



MOST EFFECTIVE DENTAL
ADVERTISING MEDIUM
ACROSS IRELAND


Irish
Dentist *Ireland's Independent Dentistry Title*

MEDIA PACK 2011



Best in Class

World's Leading Light Activated Whitening System



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Call today for a Zoom demo. Zoom is the only whitening system that can be used in a single visit. Zoom is the only whitening system that can be used in a single visit. Zoom is the only whitening system that can be used in a single visit.

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Bien Air Dental



INTRODUCTORY OFFER

CHIROPROL INCREASE YOUR EXPECTATIONS

Make enquiries for your current system reflecting the new improved CHIROPROL system of the most popular impact travel.

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£2,836.00

FREE 40 day trial system with 1000 impressions. Limited time offer. Contact us today for more information.

Dunmurry Dental Practice continues winning streak



The Dunmurry Dental team continues to attract more than 150 people from the dental world, who enjoyed a comprehensive dinner and a 200-minute dental show, while the Dunmurry Dental team continues to attract more than 150 people from the dental world, who enjoyed a comprehensive dinner and a 200-minute dental show, while the Dunmurry Dental team continues to attract more than 150 people from the dental world, who enjoyed a comprehensive dinner and a 200-minute dental show.

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IADR Irish Division celebrates outstanding successes



Colin Baker considers the advantages that a patient payment plan may offer your practice

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Payment plans: the big picture



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Working together is success

Traditionally, the common motto is an early start for the dentistry world, business and education go on hand and the day-to-day running of the practice tends to slow down as you run-walk-patients in all of sorts of ways.

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NSK The Right Choice For Surgical Dentistry



NSK is the world's leading manufacturer of dental equipment. We have a wide range of products to meet your needs. Contact us today for more information.

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Irish Dentist Ireland's Independent Dentistry Title

Rates & Data

Double Page Spread	£4,140	€4,750
A4 full page	£2,450	€2,825
1/2 Page Horizontal / Vertical	£1,300	€1,495
1/4 Page Vertical	£835	€960
1 Column Vertical Strip	£835	€960
Horizontal Strip	£835	€960

Specialised Promotions

- Bound - Outserts
- Split Covers (Front Covers)
- Cover Wraps (False Front Cover)
- Cigar Bands
- Tip-ons
- Bound Inserts
- Teaser Ads (Series of 3 or more strip ads in the same issue)

Exclusive bespoke packages available on request. All rates quoted for additional matter (not on page advertising) subject to postal costs. All rates subject to VAT charged at the prevailing rate.

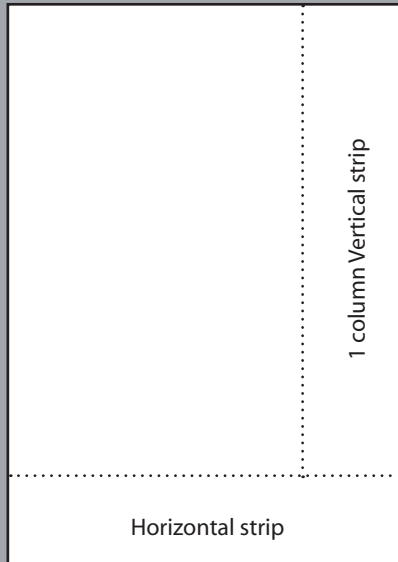
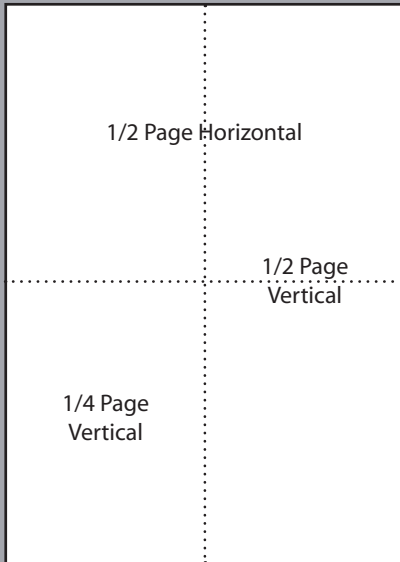
All specialised promotions/launch packages POA

For more information please call Ed Chapman on +44 (0) 1923 851741, fax +44 (0) 1923 851778 or email: ed.chapman@fmc.co.uk

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FMC
DENTISTRY'S INFORMATION CENTRE



We ideally require a print ready High-Res PDF in CMYK format.
 (We can also accept JPEG/GIF/PSD)

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Advert Specifications

A4 Full Bleed Ad

Type	W: 200mm	H: 287mm
Trim	W: 210mm	H: 297mm
Bleed	W: 216mm	H: 303mm

Double Page Spread Ad

Type	W: 396mm	H: 287mm
Trim	W: 420mm	H: 297mm
Bleed	W: 425mm	H: 303mm

No Bleed Ads

1/2 Page Horizontal	W: 186mm	H: 126mm
1/2 Page Vertical	W: 90mm	H: 265mm

1/4 Page	W: 90mm	H: 131mm
1 Column Vertical Strip	W: 40mm	H: 267mm
Horizontal Strip	W: 186mm	H: 40mm
Front Cover	W: 138mm	H: 196mm
13 x 4 Column	W: 177mm	H: 130mm

GETTING YOUR ADVERTISING COPY TO US

We can accept digital data in a number of different ways:

1. On CD or ZIP disk sent to the following address: FMC Ltd, Hertford House, Farm Close, Shenley, WD7 9AB
2. Or you can send them by e-mail to: james.selby@fmc.co.uk

Advertisements can be supplied as:

- a) Quark files and inDesign files with attached fonts, CMYK Tiffs and EPS
- b) Print ready PDFs
- c) Or finished Jpgs, Tiffs or EPS files.

For more information please call James Selby on (0)1923 851764, fax 01923 851778 or email: james.selby@fmc.co.uk



Kodak Dental Systems

Recently introduced to the UK is a complete dental X-ray system to speed the imaging process, the Kodak DIGICOR Digital X-ray system. With Kodak's new software, the Kodak DIGICOR system is able to produce high quality X-ray images, with the ability to adjust the exposure time to suit the patient's needs. The system is also able to produce high quality X-ray images, with the ability to adjust the exposure time to suit the patient's needs.

Sirona Cerec

Sirona is a complete dental X-ray system, the manufacturer of the Cerec system, with the ability to produce high quality X-ray images, with the ability to adjust the exposure time to suit the patient's needs.

Practiceworks

The Kodak V50 is very easy to operate, with patient processing controlled from a single panel. The straightforward pre-processor installation software supports dental and non-dental applications, and features include a workstation tool, implant planning and monitoring, and more.

Sirona Dental Systems

Sirona is a complete dental X-ray system, the manufacturer of the Cerec system, with the ability to produce high quality X-ray images, with the ability to adjust the exposure time to suit the patient's needs.

Schick Technologies

Schick is a complete dental X-ray system, the manufacturer of the Cerec system, with the ability to produce high quality X-ray images, with the ability to adjust the exposure time to suit the patient's needs.

Software of Excellence

Software of Excellence is a complete dental X-ray system, the manufacturer of the Cerec system, with the ability to produce high quality X-ray images, with the ability to adjust the exposure time to suit the patient's needs.

IrishDentalDirectory

To book an advert call Louise Wilson on Tel: +44 (0) 1923 851 782 or Fax: +44 (0) 1923 851 778
Email: louise.wilson@fmc.co.uk

Classified Advertisements Telephone: +44 (0) 1923 851 782 Email: louise.wilson@fmc.co.uk

PRACTICES AVAILABLE

<p>DENTAL PREMISES FOR LEASE EX-CELSIOR SURGERY SUPERB LOCATION AREA VERY QUIET</p> <p>DEVELOPED IN DENTAL SERVICES PROVIDING 2300/4500</p> <p>Practice for Sale Very busy long established Well equipped, OPG, Dent X-ray Large private base, Low rent / overheads Dentist retiring + sale price to be met Contact Tel: 087 237577 Email: hobby2@bt.com</p>	<p>Orthodontic Practice</p> <p>Excellent opportunity to join existing top class orthodontic practice, with 1000 patients, 2300/4500</p> <p>Equipment available, 13 years training, superb location, excellent team available. No set up costs.</p> <p>Ph: +43 86 8075273 Email: multi@northmidland.com</p>	<p>North Midlands Exceptional Practice For Sale</p> <p>Very modern 3 surgery practice - Excellent patient mix and Equipment</p> <p>Digital OPG X-ray and camera on. Available for sale/rent/lease. On Tel: +44 111 1206614</p> <p>Practice for Sale Dublin City Centre</p> <p>Two surgeries - superbly equipped, new X-ray, OPG, X-ray and camera, Central location. Fully computerised, Thorough, efficient, very busy highly efficient practice. Private patients - very high, Active legislation Law certificate, High Profits.</p> <p>Tel: 08 353 86 8075273 Email: multi@northmidland.com</p>
<p>Practice To Let West Midlands</p> <p>One hour from Dublin on M4 - high profile, large passing trade.</p> <p>Superb very busy Primary Care Centre including pharmacy, physiotherapy, opticians etc.</p> <p>All mod-cons</p> <p>Great design, Area wide open</p> <p>Low rent</p> <p>Ph: 086 8075273 Email: multi@northmidland.com</p>	<p>Practice For Sale: Dublin South West</p> <p>Very busy long established top class general practice. No medical card</p> <p>Stable and expanding area - wide open</p> <p>Single surgery, ample room to expand</p> <p>Well equipped</p> <p>Excellent gross, high profits.</p> <p>Superb staff</p> <p>Phone: 086 8075273</p> <p>Email: multi@northmidland.com</p>	<p>Practice To Let: Dublin City Centre</p> <p>Superb location, fully fitted out</p> <p>Well equipped modern 3 surgery Dental practice</p> <p>Available to rent on a seasonal basis</p> <p>Reasonable rent to include all utility bills.</p> <p>Fully computerised</p> <p>Full planning permission</p> <p>Contact: 086 8075273</p> <p>Email: multi@northmidland.com</p>
<p>Practice For Rent: West Ireland Galway city 40 mins Great location - Large Footfall</p> <p>Very low start up costs 8 medical GPs in surrounding area. Low rent</p> <p>Ph: 086 8075273 Email: multi@northmidland.com</p>	<p>MIDLANDS</p> <p>Primary Care Centre, superb location</p> <p>Area very well developed dental services Dublin City Centre 1 hour</p> <p>Excellent location - superb WDR, low rent, double option, parking nearby</p> <p>Full planning permission</p> <p>Tel: 086 8075273 Email: multi@northmidland.com</p>	<p>Gabway City</p> <p>Very busy long established top class general practice, with 1000 patients, 2300/4500</p> <p>Equipment available, 13 years training, superb location, excellent team available. No set up costs.</p> <p>Ph: +43 86 8075273 Email: multi@northmidland.com</p>
<p>DUBLIN DENTAL ROOM WANTED</p> <p>London dentist looking to rent dental room. Must be ultra modern practice in Dublin centre.</p> <p>Please contact 08447956401141 or</p> <p>Email: murrice@harleystreetsmileclinic.co.uk</p>		

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Irish Dentist

Ireland's Independent Dentistry Title

The only frequent classified section that targets every dentist in Ireland. The major classified section including all Irish recruitment/referrals/courses/products and services Classified advertising allows flexibility in size, shape and frequency. If you are looking to target every Irish dentist and you want maximum results, maximum response and maximum sales then the Irish Dental Directory is the only place to be seen!

Contacts

Classified advertising contact: Amanda Flatt T: 01923 851 786 Email: amanda.flatt@fmc.co.uk



Features Programme 2011

Irish Dentist is Ireland's major commercial dental title. Published nine times a year, it is distributed free of charge to all dentists in Northern Ireland and the Republic of Ireland. The journal is focused on news and includes business and clinical articles written by Irish dentists, as well as having a product news section. Irish Dentist reflects current thinking, being a central point for news, and offers a comprehensive source of product information. We focus on producing the highest quality editorial to reach out to all members of the dental team.

ISSUE	SPECIAL FOCUS
February	Implants and Hi-tech and X-rays/imaging products
March	Aesthetics/Restoratives and Endodontics
April	Preventive dentistry and Dental plan providers (incorporating finance, insurance and indemnity)
May	Handpieces and Implantology
June	Oral health and Hi-tech dentistry
July	Infection control and Aesthetics/Restoratives
September	Implantology and Chairs, units and accessories – this issue also includes our BDTA Dental Showcase 2011 feature
October	Endodontics and Handpieces/hand instruments - Irish Dentist Implantology Supplement
November	21st century practice and infection control

Contacts

Copy deadline: Six weeks preceding publication

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Editorials accompanied by a picture/logo attract a significantly higher readership!

