OD

Ontario Dentist

THE ***JOURNAL*** OF THE ***ONTARIO DENTAL ASSOCIATION***

# 2019 MEDIA KIT

- GET TO KNOW US
- READER PROFILE
- THE POWER OF THE BRAND
- ADVERTISING OPTIONS
- RATES
- DIMENSIONS

# GET TO KNOW US

OD Ontario Dentist

## The Dental Industry's Long-Standing Resource

*Ontario Dentist* is the official journal of the Ontario Dental Association (ODA) providing award-winning content on the latest clinical techniques, practice management developments, financial planning advice, and legislation and industry news. We have been a trusted industry source for more than 90+ years, and continue to be unique among Canadian publications dentists receive.

Ontario Dental Association

## We are committed to providing innovative, inspired leadership and delivering exceptional value by:

- Promoting the highest standards of dental care and supporting our diverse membership in their pursuit of professional excellence, ethical practice and personal fulfillment
- Fostering a collaborative workplace environment, which promotes creativity and personal growth while celebrating achievements
- Advocating on behalf of ODA dentists
- Promoting optimal oral health and accessible and sustainable care for ALL Ontarians

**Circulation:**
10,355*

**Readers per Copy:**
1.4**

**Total Audience:**
14,497

**Published**
10x a year

Sources: *Publishers Sworn Statement, October 2018, **_Ontario Dentist_ Reader Survey 2016

## We reach 91% of dentists in Ontario–

the province with the largest number of licensed dentists in Canada.

# READER PROFILE

**Our 100% qualified audience have purchasing power both in their business and personal lives and are looking to expand their business while growing their knowledge.**

## Purchasing Power

**EQUIPMENT/SUPPLIES** our readers have the authority to make the final purchase decisions on:

**76%** Dental Instruments/ Equipment

**67%** Emergency Response/Critical/ Safety Equipment

**66%** Patient Education Materials

**63%** Office Supplies

**60%** Computer Hardware/ Software

**60%** Publications and Books

## Expand my Business

**TOP 3 CAREER DEVELOPMENT** activities our readers are planning in the next 12 months:

Hire an Associate/Additional Staff

Open a New or Purchase a Practice

Merge Practice with Another

## Top 4

**ACTIVITIES/SERVICE PROVIDERS** our readers have the authority to make the final purchase decisions on:

- Financial Services
- Insurance
- Consulting Services (Accounting/Legal)
- Real Estate/Leasing

## Grow my Knowledge

**PROFESSIONAL DEVELOPMENT** activities our readers are planning in the next 12 months:

**95%** Attend a Continuing Education Seminar

**76%** Attend a Tradeshow/ Seminar/Conference

Source: *Ontario Dentist* Reader Survey 2016

Every ODA member dentist, dental student, industry professional and stakeholder.

# THE POWER OF THE BRAND

**Build your brand with *Ontario Dentist*, the one-stop resource to reach, educate and engage the dental industry.**

## Our Readers Spend Time Reading the Journal:

**82%** read half to all issues of the journal.

On average our readers spend

reading each issue

## Top 5 Actions Taken After Reading an Issue:

- Discussed with a colleague
- Investigated a product/service advertised or mentioned in the journal
- Visited the ODA website
- Visited a website referred to in the journal
- Passed the journal and/or information on to someone else

## Get To Know Our Readers Outside the Office

## Top Leisure Time Activities:

| | | | | | |
|---|---|---|---|---|---|
| **82%** Spend with Family | **76%** Fitness/Sports Travelling | **68%** Entertaining at Home | **54%** Outdoor | **52%** Activities | **52%** Fine Dining |

## Intend on Purchasing in the Next 12 Months:

Car

Investment Property

House

Art

Cottage/Vacation Property

Boat

Source: *Ontario Dentist* Reader Survey 2016

Advertising with us ensures you are reaching readers who value and spend time reading the journal.

# ADVERTISING OPTIONS

**Not only does *Ontario Dentist* provide an opportunity to reinforce your branding and messaging with increased exposure, but also reaches your target audience.**

## Print Advertising

***ONTARIO DENTIST***

The official journal of the ODA provides you with access to a qualified audience of oral health professionals.

## Why Print?

**96%**
of B2B professionals read print magazines*

**1 in 4**
magazine readers searched online for a product, brand or service advertised in a magazine**

**1 out of 2**
readers read print exclusively**

**Did you know?**

**75%**
of Canadians visit a dental clinic annually***

**YOUR ORAL HEALTH.CA**

The ODA's consumer magazine offers the opportunity to showcase your brand to patients in dental offices. Reach consumers when their oral awareness is high!

**The right journal + the right readers = gained brand exposure.**

Source: *Association of Business Information and Media Companies, The Value of B-to-B Quantifying the role of the business-to-business information and media industry in the buyer-seller relationship 2013, **Vividata, Summer 2018,***Health Canada. Report on the findings of the oral health component of the Canadian Health Measures Survey, 2007-2009. Ottawa (ON): Health Canada; 2010. 124 p.,

# 2019 RATES

## *Ontario Dentist* Advertising Rates

| 2019 Dates | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| **Issue** | **Jan./ Feb.** | **Mar** | **April** | **May** | **June** | **July/ Aug.** | **Sept.** | **Oct.** | **Nov.** | **Dec.** |
| **Space Closing** | 17-Dec | 25-Jan | 22-Feb | 28-Mar | 25-Apr | 30-May | 25-Jul | 29-Aug | 26-Sep | 24-Oct |
| **Material Closing** | 4-Jan | 1-Feb | 1-Mar | 4-Apr | 2-May | 6-Jun | 1-Aug | 5-Sept | 3-Oct | 31-Oct |
| **Mail Dates** | 5-Feb | 6-Mar | 3-Apr | 3-May | 3-Jun | 5-Jul | 30-Aug | 4-Oct | 1-Nov | 5-Dec |

| Editorial Features | |
|---|---|
| **President's Page** | The current ODA president addresses the profession's most topical issues. |
| **Editorial** | Dr. Carlos Quiñonez, our editor, offers thought-provoking commentary and opinions on the key issues facing both contemporary dentistry and society. |
| **Ideas** | We share opinions, debates, issues, and what's in the news. |
| **Analysis** | A look at policy, new evidence and its implications. |
| **Clinical** | Case studies and features. |
| **Your Practice** | This section looks at practice management, legal, HR, suggested fee guide, financial planning/leases and more. |
| **Your ODA** | What is new at the ODA: political news, Annual Spring Meeting Tradeshow & Conference information, department updates, university news, honours & awards, new members and more. |

Editorial and dates subject to change.

| 4C | 1X | 3X | 6X | 10X |
|---|---|---|---|---|
| **Full Page** | $2,930 | $2,785 | $2,645 | $2,515 |
| **⅔ Page** | 2,635 | 2,505 | 2,380 | 2,260 |
| **½ Page Isl** | 2,490 | 2,365 | 2,245 | 2,135 |
| **½ Page** | 2,200 | 2,090 | 1,985 | 1,885 |
| **⅓ Page** | 1,905 | 1,810 | 1,720 | 1,635 |
| **¼ Page** | 1,610 | 1,530 | 1,455 | 1,380 |
| **DPS** | 4,980 | 4,730 | 4,495 | 4,270 |
| **½ DPS** | 3,375 | 3,205 | 3,045 | 2,895 |

| BW | 1X | 3X | 6X | 10X |
|---|---|---|---|---|
| **Full Page** | $1,575 | $1,495 | $1,420 | $1,350 |
| **⅔ Page** | 1,420 | 1,350 | 1,285 | 1,220 |
| **½ Page Isl** | 1,180 | 1,120 | 1,065 | 1,010 |
| **½ Page** | 1,025 | 975 | 925 | 880 |
| **⅓ Page** | 790 | 750 | 715 | 680 |
| **¼ Page** | 630 | 600 | 570 | 540 |
| **DPS** | 2,835 | 2,695 | 2,560 | 2,430 |
| **½ DPS** | 1,845 | 1,755 | 1,665 | 1,580 |

| COVERS (4C only) | 1X | 2X | 3X | 4X |
|---|---|---|---|---|
| **OBC** | $3,665 | $3,480 | $3,305 | $3,140 |
| **IFC/IBC** | 3,515 | 3,340 | 3,175 | 3,015 |

**Special Position Charges:**

Non-cover: 15% of space charges extra
Centre Spread: 20% of space charges extra
Inserts/Outserts: Rates on request

## *Your Oral Health.ca*

| 2019 Dates | | |
|---|---|---|
| **Issue** | **Winter/Spring 2019** | **Summer 2019** |
| **Space Closing** | 24-Oct | 24-Mar |
| **Material Closing** | 3-Nov | 31-Mar |

| 4C | |
|---|---|
| **Full Page** | $2,870 |
| **1/2 Page H** | 2,155 |
| **OBC** | 3,590 |
| **IFC/IBC** | 3,445 |

## *Ontario Dentist & Your Oral Health.ca*

## Dimensions

| | Width | | Height |
|---|---|---|---|
| **Full Page (Trim)** | 8.125″ | x | 10.875″ |
| **Full Page (Bleed)** | 8.375″ | x | 11.125″ |
| **Full Page (Live Area)** | 7″ | x | 10″ |
| **⅔ Page V** | 4.584″ | x | 9.625″ |
| **½ Page H** | 7″ | x | 4.6875″ |
| **½ Page V** | 3.375″ | x | 9.625″ |
| **½ Page Isl** | 4.5625″ | x | 7.1875″ |
| **⅓ Page Sq** | 4.5625″ | x | 4.6875″ |
| **⅓ Page H** | 7″ | x | 3.125″ |
| **⅓ Page V** | 2.167″ | x | 9.75″ |
| **¼ Page** | 3.375″ | x | 4.6875″ |
| **DPS** | 16.25″ | x | 10.875″ |
| **½ DPS** | 16.25″ | x | 4.6875″ |

# Simplify the buyer's decision, **advertise today!**

## Mechanical Requirements

**Electronic Material:** Digital files only. PDF/X-1a files are preferred. Alternate acceptable formats include: Macintosh format, QuarkXPress 10, InDesign CC2017, Illustrator CC2017, Photoshop CC2017 (or earlier). Include all fonts and high-resolution images (300 dpi files for best resolution) in TIFF or EPS format (CMYK only). To ensure the accuracy of all advertisements, a full-size colour proof must be provided. The publisher shall not be liable for any advertisements received without a colour proof.

**File transfer media:** DVD, CD, FTP or email. Smaller files can be emailed up to a maximum file size of 10MB.
Send to chimes@dvtail.com.

**FTP Site:** ftp.dvtail.com. Please send an email to ftp@dvtail.com for password information for the FTP site.

**Design Services:** Complete design services are available at an additional charge.

**For details, contact:**
Roberta Dick, robertad@dvtail.com or
Crystal Himes, chimes@dvtail.com or phone: 905.886.6640

## Terms & Conditions

**Agency Commission:** Fifteen percent (15%) of gross to recognized agencies.

**Terms:** Net 30 days. Two percent (2%) per month interest on overdue accounts.

**Taxes:** Our published rates do not include applicable taxes, which will be added to invoices and clearly identified.

Publisher Conditions: Advertising material is subject to approval by the publisher. If an advertiser's contract is not fulfilled as specified, the advertiser agrees to pay the resulting short rates back to the best earned space rate applicable.

**Mail or fax contracts/insertion orders and material to:**

Dovetail Communications Inc.
30 East Beaver Creek Road, Suite 202
Richmond Hill, ON L4B 1J2
**Tel:** 905.886.6640 **Fax:** 905.886.6615
**Email:** od@dvtail.com **Website:** www.dvtail.com

Cancellations and space changes not accepted after closing date.

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DOVETAIL COMMUNICATIONS

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