



OD

Ontario Dentist

THE JOURNAL OF THE ONTARIO DENTAL ASSOCIATION

2021 media kit

get to know us

OD

Ontario Dentist

THE JOURNAL OF THE ONTARIO DENTAL ASSOCIATION



As the official publication of the Ontario Dental Association (ODA), *Ontario Dentist* has been a trusted industry source for more than 90 years.

Reaching 92% of dentists in Ontario – the province with the largest number of licensed dentists in Canada

10,464*
Circulation

1.4**
Readers per Copy

14,649
Total Audience

Sources: *Publishers Sworn Statement August, 2019,
**Ontario Dentist Reader Survey 2016

Letter from the Editor of *Ontario Dentist*

General dental practitioners and dental specialists need high-quality information and evidence. Our award-winning journal, *Ontario Dentist*, is tailor-made to speak to these professionals. My colleagues tell me that they want to read the latest studies and clinical reports; and about policy and industry concerns, government and regulatory affairs and, of course, information on running a practice, managing staff, as well as financial and legal advice. We give them all of this and more – *Ontario Dentist* is the gateway to every one of the 10,000 dentists who are licensed in Ontario. Designed with imagination and eye-appeal, *Ontario Dentist* is a complete package delivered 10 times per year to every dentist, student and industry stakeholders, and is the best way for you to reach this important and key audience.

Dr. Carlos Quinone
Editor, *Ontario Dentist*

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

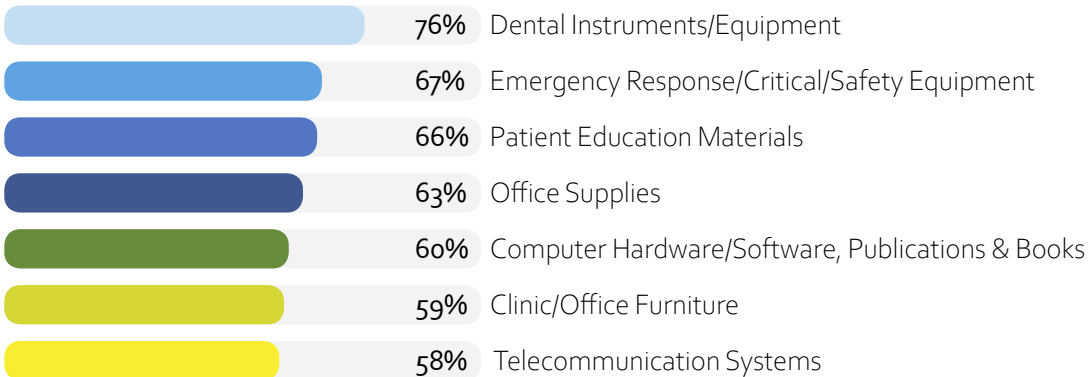


reader profile

Unprecedented access to a 100% qualified audience of every ODA member

STRONG PURCHASING POWER

78% have the authority to make final purchasing decisions on equipment & supplies, including:



66% have the authority to make final purchasing decisions on activities & service providers, such as:



Financial & Consulting Services
(Accounting/Legal)



Insurance



Real Estate/Leasing

INVESTED IN THEIR PRACTICE AND PROFESSION

Top 3 career development activities readers are planning in the next 12 months



1. Hire an Associate/
Additional Staff



2. Open a New or
Purchase a Practice



3. Merge Practice
with Another

98% of readers are planning **career/professional development** activities in the next 12 months, including:



95%

Attend a Continuing Education Seminar



76%

Attend a Tradeshow/Seminar/Conference

devoted readership

Our readers are engaged professionals with strong purchasing power in their personal lives



Readers value *Ontario Dentist**

83% of readers take action after reading an issue.

Top Five Actions Taken

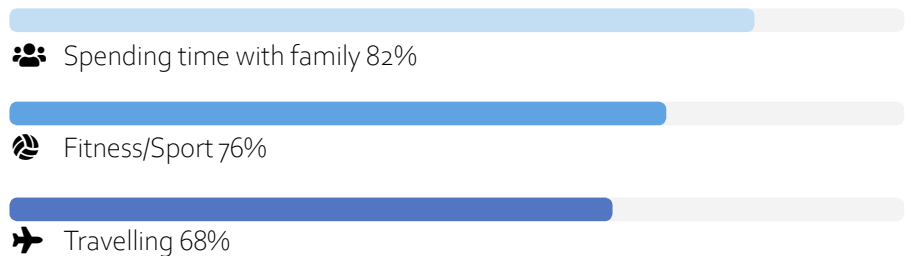
1. Discuss with a colleague
2. Investigated a product/service advertised or mentioned
3. Visited the ODA website
4. Visited a website referred to in the journal
5. Passed the journal and/or information on



OUR READERS INVEST IN THEIR LIFESTYLE OUTSIDE OF THE PRACTICE

95% have investment/savings*

97% take time to pursue **leisure activities**, which include:



The median annual income for Ontario dentists is **\$114,966****

Top Purchases They are Considering This Year*



House



Cottage/Vacation Property



Boat



Car



Investment Property



Art

Sources: *Ontario Dentist Reader Survey 2016, Government of Canada Wages - Dentist in Canada, 2019

advertising options

Print opportunities to reach both the professional and consumer dental markets.



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Published 10x annually

Ontario Dentist allows your company to be aligned with important industry topics while reaching a qualified audience ready to invest in their dental business.

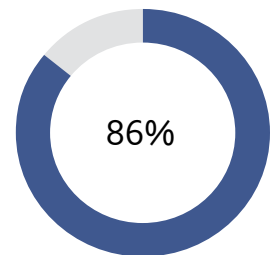
YOUR ORAL HEALTH.ca™

BROUGHT TO YOU BY THE ONTARIO DENTAL ASSOCIATION

Showcase your brand to consumers who are making dental decisions for their families.

Contact your rep for more information

Canada is among the world leaders in terms of overall quality of oral health.



of Canadians visit a dentist within a 2-year period.

Source: State of Oral Health in Canada, CDC 2017

Ontario Dentist 2021 Dates

Issue	Jan/Feb	March	April	May	June	July/Aug	September	October	November	December
AD CLOSING	18-Dec	25-Jan	22-Feb	26-Mar	23-Apr	28-May	23-Jul	27-Aug	24-Sep	22-Oct
AD MATERIAL CLOSING	04-Jan	03-Feb	02-Mar	02-Apr	30-Apr	04-Jun	30-Jul	03-Sep	01-Oct	29-Oct

Editorial and dates subject to change.

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.

Advertise to remain top of mind with dental professionals and consumers

2021 advertising rates & dimensions

Ontario Dentist and 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"
1/3 Page V	4.584"	x	9.625"
1/2 Page H	7"	x	4.6875"
1/2 Page V	3.375"	x	9.625"
1/2 Page Isl	4.5625"	x	7.1875"
1/3 Page Sq	4.5625"	x	4.6875"
1/3 Page H	7"	x	3.125"
1/3 Page V	2.167"	x	9.75"
1/4 Page	3.375"	x	4.6875"
DPS	16.25"	x	10.875"
1/2 DPS	16.25"	x	4.6875"

Mechanical Requirements

Electronic Material: Digital files only. PDF/X-1a files are preferred. Alternate acceptable formats include: Macintosh format, InDesign CC, Illustrator CC, Photoshop CC, QuarkXPress 10 (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](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: 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.

DOVETAIL
COMMUNICATIONS

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.

Colour Rates

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

Covers (4-colour only)

	1X	3X	6X	10X
OBC	\$3,665	\$3,480	\$3,305	\$3,140
IFC/IBC	3,515	3,340	3,175	3,015

BW Rates

	1X	3X	6X	10X
Full Page	\$1,575	\$1,495	\$1,420	\$1,350
2/3 Page	1,420	1,350	1,285	1,220
1/2 Page Isl	1,180	1,120	1,065	1,010
1/2 Page	1,025	975	925	880
1/3 Page	790	750	715	680
1/4 Page	630	600	570	540
DPS	2,835	2,695	2,560	2,430
1/2 DPS	1,845	1,755	1,665	1,580

Your Oral Health.ca

Rates

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

Special Position Charges:

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

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