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The British Dental Association renew with Nature Publishing Group to 2019

PRESS RELEASE FROM NATURE PUBLISHING GROUP
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The British Dental Association (BDA) and Nature Publishing Group (NPG) are pleased to announce a renewal of their publishing partnership to 2019. Under the agreement, NPG will continue to provide publishing services for the *British Dental Journal (BDJ), BDA News, Evidence-Based Dentistry, Launchpad* and *Vital*. The BDA and NPG have worked together continuously since 1997.

This is the third time that the BDA and NPG have renewed their contractual agreement. Commenting on the renewal, Peter Ward, Chief Executive of the BDA said, "The BDA is delighted to have renewed its partnership with Nature Publishing Group. The BDA has a strong commitment to keeping its members informed of the activities it undertakes on their behalf and abreast of the latest dental news. The high-quality suite of printed publications we produce with Nature Publishing Group is a vital part of achieving that and we look forward to continuing this partnership."

"NPG is proud to partner with such a prestigious organization as the BDA," said Steven Inchcoombe, Managing Director, NPG. "Our full publishing support for the BDA's titles, and our long-standing relationship, are testament to our commitment to providing value and service for our publishing partners."

Working closely with BDA Editors and management team, NPG manages publishing processes for the BDJ, BDA News, *Evidence-Based Dentistry, Vital* and *Launchpad* including editorial offices, production, advertising and content sales, marketing and hosting.

Established in 1880, the BDJ is the official journal of the BDA and the UK's leading dental journal. The journal is published twice a month in print and online at nature.com/bdj, including a full-text archive back to 1999.

BDA News is a monthly publication that covers dental industry news stories, political hot topics and practical practice advice. *Evidence-Based Dentistry* has been published by NPG on behalf of the BDA since 1998, and delivers the best available evidence on the latest developments in oral health, providing expert commentary and digestible summaries.

Vital is the BDJ's sister publication, published quarterly and aimed at the whole dental team. *Vital* contains features, news, views, advice and opinion. In 2008 *Vital* also launched a verifiable continuing professional development (CPD) scheme. Launchpad is the BDA's magazine for students and new graduates. It carries the latest news, clinical articles and reports from dental schools across the UK.

"We have an excellent working relationship with the BDA, and are thrilled to extend that again until 2019," said Kim Black-Totham, Publisher of The BDJ at NPG.

-ENDS-

Links:

References

www.nature.com/bdj/index.html
www.nature.com/ebd/index.html
www.nature.com/vital/index.html

About The British Dental Association (BDA)

The British Dental Association (BDA) is the professional association for dentists in the UK. It represents 24,000 dentists working in general practice, in community and hospital settings, in academia and research, and in the armed forces. It also includes dental students.

For further information, please contact the BDA's media team on 0207 563 4145/46 or visit www.bda.org.

About Nature Publishing Group (NPG)

Nature Publishing Group (NPG) is a publisher of high impact scientific and medical information in print and online. NPG publishes journals, online databases and services across the life, physical, chemical and applied sciences and clinical medicine.

NPG Nature Asia-Pacific is the Asia-Pacific wing of NPG, set up to serve the growing needs of the scientific and medical communities in the region, and has offices in Tokyo, Hong Kong, Seoul, Delhi and Melbourne. For more information, please visit www.natureasia.com.

Focusing on the needs of scientists, *Nature* (founded in 1869) is the leading weekly, international scientific journal. In addition, for this audience, NPG publishes a range of *Nature* research journals and *Nature Reviews* journals, plus a range of prestigious academic journals including society-owned publications. Online, nature.com provides over 5 million visitors per month with access to NPG publications and online databases and services, including *Nature News* and *NatureJobs* plus access to *Nature Network* and Nature Education's Scitable.com.

Scientific American is at the heart of Nature Publishing Group's consumer media division, meeting the needs of the general public. Founded in 1845, *Scientific American* is the oldest continuously published magazine in the US and the leading authoritative publication for science in the general media. Together with scientificamerican.com and 14 local language editions around the world it reaches more than 5 million consumers and scientists. Other titles include *Scientific American Mind* and *Spektrum der Wissenschaft* in Germany. For more information, please visit www.scientificamerican.com.

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