

Subscription based title
circulated to over 5000 dentists

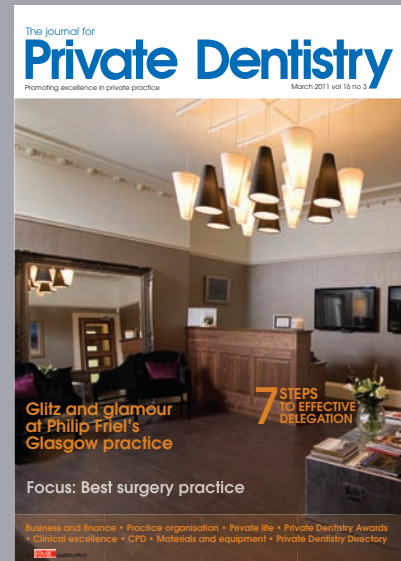
Private Dentistry

UK's Premier Journal for Private Dentistry

MEDIA PACK 2011



COMPREHENSIVE DENTAL COMMUNICATIONS



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Private Dentistry

UK's Premier Journal for Private Dentistry

- Subscription based title circulated to over 5000 dentists
- Readership of 23.850*
- These dentists are interested in improving their business/practice and grow in a number of different treatments.
- We publish Private Dentistry 11 times per year which means it is always up to date in business, industry news, treatments and techniques.
- Published for 13 years
- They invest in themselves by reading it, as they receive CPD points/hours per issue

For more information please call Michelle McHutchison on mobile no 07921 211239 or office 01923 851785, fax 01923 851778 or email: michelle.mchutchison@fmc.co.uk



*Based on 2008 readers survey of 4.5 reads per copy

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PD Essentials

Your guide to the latest news and views

Demand for private dentists expected to rise

Private dentistry continues to grow and is expected to be the UK's fastest growing sector in the next five years, according to a new report from the British Dental Association.

Bruxism device produces electrifying results

Dental clinicians have devised a novel way of treating teeth-grinding bruxism using a special 'one-off' delivery of electric shock to the tongue.

FACTS OF LIFE

A growing number of patients are suffering with bruxism due to stress brought on by the recession, according to dental firm, Mandibular.

BDA conference tweets!

The British Dental Association has launched a new Facebook group called 'British Dental Conference and Exhibitor'.

Details

No detail was deemed too small to be overlooked. We selected some of the top and most innovative products, and invited our readers to vote for their favourite. The winners were announced at the end of the month.

Change

Lablitz opened in March 2009 with a team of four dentists, one hygienist, one dental therapist and eight support staff, including three alternative practitioners. Since opening we have been extremely successful and already we have expanded our team by taking on board more specialists to fill some of the gaps in our service.

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Rates & Data

Double Page Spread	£3,945
A4 full page	£2,365
1/2 Page Horizontal / Vertical	£1,240
1/4 Page Vertical	£795
1 Column Vertical Strip	£795
Horizontal Strip	£795

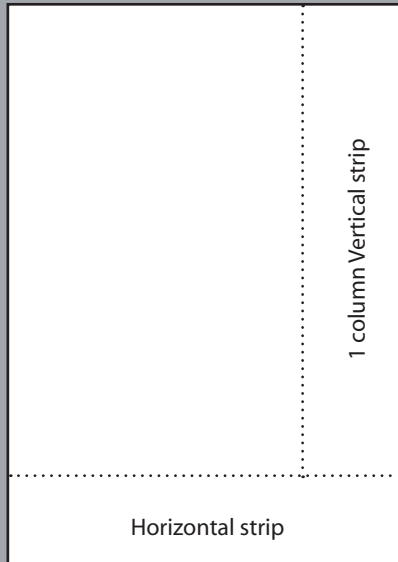
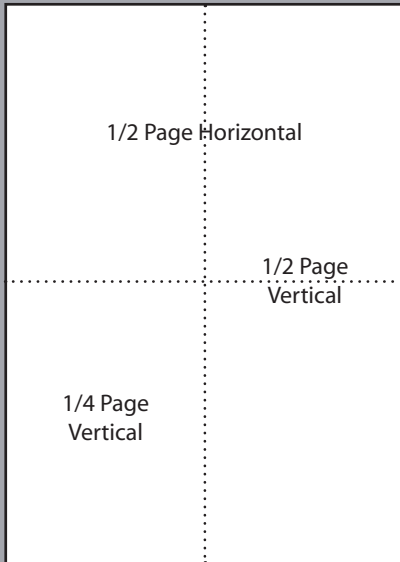
Specialised Promotions

Bound - Outserts	£3,075
Split Covers (Front Covers)	£5,475
Cigar Bands	£6,300
Tip-ons	Rate dependent on weight and shape
Bound Inserts	£3,075 (Subject to weight)
Teaser Ads (Series of 3 or more strip ads in the same issue)	£795

Exclusive bespoke packages available on request.
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For more information please call Michelle McHutchison on mobile no 07921 211239 or office 01923 851785, fax 01923 851778 or email: michelle.mchutchison@fmc.co.uk



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

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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

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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 Luke Hand on 01923 851762, fax 01923 851778 or email: luke.hand@fmc.co.uk



Features Programme 2011

January 2011

Feature – Private Dentistry's Guide to Surgery Planning and Hi-Tech Equipment. We anticipate that dentist's keen to develop a more privately orientated practice and those looking to refurbish their practice will use this comprehensive feature as their main purchasing guide. It will carry articles about new and hi tech products and how to finance these products as well as the best in surgery design and planning. This feature is a must for any design and equipment orientated companies.

February 2011

Feature - Oral Health in Private Practice. This will be a theme running throughout the February issue and will look at the ways a private practice can grow its sales of oral health products through merchandising and by having a dedicated member of staff to discuss oral health with patients. It will also carry clinical articles covering many oral health issues including periodontic treatment and mouth cancer.

March 2011

Feature – The Best Surgery Practice. This feature will run throughout the issue looking at the best practice within a surgery. It will cover issues such as infection control, health & safety, as well as looking at business management and finance for the practice. It will also look at the best materials and equipment for clinical procedures.

April 2011

Feature – Cosmetic Dentistry. This issue will present articles (both business and clinical) and product news related to the cosmetic side of private practice, including facial aesthetics (ie. Botox, dermal fillers, etc). Private dentistry is fast becoming an area devoted to the aesthetic improvement of the face as an entity, and this issue will be a reflection of this.

May 2011

Feature – The World Aesthetic Congress Preview. This issue will provide readers and delegates with a preview of what to expect at the number one annual aesthetic dentistry event. It will include information from exhibitors, articles from speakers and so on.

June 2011

Feature – Developing Your Private Practice. An insight to the products available on the market that will help to develop your private practice. Including the best materials and equipment for the various treatments your private practice offers.

July 2011

Supplement – Private Dentistry's Guide to Specialist Dentistry. This will give informative advice on how to grow the specialist areas in your practice as well as informative clinical articles and case studies on the areas of specialist dentistry including, implantology, endodontics, orthodontics, periodontics and cosmetic dentistry.

September 2011

Supplement – Achieve The Ultimate Private Practice. The ultimate private practice guide is to highlight the best equipment, materials and services that a private dentist could possibly have. We will be looking for two companies in each sector to participate. This will be the number one guide to the best products and services available.

October 2011

Feature – The BDTA Dental Showcase 2011. A guide to the exhibitors and special events scheduled for the BDTA Dental Showcase.

November 2011

Feature – Digital Dentistry. A look at the latest equipment in the digital dentistry arena, focusing on high-tech products as well as website design and marketing.

December 2011

Supplement – Private Dentistry's Guide to Implantology. A look at the latest courses available to expand your implant knowledge, as well as a guide to implant related products, services and equipment.

Contacts

Copy deadline: Six weeks preceding publication

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