INTRODUCTION

The BDJ Portfolio offers you one of the most responsive marketing channels in the UK dental market, presenting a range of marketing opportunities to promote your products, services and recruitment needs to the whole dental team.

Who do you want to reach?

The BDJ Portfolio of publications provides you with unrivalled reach to the UK dental market. BDJ has consistently ranked as the #1 preferred title in the BDIA’s Dental Media Readership Surveys.

What are your campaign objectives?

Tell us what your goals are and your BDJ account manager will work with you to deliver the right mix to ensure the best possible results for your campaigns. Our integrated approach to marketing solutions provides you with creative and flexible targeting options to reach the dental audience of your choice.

Whether it is brand awareness, lead generation, thought leadership or another objective, we can provide scalable marketing solutions that meet both your needs and your budget.

MARKETING SOLUTIONS

AWARENESS

Showcase your brand or organization to build awareness and drive traffic to your website.

ENGAGEMENT

Create interaction between your brand and your target audience via direct conversations, video views, social media shares, gathering feedback and/or other metrics.

DIRECT RESPONSE

Drive in-bound enquiries, registrations and sales leads as part of your customer acquisition strategy.

EDUCATION

Communicate the features and benefits of your products, tools or therapies via content marketing opportunities.

THOUGHT LEADERSHIP

Align your brand with the BDJ Portfolio to add credibility to your messages and highlight your accomplishments in the scientific area you operate in.
British Dental Journal (BDJ) is the flagship journal of the British Dental Association (BDA) and delivers news, editorials, BDA membership updates, legal & regulatory updates, policy updates, financial/economic data, best professional practice, and dentist-to-dentist referrals.

Target audience: Delivered to all BDA members plus international institutional subscribers

Target audience: Delivered exclusively to all BDA members including dental undergraduates

Target audience: Delivered to all BDA student members excluding dental undergraduates

Target audience: Delivered quarterly to all BDA members plus additional international institutional and personal subscribers

Target audience: Practitioners, nurses, hygienists and technicians

Print circulation: 18,426**
Print circulation: 18,047**
Print circulation: 7,045**
Print circulation: 13,551^
Print circulation: 13,098^  
Monthly page views: 413,390***
Monthly page views: 4,070
Monthly page views: 2,500
Monthly unique visitors: 203,693***
Monthly unique visitors: 2,500
Monthly unique visitors: 13,351^  
Alert subscribers: 20,078†
Alert subscribers: 1,588***
Alert subscribers: 17,437†
Alert subscribers: 2,789^  

BDJ In Practice provides dental industry news stories, political hot topics and practical practice advice.

BDJ Student is the BDA journal for dental students.

BDJ Open is a peer-reviewed, open-access, online-only journal publishing dental and oral health research from all disciplines.

Evidence-Based Dentistry delivers the best available evidence on the latest developments in oral health.

BDJ Team is a free online publication for the whole dental team.

Editorial content: Includes original research, clinical reviews, feature, letters, product news, and Evidence-Based Dentistry.

Editorial content: BDA student updates, news, views, options, editorials and features, educational reviews, career development advice, training, and forums.

Editorial content: BDA Open publishes technically sound, scientifically valid dental and oral health primary research. Featured topics of the journal include, but are not limited to, dental materials science, public health, restorative dentistry, management of dental disease, periodontology, endodontology, oral surgery, periodontal disease, prosthodontics, orthodontics, oral biology and translational research.

Editorial content: Explores a wide range of the latest developments through an accessible expert commentary. Original papers and relevant publications are condensed into digested summaries, drawing attention to the current methods and findings.

Editorial content: Dental practice managers, dental nurses, dental hygienists, dental therapists, dental technicians, clinical dental technicians and orthodontic therapists.

Editorial content: A central resource for the most cutting edge and relevant issues concerning the evidence-based approach in Dentistry today.

Editorial content: Targeted to the whole dental team, and includes an economic CPD alternative to courses and conferences.

Website: bdjstudent.co.uk  
Website: www.nature.com/bdjopen  
Website: www.nature.com/ebd  
Website: www.nature.com/bdjteam

Over the past year, BDIA Dental Media Readership Survey, 2016.  
Website: www.nature.com/bdjopen  
Website: www.nature.com/ebd  
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Over the past year, BDIA Dental Media Readership Survey, 2016.  
Website: www.nature.com/bdjopen  
Website: www.nature.com/ebd  
Website: www.nature.com/bdjteam
94% of readers have purchased at least one product or service in the last 12 months.

75% of practice-based BDJ readers state they are involved in purchasing decisions. Of those, 35% have final purchasing authority.

85% of readers rated the quality of the BDJ as either excellent or good.

74% of readers state they have taken action after seeing an advertisement or article in BDJ.

BDJ readers work at practices that employ an average of 13 people.

94% of the print audience is in the UK.

Evidence-Based Dentistry (EBD), a quarterly publication that is bound into the BDJ, bridges the gap between research and dental practice providing a single source of ground-breaking issues in dentistry. We filter out the best range of evidence from a wide range of sources and present clear, comprehensive and easily digestible summaries. Associate your brand with the latest advancements in dentistry.

Full-page and fractional ads can be accommodated around this quarterly publication.

85% of readers rated the quality of the BDJ as either excellent or good.
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.

Print circulation = 18,047**

The average number of readers per issue is 2.74^ comprising a total readership of 49,449*.

76% of BDJ In Practice readers work at practices that employ an average of 13 people*.

What our readers are saying...

"BDJ In Practice is an informative dental publication, helping dentists to remain up-to-date on what is happening in the profession." - General Dental Practitioner, NHS/Private

"BDJ In Practice keeps me up-to-date with policies and protocols that take note of matters that need updating at my practice." - Principal Dental Surgeon, NHS Practice

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

The only professional magazine targeting the student dental market

BDJ Student is the BDA's official magazine for dental students, BDJ Student provides invaluable information and advice for tomorrow's dentists and aims to prepare readers for their future working lives. It is delivered 3 times a year to all BDA student members. A lively and accessible magazine, the content includes BDA student updates, news, views, opinions, editorials and features, educational reviews, career development advice, training, and forums.

Establish your brand early

Regular advertising in BDJ Student is a great way to reach future dentists, familiarising them with your company at an early and impressionable stage of their career. Reach this young and vibrant market and establish your brand early in the minds of aspiring dentists.

What our readers are saying...

"BDJ Student is an informative dental publication, helping dentists to remain up-to-date on what is happening in the profession." - General Dental Practitioner, NHS/Private

"BDJ Student keeps me up-to-date with policies and protocols that take note of matters that need updating at my practice." - Principal Dental Surgeon, NHS Practice

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*BDIA Dental Media Readership Survey, 2016  **Audit Bureau of Circulation (ABC), January to 31 December 2016  ***Webtrends Data, 1 January to 30 June 2017  †Silverpop
Banner advertising provides a dynamic way to establish and grow your brand awareness. Reach the dental industry with your message via our range of targeting options.

**Contextual advertising**

Utilise contextual advertising to display your banner advertising alongside content related to a specific keyword or term, enabling you to reach dental professionals whilst they are looking at content relevant to your message.

**Retargeted banners**

Benefit by retargeting your advert to your audience anywhere on our network, providing you with more opportunities to display your brand messages to dental professionals.

**Audience Segmentation**

Our audience segmentation tools give us fascinating and usable insights into the interests and behavioural properties of our audience. Furthermore it enables us to define specific audience segments and deliver targeted messages to these people, wherever we see them on our network of websites. With these insights, you can develop a truly personal advertising campaign.

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**Rich media options**

Rich media options, which are proven to increase viewer engagement and response, are available across our network.

**Ways to utilize rich media options**

- Video banners offer high engagement and provide an ideal option for quickly explaining product features and benefits
- Interactive banners can be used for a number of purposes including collecting contact details, voting and as a means to relay multiple messages
- Expandable banners provide you with more space to promote your brand and message

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**Rich media banners**

Rich media banners are 4x more effective in providing direct response clicks than a standard banner*

Rich media banners with a video are 9x more effective in providing direct response clicks than a standard banner*

An interactive video has a 70% greater interaction rate than a standard click through rate*

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Banner advertising provides a dynamic way to establish and grow your brand awareness. Reach the dental industry with your message via our range of targeting options.

#### TARGETING OPTIONS

<table>
<thead>
<tr>
<th>Geographic location</th>
<th>Journal websites</th>
<th>Relevant content</th>
<th>Domain</th>
</tr>
</thead>
</table>

Speak to your account manager for more information about these options.
Email marketing is a great option for branding and awareness, lead generation, and direct response campaigns.

Alert advertising
BDJ, BDJ Team, BDJ Open and EBD readers sign up for email alerts to keep up to date with news, research, and promotional opportunities that affect their practice and the products and equipment they rely on. Advertising positions in these alerts allow you to deliver your message to active and engaged dental professionals alongside the content that makes these alerts a popular medium.

Ask your BDJ representative about geotargeting options for alerts.

Third party emails
Use third party email to deliver your exclusive message directly to the inboxes of BDJ third party email subscribers.

Emails

Webscasts and Video

Webcasts enable you to engage directly with our audience of dental professionals. Webcasts can be editorially led by the BDJ or can be custom produced, where sponsors retain responsibility for the subject and presenters.

The webcast platform provides dashboards and tools, making it ideal for participating in discussions, aligning your brand with the BDJ and generating highly-targeted leads.

Our video team produces high-quality videos exploring the hottest areas of research within dentistry.

Working with experienced filmmakers, animators and reporters, our video team turns scientific discoveries into visually engaging and accessible content that can be shared across multiple platforms: web pages, blogs, YouTube, Facebook, Twitter, email, smartphones or tablets. The team are also able to produce customised videos to complement and enhance your own campaigns and projects.

What our customers are saying...

“We have worked for a good number of years with the BDJ and Nature Publishing, and have always found them to be helpful, knowledgeable, and innovative. It’s great to work with a team that come to you with both opportunities and ideas to push your marketing activity to the next level.”

Andy White, Clinical Marketing Manager – Mydentist

74% of BDJ readers and 78% of BDA readers learn about new dental technologies via online resources.*

Speak to your account manager for more information about these options.
In addition to traditional print advertisements, BDJ and BDJ In Practice also accommodate printed inserts and outserts that are either bound in or polybagged along with the journal.

- Add value and impact to your ongoing campaigns
- Attract reader attention to a new product launch
- Target delegates at a particular conference and draw traffic to your stand

**MARKET RESEARCH**

Readex surveys

Are your print advertisements working? Participating in a Readex survey can help you answer that question by gauging how well your ad jump-starts the selling process. Place your ad in a Readex issue of BDJ or BDJ In Practice and you will automatically be included in a message impact study conducted by Readex. A survey will be sent to readers asking specific questions that measure the effectiveness of your print ad.

- Find out if your ad grabs readers’ attention
- How are your headlines and illustrations being received?
- How much interest is generated in the product?
- Get verbatim comments/feedback from your potential customers

**APPLICATION NOTES**

Showcase the performance of your new products or innovative applications with an Application Note. These are technical essays written by suppliers to highlight the features and benefits of their products.

Your application note will be distributed in print as part of the BDJ.

Application Notes are a highly visible option for reaching the dental industry.

There will be a maximum of only two application notes per issue and these will be booked on a first come, first served basis.
BDJ Portfolio

Product News
Communicate product developments and/or launches to the UK dental community.

Product News is a regular feature in BDJ and BDJ In Practice, highlighting products and services new to the market. Your product or service will appear within the Product News section beside text and images provided by the manufacturer, supplier or distributor.

As an added value to conference exhibitors, BDJ has a Spring British Dental Conference and Exhibition Preview and an Autumn BDIA Dental Showcase Preview that will feature your products and services to help drive traffic to your stand.

Inside View
The BDJ Portfolio offers a unique opportunity for companies with big talent to showcase their most interesting and accomplished personalities to the BDJ audience. Appearing as a double-page feature, Inside View is a platform to introduce a key personality within your company and tell his/her story.

You can select the representative and the story you wish to share; a writer commissioned by the BDJ editorial team will conduct an interview and write the feature.

- Introduce the brilliant minds contributing to your company’s success
- Strengthen the human element of your brand
- Establish a personal connection with the BDJ’s readership
- Leverage the BDJ brand to build the credibility of your narrative

Inside View is a double-page spread and includes a full page of advertising space beside the feature.

Product News

Inside View

ADVERTORIAL OPPORTUNITIES

SPONSORSHIP AND REPRINTS

Continuing Professional Development (CPD)
The BDJ CPD initiative offers our readers 48 hours of cost-effective and accessible CPD each year. Take advantage of the popularity of BDJ CPD papers by becoming a BDJ CPD sponsor. Position your organisation as a driver for innovation and education while encouraging loyalty to your brand. CPD sponsorship is also available in BDJ Team and BDJ In Practice.

- Receive 12 full-page print adverts in BDJ appearing opposite the CPD paper
- Your logo will appear on the CPD introduction page in BDJ
- Your logo will appear on the CPD online page at cpd.bda.org

Collections
BDJ collections are compilations of prominent papers related to a specific topic or field of dentistry and can be distributed in print, online, and to delegates at targeted conferences. Sponsoring a BDJ collection allows you to leverage the independent and esteemed editorial reputation of the BDJ to demonstrate your support for and involvement in a specific field. Concepts for BDJ supplements are collaborative and customised to fulfil your unique marketing objective.

Reprints
Reprints are a proven, effective educational and marketing tool that enables you to showcase the use of your products or solutions with premium editorial content. Ordering tailored reprints of any article published by the BDJ allows you to deliver your product messages within independent and credible content directly to your customers.

Our flexible options in both print and digital allow you to:

- Educate dental care professionals on your newest products
- Reach dentists with an effective marketing method
- Align your organization with the BDJ’s authoritative voice
- Build the credibility of your sales and marketing messages

Sponsored projects can be customised and personalised to your unique objective.

Speak to your account manager about additional creative marketing solutions.
## Publication Calendar 2018

<table>
<thead>
<tr>
<th>Publication*</th>
<th>Delivery Date*</th>
<th>Special Features</th>
<th>Conference Bonus Distribution</th>
<th>PR Close</th>
<th>Ad Close</th>
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<td>16-Jan</td>
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<td>19-Dec</td>
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<td>British Dental Conference and Dentistry Show</td>
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<td>14-May</td>
<td>21-May</td>
<td>23-May</td>
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</table>

*Issue delivery date is approximate
THE OPPORTUNITY
BDA seminars offer a fantastic opportunity to advertise to BDA members by sponsoring an event or taking an exhibition stand to engage with dentists when they are out of session.
PRINT SPECIFICATIONS

<table>
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<th>Full Page Advertisements</th>
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<td>Quarter Page Horizontal</td>
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<td>Third Page Vertical</td>
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<td>Third Page Horizontal</td>
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ONLINE SPECIFICATIONS

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<td>Button Vertical / Right</td>
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<td>Skyscraper 160x600 / 45kb</td>
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<td>MPU 300x250 / 45kb</td>
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</tr>
<tr>
<td>Email banner positions 1, 3 &amp; 4</td>
<td>468x60 / 20kb</td>
<td>GIF, JPEG</td>
</tr>
</tbody>
</table>

*We strongly recommend that all rich media creative media is built using HTML5 and not Flash to ensure that they display effectively in all popular browsers. Please note HTML5 needs to be third party ad-served. The Springer Nature design team offer a HTML5 design build service. Ask your account manager for details.

We also offer enhanced rich media formats. Speak to your account manager for more details.

**Bleeds only on the left, right and bottom of the artwork.

Alert — Text and Logo Ads

- 1 x logo to fit within the dimensions of 170x40 pixels
- Image file size should not exceed 20KB
- Logo supplied on a white/transparent background
- Use of one or two paragraph layout only
- An ANSI text-only version of each advert MUST be supplied — up to 375 ANSI text characters only (including spaces)
- A maximum of three URL links. URLs cannot exceed 255 characters. All URLs to be active when ad is submitted

General Design Constraints

- Advertisements with white or grey backgrounds should have a one-pixel border around the graphic's perimeter and/or created within the graphic
- The inclusion of the border must not exceed the ad's dimension restrictions
- Advertisements may not employ persistent rapid/strobing' animation of any graphic, copy, or background element(s)
- Advertisements cannot mislead the user. No creative can mimic or resemble any Windows/Macintosh/Unix dialogue boxes, error messages or the like. Non-functioning drop-down menus, radio buttons and text boxes will not be accepted.
- We have final approval over all creative supplied. In the case of extreme negative user feedback/interference we reserve the right to pull creative prior to campaign delivery

Please ensure any completed artwork is supplied to the correct size as we cannot trim or stretch files.
BDJ MARKETPLACE

The brand-new website for classified dental sales launched in September 2016!

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

No booking or copy deadlines – ad will run immediately

BDJ MARKETPLACE

is the classified, non-recruitment section of the BDJ, newly-launched in September 2016.

Content
Classified listings for:
• Dental products
• Referrals
• Legal & financial services
• Properties
• Courses and training

Target audience Visited by thousands of dental professionals each month

Market position The BDJ is the most ‘looked at’ publication for classified jobs/products

In Print
Within the BDJ

Online*
Website www.bdjmarketplace.com
Monthly page views 23,231*
Monthly unique visitors 2,077*

* Google Analytics, January - June, 2017

BDJ JOBS

The UK’s leading publication for dental recruitment and classified dental sales

The British Dental Journal boasts the largest share of the UK dental jobs and advertising markets with print advertising in the BDJ itself and online advertising on BDJ Jobs and BDJ Marketplace.

BDJ JOBS

Dentists • Specialists • Locums • DCPs

"A phenomenal response within 24 hours of posting our ad on BDJ Jobs. With over 40 high calibre candidates applying we filled two full time positions and interviewed both candidates within 24 hours of posting our advert.”

Ravi Gehlot, Harley Dentist

No booking or copy deadlines – ad will run immediately

BDJ JOBS

BDJ Jobs is the classified section of the BDJ, both in print and online

Content
Classified listings for:
• Job opportunities

Target audience Visited by thousands of dental professionals each month

Market position The BDJ is the most ‘looked at’ publication for classified jobs/products

In Print
Within the BDJ

Online*
Website www.bdjjobs.com
Monthly page views 614,531*
Monthly unique visitors 22,307*

* Google Analytics, January - June, 2017

"BDJ offers us an effective and friendly service every time we advertise our specialist dental courses online and in print. Online advertising has doubled our web traffic which is a fantastic result! Also we notice a steady increase in a number of course enquiries every time we run print adverts and advertorials in BDJ”

Mizrahi Dental Teaching

No booking or copy deadlines – ad will run immediately

BDJ JOBS

BDJ Jobs

BDJ MARKETPLACE

Education • Property • Services • Products

"BDJ offers us an effective and friendly service every time we advertise our specialist dental courses online and in print. Online advertising has doubled our web traffic which is a fantastic result! Also we notice a steady increase in a number of course enquiries every time we run print adverts and advertorials in BDJ”

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No booking or copy deadlines – ad will run immediately
The British Dental Journal is published on behalf of the British Dental Association (BDA) by Springer Nature. Our dedicated website for advertising clients is nature.com/advertising. Please feel free to contact us with any questions or feedback.

**KEY AUDIENCES**

Find information on the BDJ Portfolio at nature.com/advertising/media-kit/dentistry

**Audience**

- Dentists
- Dental Care Professionals
- Dental Students

**Inspiration**

The BDJ Portfolio is dedicated to staying current on the latest marketing research, studies, articles, trends, and best practices. Take a look at our case studies and best practice before you start to plan your next campaign.

**Resources**

The BDJ Portfolio’s advertising specifications and guidelines are available online. When booking your next campaign please refer to these resources, including our terms and conditions.

**OUR ADVERTISING WEBSITE**

nature.com/advertising

**WHAT OUR CUSTOMERS ARE SAYING…**

"We have been advertising for several years now and our dedicated account manager and other team members have been on hand to answer any enquires we have had. They continue to help us target our market, advise us when needed and will continue to advertise with them in the future."

Lyndsey Asher, Marketing Manager, Sun Dental Labs

"The BDJ Portfolio is a highly respected journal which is an obvious choice for us when it comes to advertising our products and services. The cost of advertising is comparable with similar journals and the customer service, advice and support from the BDJ team is excellent."

Neil Bulement, Commercial Director, S4S (UK) Limited

"The BDJ Team always comes up with new, inventive and engaging ways for our clients to speak to BDA members. It’s always a pleasure to work with them and to see the positive impact our partnership has on our clients’ brands."

Gemma Barker, Managing Director, Barker PR

"Our clients value their appearances in the British Dental Journal Portfolio, both editorially and with their advertising campaigns. Clients rate the integrity of BDJ publications, the intelligence of their approach and quality of their readership. A presence in BDJ titles confers huge credibility and is greatly respected."

Tracy Power, Managing Director, Positive Communications

"Whenever I have worked with the BDJ I have found their staff to be both professional and knowledgeable. The journal ensures that all its published papers are subject to rigorous peer review, making the content more prestigious and credible. Whenever we have a highly scientific piece for publication my first thought is always to enquire with the BDJ."

Naomi Davidson, Marketing Coordinator, BioHorizons