Almost all agree that dental publications provide an essential way of keeping up-to-date with what is going on in dentistry. Eighty-four percent of respondents have recently read or looked at the BDJ.

The BDJ is the first choice preferred journal for 41% of respondents. The BDJ website is highly valued for:

- Variety of information
- Dental news
- Informative content
- Regular updates
- CPD & elearning options

Satisfied customers...

- 84% feel ‘we enjoy reading dental publications’
- Almost all agree that dental publications provide an essential way of keeping up-to-date with what is going on in dentistry.

Reaching your audience...

BDJ and BDJ In Practice provide original research, clinical reviews, practice management advice, industry news and CPD and elearning to the UK dental industry.

Please contact 020 7014 4076 or alex.cronin@springernature.com

BDJ #1 AGAIN!

The BDJ has once again been ranked by dentists as the #1 preferred choice and the most widely-read publication. This achievement marks twelve years of consistent recognition of the BDJ’s editorial excellence and strong market position.

BDIA Dental Media Readership Survey 2016

<table>
<thead>
<tr>
<th>Publication</th>
<th>Percentage of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>BDJ</td>
<td>41%</td>
</tr>
<tr>
<td>BDJ In Practice</td>
<td>5%</td>
</tr>
<tr>
<td>Dental Update</td>
<td>29%</td>
</tr>
<tr>
<td>BDJ In Practice</td>
<td>4%</td>
</tr>
<tr>
<td>The Dentist</td>
<td>3%</td>
</tr>
<tr>
<td>The Probe</td>
<td>2%</td>
</tr>
</tbody>
</table>

BDJ is the first choice preferred journal for 41% of respondents.

84% of respondents are aware of BDJ in Practice.

73% of respondents using publications to read about dental supplies and products.

68% of respondents took notice of some of the adverts when reading dental journals.