



BDJ

PORTFOLIO

Media kit 2022

British Dental Journal

BDJ In Practice

BDJ Open

BDJ Student

BDJ Team

Evidence-Based Dentistry



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AUDIENCE & REACH

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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 **17,000 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:

BDJ
British Dental Journal

BDJ InPractice

BDJ Open

EBD
Evidence-Based Dentistry

BDJ Student

BDJ Team

Supporting dental professionals at all levels including:

DENTISTS/SPECIALISTS
DENTAL STUDENTS
NURSES/TECHNICIANS
HYGIENISTS
PRACTICE MANAGERS

*Audit Bureau of Circulation (ABC), January-December 2020



BRITISH DENTAL JOURNAL AUDIENCE



16,878 circulation to BDA Members 100% home delivered to dentists*



75% of readers are dentists/specialists**



60,255 readers per issue^



83% of readers consider the product information*** very/quite useful


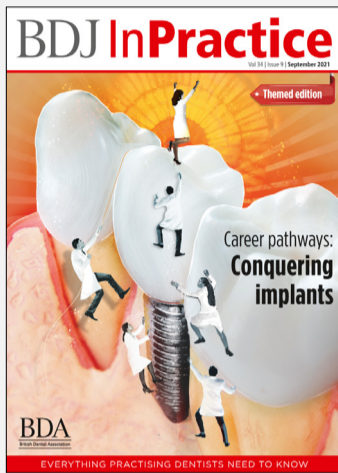
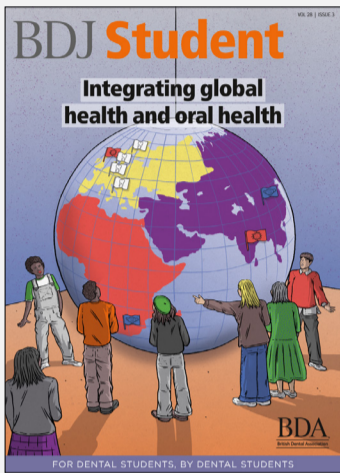





69% of readers take an action after viewing a product information ad**

Five reasons to advertise with the British Dental Journal



OUR PUBLICATIONS

						
PLATFORM	JOURNAL & ONLINE	JOURNAL & ONLINE	ONLINE ONLY	ONLINE ONLY	JOURNAL & ONLINE	ONLINE ONLY
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>100% home delivered to:</p> <ul style="list-style-type: none"> > BDA members > International institutional subscribers 	<p>100% home delivered to:</p> <ul style="list-style-type: none"> > Exclusively to BDA members 	<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"> > The only publication targeting dental students 	<ul style="list-style-type: none"> > Open Access 	<p>Inbound into BDJ</p>	<ul style="list-style-type: none"> > Free publication > Includes economic CPD alternatives

JOURNALS

- British Dental Journal
- BDJ In Practice
- BDJ Student
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BDJ

British Dental Journal

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
 16,878 print circulation
 100% home delivered
 60,255 readership[^]

Journal Audience Breakdown

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



MONTHLY WEB REACH**

289,078 page views
 162,888 users
 196,429 sessions

Online Audience Breakdown

UK/Europe	37%
Americas	28%
Asia/ROW	34%

Ask us about regional targeting for journal inserts



EMAIL REACH***

16,845 alert subscribers



BDJ

British Dental Journal

BDJ AUDIENCE

PRODUCTS PURCHASED*

Workwear (including PPE)	89%
Practice materials (including bonding, impressions materials, etc.)	86%
Equipment (including handpieces, drills, etc.)	74%
Oral health products	70%
Computer hardware and/or software	53%
Affiliated dental services (e.g. Dental printing, waste management, etc.)	53%

SERVICES READERS PERFORM*

Crowns	94%	Restorative	94%
Bridges	92%	Whitening	91%
Endodontics	90%	Veneers	85%
Periodontics	84%	Orthodontics	54%
Implants	47%		

WHAT READERS SAY ABOUT BDJ^:

“Good scientific research which I can trust to keep on top of current advances in dentistry.”

“Very helpful for CPD and keeping up to date with new studies.”

“Useful; allows me to keep up to date and learn about things I might not necessarily do otherwise such as orthodontic updates.”

60% of readers state they have taken action after seeing an advertisement or article in the BDJ^

BDJ InPractice

Keeping dentists up-to-date and well informed

BDJ In Practice covers business issues and practice management advice as well as focusing on practical elements of personal and team development. Taking a broader remit and a lighter tone, *BDJ In Practice* provides essential reading for well-informed dentists and dental teams.

Editorial Content

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

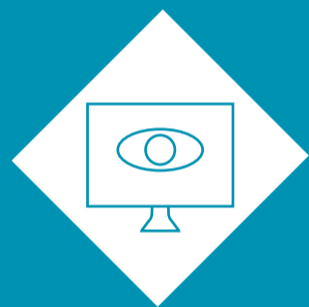
WHAT READERS SAY ABOUT *BDJ IN PRACTICE*[†]:



JOURNAL REACH*

12 issues a year
16,851 print circulation
100% home delivered

49,374 readership[^]



MONTHLY WEB REACH**

7,947 page views
4,646 users
4,563 sessions

Online Audience Breakdown

UK/Europe:	53%
Americas:	21%
Asia/RoW:	25%



EMAIL REACH***

2,591 alert subscribers

“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.”



BDJ Student

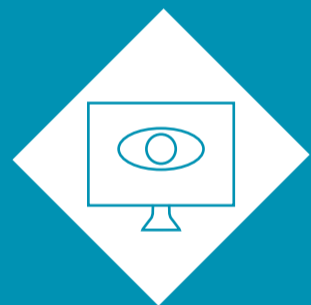
BDA's official online magazine for their dental student members

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



MONTHLY WEB REACH*

4,475 page views
2,009 users
1,913 sessions

Online Audience Breakdown

UK/Europe: **57%**
 Americas: **16%**
 Asia/RoW: **27%**



EMAIL REACH**

3,278 alert subscribers

Establish your brand early with future dentists including:

- > Dentistry students
- > Undergraduates: year 1-5
- > First year post graduates



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*

33,177 page views
23,986 users
25,515 sessions

Online Audience Breakdown

UK/Europe: **43%**
 Americas: **28%**
 Asia/RoW: **5%**



EMAIL REACH**

5,055 alert subscribers



BDJ Open

Peer reviewed open access research on dental and oral health

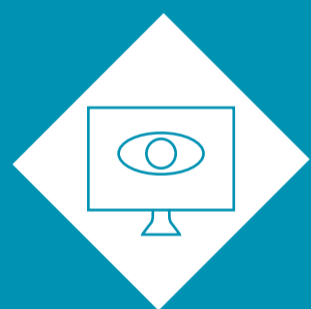
BDJ Open publishes technically sound, scientifically valid dental and oral health primary research.

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



MONTHLY WEB REACH*

9,123 page views

5,689 users

5,619 sessions

Online Audience Breakdown

UK/Europe: **23%**

Americas: **36%**

Asia/RoW: **40%**



EMAIL REACH**

4,809 alert subscribers



EBD

Evidence-Based Dentistry

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

16,866 print circulation

49,418 readership[^]

Inbound into BDJ

100% home delivered



MONTHLY WEB REACH**

33,419 page views

25,682 users

26,792 sessions

Online Audience Breakdown

UK/Europe: 30%

Americas: 49%

Asia/RoW: 21%



EMAIL REACH***

14,795 alert subscribers



BDJ PORTFOLIO PUBLICATION CALENDAR 2022

PUBLICATION	ISSUE DATE	DELIVERY DATE	SPECIAL FEATURES	CONFERENCE BONUS DISTRIBUTION	PR CLOSE	BOOKING DEADLINE	COPY DUE
BDJ	14-Jan	18-Jan			16-Dec	23-Dec	5-Jan
BDJ in Practice	January	18-Jan			10-Dec	17-Dec	21-Dec
BDJ	28-Jan	1-Feb			10-Jan	17-Jan	19-Jan
BDJ	11-Feb	15-Feb			24-Jan	31-Jan	2-Feb
BDJ in Practice	February	15-Feb			18-Jan	25-Jan	27-Jan
BDJ	25-Feb	1-Mar	Signet Survey: Ad Effect		7-Feb	14-Feb	16-Feb
BDJ	11-Mar	15-Mar	BDIA Conference Preview	BDIA Dental Showcase	21-Feb	28-Feb	2-Mar
BDJ in Practice	March	15-Mar		BDIA Dental Showcase	15-Feb	22-Feb	24-Feb
BDJ	25-Mar	29-Mar	Evidence Based Dentistry		7-Mar	14-Mar	16-Mar
EBD	March	Inbound in BDJ			-	-	-
BDJ	8-Apr	12-Apr			21-Mar	28-Mar	30-Mar
BDJ in Practice	April	12-Apr	Dentistry Show Preview	British Dental Conference and Dentistry Show	15-Mar	22-Mar	24-Mar
BDJ	22-Apr	26-Apr	Dentistry Show Preview		31-Mar	7-Apr	11-Apr
BDJ	13-May	17-May			22-Apr	29-Apr	4-May
BDJ in Practice	May	17-May			18-Apr	25-Apr	27-Apr
BDJ	27-May	31-May	Signet Survey: Ad Appeal		9-May	16-May	18-May
BDJ	10-Jun	14-Jun			19-May	26-May	30-May
BDJ in Practice	June	14-Jun			13-May	20-May	24-May
BDJ	24-Jun	28-Jun	Evidence Based Dentistry		6-Jun	13-Jun	15-Jun
EBD	June	Inbound in BDJ			-	-	-

*Surveys conducted independently by Signet Research, Inc.

Contact us



BDJ PORTFOLIO PUBLICATION CALENDAR 2022

PUBLICATION	ISSUE DATE	DELIVERY DATE	SPECIAL FEATURES	CONFERENCE BONUS DISTRIBUTION	PR CLOSE	BOOKING DEADLINE	COPY DUE
BDJ	8-Jul	12-Jul			20-Jun	27-Jun	29-Jun
BDJ in Practice	July	12-Jul			14-Jun	21-Jun	23-Jun
BDJ	22-Jul	26-Jul	Signet Survey: Ad Impact		4-Jul	11-Jul	13-Jul
BDJ	12-Aug	16-Aug			25-Jul	1-Aug	3-Aug
BDJ in Practice	August	16-Aug			19-Jul	26-Jul	28-Jul
BDJ	26-Aug	31-Aug			8-Aug	15-Aug	17-Aug
BDJ	9-Sep	13-Sep			19-Aug	26-Aug	31-Aug
BDJ in Practice	September	13-Sep			15-Aug	22-Aug	24-Aug
BDJ	23-Sep	27-Sep	Evidence Based Dentistry		5-Sep	12-Sep	14-Sep
EBD	September	Inbound in BDJ			-	-	-
BDJ	14-Oct	18-Oct			26-Sep	3-Oct	5-Oct
BDJ in Practice	October	18-Oct			20-Sep	27-Sep	29-Sep
BDJ	28-Oct	1-Nov	Signet Survey: Ad Probe		10-Oct	17-Oct	19-Oct
BDJ	11-Nov	15-Nov			24-Oct	31-Oct	2-Nov
BDJ in Practice	November	15-Nov			18-Oct	25-Oct	27-Oct
BDJ	25-Nov	29-Nov			7-Nov	14-Nov	16-Nov
BDJ	9-Dec	13-Dec			21-Nov	28-Nov	30-Nov
BDJ in Practice	DEC	13-Dec			15-Nov	22-Nov	24-Nov
BDJ	16-Dec	20-Dec	Evidence Based Dentistry		28-Nov	5-Dec	7-Dec
EBD	December	Inbound in BDJ			-	-	-

*Surveys conducted independently by Signet Research, Inc.

MARKETING SOLUTIONS

- Achieving Your Objectives
- Journal Advertising
- Application Note
- Inside View
- Digital Advertising
- Email Marketing & Ealerts Advertising
- Branded Content
- Webcasts



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.



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

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 inserts and outserts that are either bound in or polybagged along with the journal.

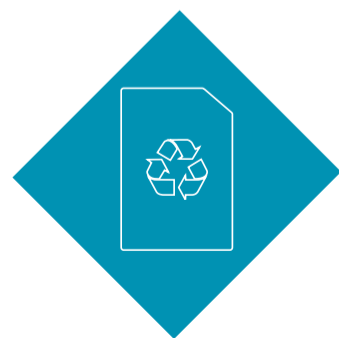


Cover tip-on

Cover product sample

Barn door cover

Bound outsert



**Our journals are now delivered in paper envelopes.
Ask us about branding opportunities for the envelopes.**



JOURNAL ADVERTISING

Free Reader Feedback Survey

Advertise in select BDJ and BDJ In Practice 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

Journal Title	Issue Date	Studies:
BDJ	25-February	Ad Effect
BDJ	27-May	Ad Appeal
BDJ	22-July	Ad Impact
BDJ	28-October	Ad Probe



APPLICATION NOTE

Highlight the features and benefits of your new products and communicate innovative applications to dental professionals in a technical essay format.

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
- > Available online indefinitely
- > 100 free copies of reprints provided
- > Listed in BDJ e-alert

See the Application Note article online



Contact us



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 in the journal edition including a full page of advertising space beside the feature
- > Available online
- > 100 free copies of reprints provided

[**inside**view] 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 commodification 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.

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.

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.

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





DIGITAL ADVERTISING

Precisely target your banner ads using our three complementary targeting approaches. Geographical targeting is available for all three options.



TARGET BY AUDIENCE SPECIALITY

Our readers are grouped into audiences based on their online behaviour – so you can target users consuming content in your field.



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.



TARGET SPECIFIC JOURNALS

Target a journal or group of journals from our 3000+ journals.



Examples of targeting by audience, keywords, and journals:



Dentistry

Bone density, Oral surgery

*British Dental Journal,
BDJ In Practice*



DIGITAL ADVERTISING

Banner positions on our BDJ Portfolio websites

The screenshot shows a BDJ article page for 'Conservative management of juvenile spongiotic gingivitis: a series of ten cases'. A blue box at the top left is labeled 'Leaderboard banner slot'. A blue box at the bottom right is labeled 'MPU banner slot'. The page includes a search bar, navigation menus, and article details.

Skyscraper banners are also available for the wider Springer Nature dentistry audience.

Dentistry audience across Springer Nature

As a leading global publisher, Springer Nature publishes over 3000 medical, scientific and professional journals – so our dental audience extends beyond the BDJ Portfolio. By advertising across Springer Nature, you can target a much larger dentistry audience, comprising of:

The infographic displays the following statistics:

- 26 Journals** (represented by a book icon)
- 503K Monthly Pageviews*** (represented by a mouse cursor icon)
- 345K Monthly Sessions*** (represented by a mouse cursor icon)

GEOGRAPHIC REACH*

UK/Europe	33%
Americas	26%
Asia/ROW	41%



DIGITAL ADVERTISING

Rich Media Banners

Increase viewer engagement and response.

Adaptive Billboard

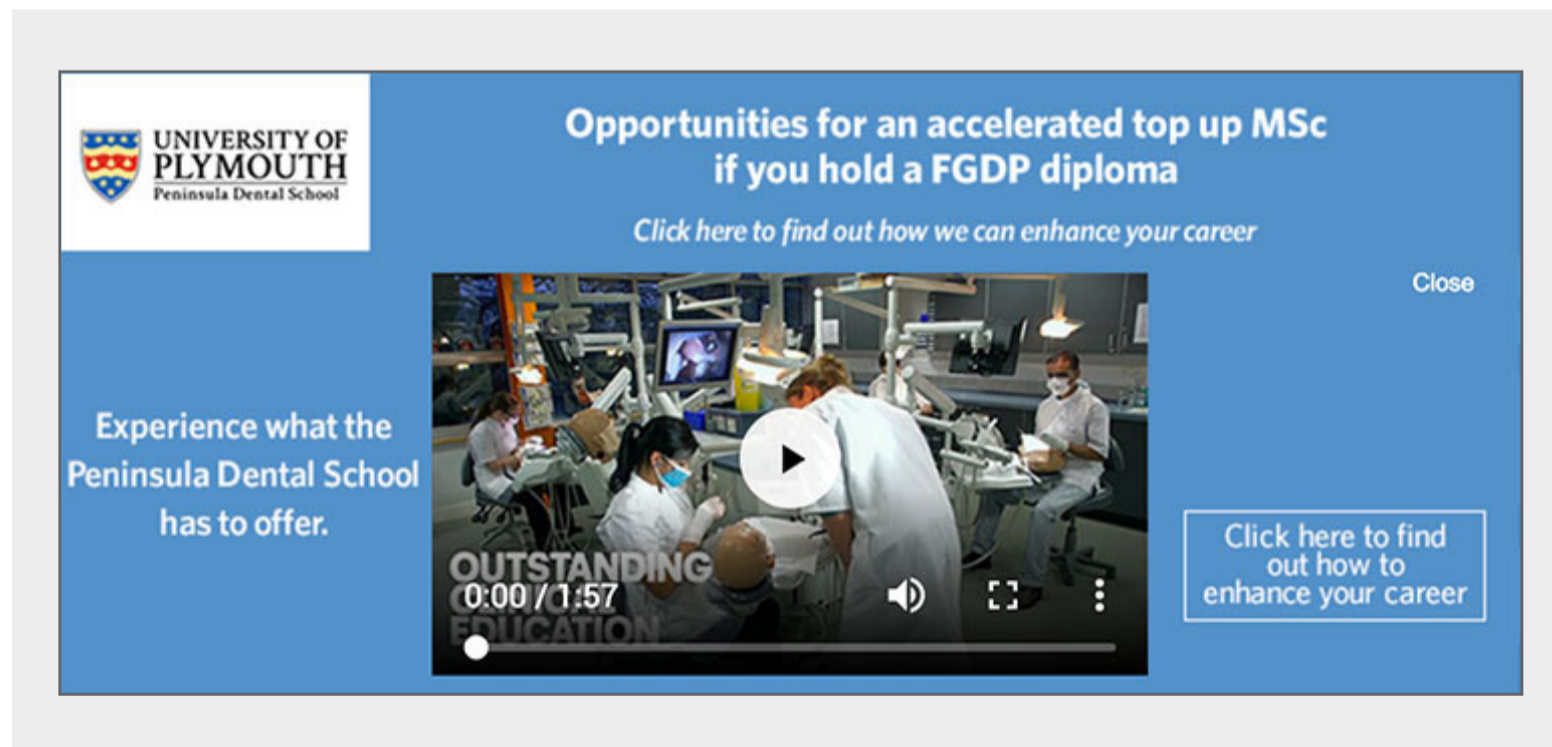
Ensure high impact messaging with an eye catching banner that runs immediately below the search bar, and adjusts to the screen size whether you're viewing on a desktop, tablet, or phone.

Video Banner

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

Expandable Banner

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



Video Banner Example

Specs and other info [➤](#)



EMAIL MARKETING AND E-ALERT ADVERTISING

Leverage our established trust with email marketing for brand awareness and lead generation.

Direct email marketing

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



Flexibility
Introducing A-dec 400

Introducing A-dec 400, a thoughtful approach to productivity, ergonomics, and comfort. Elegance in a versatile package. A-dec 400 marries form and function for less complexity and more style at a beautiful price.

To arrange your personal viewing of the new A-dec 400 at one of A-dec's state of the art showrooms, contact us today! Please call 0800 233 285 or email info@a-dec.co.uk for more information.

5 YEAR WARRANTY

Pure Comfort

Virtual pivot.
Double-articulating headrest.
Two-position armrests.
Toolboard fit design.
Rich upholstery.

Ensure a Healthy Career

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

Your A-dec 400 Advantages

Left/right versatility for added productivity.
Infection control from the inside.
Self-contained waterline maintenance system.
Pre-wired monitor mount with concealed cables.
60° swivel with brake.

Visit stand B32 at the British Dental Conference & Exhibition 10-12 April, Manchester or alternatively, [a-dec](http://www.a-dec.com) reliablecreative solutions

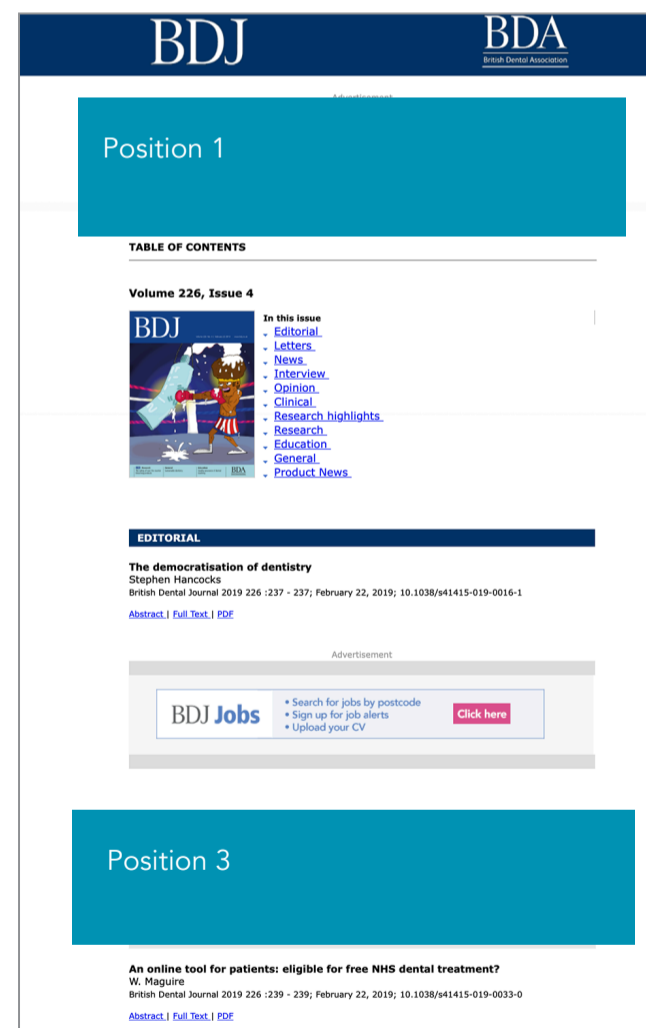
[CLICK HERE](#) to arrange your showroom appointment.



1,900+
UK dentistry registrants*

E-alert 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.



BDJ BDA British Dental Association

Position 1

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- Letters
- News
- Interview
- Opinion
- Clinical
- Research highlights
- Research
- Education
- General
- Product News

EDITORIAL

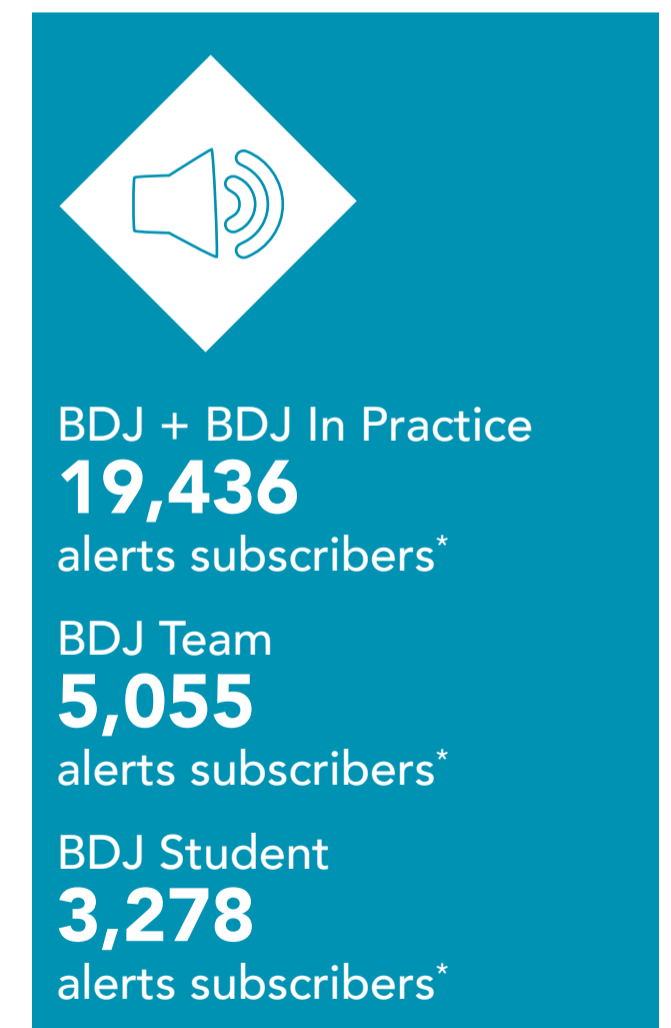
The democratisation of dentistry
Stephen Hancock
British Dental Journal 2019 226 :226 - 237; February 22, 2019; 10.1038/s41415-019-0016-1
[Abstract](#) | [Full Text](#) | [PDF](#)

Advertisement

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Position 3

An online tool for patients: eligible for free NHS dental treatment?
W. Maguire
British Dental Journal 2019 226 :239 - 239; February 22, 2019; 10.1038/s41415-019-0033-0
[Abstract](#) | [Full Text](#) | [PDF](#)



BDJ + BDJ In Practice
19,436
alerts subscribers*

BDJ Team
5,055
alerts subscribers*

BDJ Student
3,278
alerts subscribers*



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.



NATIVE ADS



BANNER ADS



SOCIAL POSTS



WEBCASTS

Promote your research, products, and services in a real-time webinar format. Talk directly to your target audience and generate actionable leads by downloading the webinar registrants list.



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.

[Check out some recent webcasts](#) >

Create branded content based on questions asked during your webcast's live Q&A session to address what your audience wants to hear more about.

ADDITIONAL ADVERTISING OPPORTUNITIES

- BDA Events
- Dental Recruitment & Classifieds



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:

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

Further information: bda.org/events

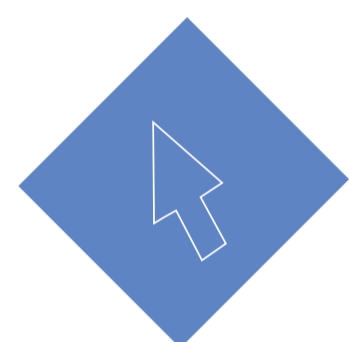


DENTAL RECRUITMENT & CLASSIFIEDS

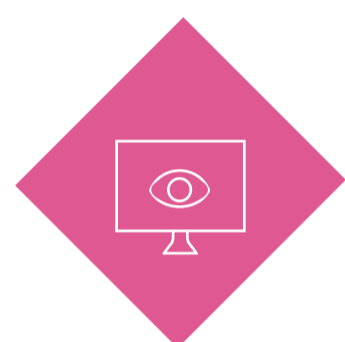
The British Dental Journal boasts the largest share of the UK dental recruitment and classified markets with print advertising as well as online advertising on BDJ Jobs and BDJ Marketplace.

Contact: Joseph Hughes
 Joseph.Hughes@springernature.com
 +44 (0)20 7843 3621

BDJ Jobs



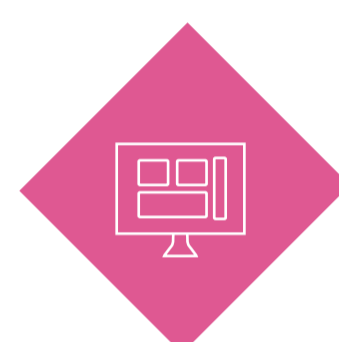
24,178
average monthly users*



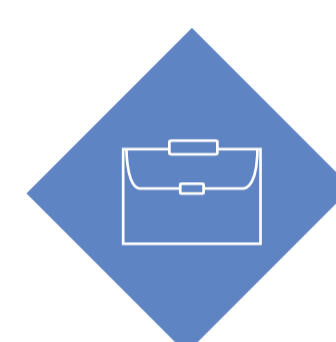
286,589
average monthly page views*



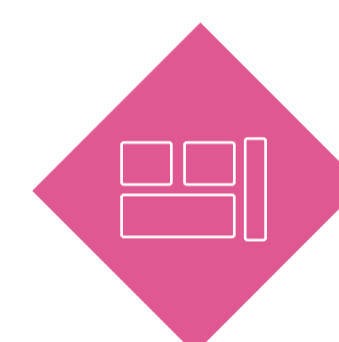
2,732,403
number of jobs alerts sent**



988,326
number of jobs views**

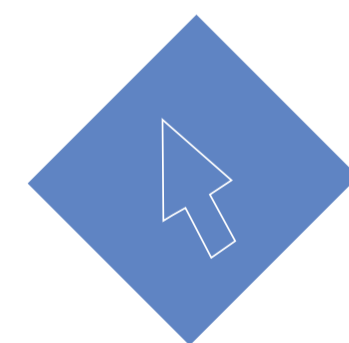


16,886
number of registered job seekers***

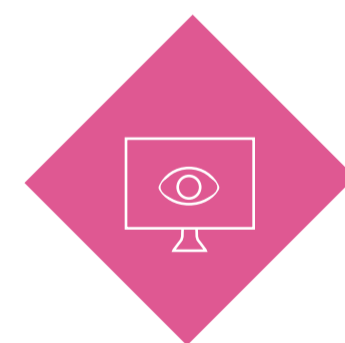


79% of BDJ audience read the recruitment classified section^

BDJ Marketplace



5,199
average monthly users*



14,238
average monthly page views*



2,236
listings in a year†



86% of practices purchased practice materials^
74% purchased equipment in the last 12 months^



90% of BDJ readers plan on attending 1 or more training courses in the next two years^



42% of BDJ audience read the education & training classified section in print^

CONTACT US

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