Bespoke email marketing**
Send a solus email to our targeted dentistry audience to generate leads for your event, product, or white paper.

**Ealert advertising**
Readers of the BDJ Portfolio journals sign up for e-alerts to keep up to date with the latest issues. Advertising positions in these e-alerts allow you to target your message to an active and engaged audience, alongside the content that interests them.

1,840+ UK dentistry registrants*

BDJ + BDJ In Practice
21,176 alerts subscribers*

BDJ Team
5,968 alerts subscribers*

BDJ Student
4,686 alerts subscribers*

*SAP Hybris August 2022
BDJ VIDEOS

Align your organisation with the British Dental Journal by partnering with us on a sponsored or custom video. Engage dental professionals with your brand while positioning yourself as a thought leader in an area of dentistry.

**Sponsored Videos**
Easy-to-watch “video bytes” based on published peer reviewed BDJ papers

- Maximum length of 120 seconds
- Features your logo and the BDJ logo
- Subtitles, images, and text (no voiceover)
- Housed on the BDA YouTube channel
- Short turnaround

**Custom Videos**
Engaging animated videos, customised to your own topic

- Maximum length of 120 seconds
- Features your logo
- Professionally-written script and voiceover, plus subtitles and music (upon request)
- Specifically designed for social media
- Housed on the BDA YouTube channel

Both BDJ Video options offer social media promotion. Please get in touch with Paul or Andy today for more details.
BRANDED CONTENT

Engaging Formats
Drive awareness of your commitment to dentistry or highlight a research breakthrough with an article hosted on the BDJ website alongside our own news and research content, prominently featuring your organization as a trusted partner.

Our award winning custom media team will work with you to adapt your message into an engaging article that our marketing team will promote to your target audience.

PEOPLE
Interview or profile of a key member of your organization.

PLACES
Editorial showcasing your big infrastructure investments.

IDEAS
Research summaries and trend/opinion articles, complete with infographics and embedded video.

Targeted marketing activities ensure your branded content reaches your desired audience.
ADDITIONAL ADVERTISING OPPORTUNITIES

➢ BDA Events
➢ Dental Recruitment & Classifieds
DENTAL RECRUITMENT

The British Dental Journal boasts the largest share of the UK dental recruitment with print advertising as well as online advertising on BDJ Jobs.

BDJ Jobs

- **20,036** average monthly users*
- **137,127** average monthly unique page views*
- **3,122,624** number of jobs alerts sent**
- **612,626** number of jobs views**
- **28,033** number of registered job seekers***
- **79%** of BDJ audience read the recruitment classified section^*

BDA EVENTS

FACE TO FACE EVENTS

BDA seminars are amongst the most highly respected and well attended events in UK dentistry. As the world has changed, we’ve adjusted and are making a safe and steady return to face to face events. Covering everything from clinical to business topics we aim to ensure a Covid secure event ranging from 20-person training courses to our ‘Clinical Expert Series’ seminars for 50 - 100 delegates.

These events provide a fantastic opportunity for you to get in front of dentists and the dental team during the breaks between sessions and an excellent way for the trade to get in front of decision making dentists.

ONLINE EVENTS

We work with industry leaders to deliver CPD opportunities that dental professionals can view from the safety and comfort of home. Our weekly live webinars cover everything from clinical to business topics and regularly attract on average between 300 and 600 delegates. We then host an on demand version, giving you an additional branding opportunity.

We also run a number of online training events through the year, ranging from 15-person training courses to larger clinical events which can attract up to 100 delegates.

Along with the above opportunities you can also engage virtually for LDC Conference and Officials’ day events through the use of an intuitive platform with interactive features. These events incorporate a virtual exhibition with the use of live chat and video call functionality enabling you to meet with delegates.

These events are great opportunities for the trade to reach and engage with a wider audience to promote specific products and services that relate to the topic.

PRICES START FROM

Sponsorship packages £1,500+VAT
PowerPoint slide £150+VAT

Contact:
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Susan.Graves@bda.org
020 7563 4175

Further information: bda.org/events
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