

British Dental Nurses
JOURNAL[®]
The Journal of the British Association of Dental Nurses



Media pack 2020



ABOUT US

Published on behalf of the **British Association of Dental Nurses** on a quarterly basis, the **BDNJ** is a subscription only title that reaches all 7,500 members of the association. Since mandatory registration, membership of a clinical association has become increasingly important as it provides advice and guidance on clinical techniques, indemnity insurance, CPD provision and a host of other benefits that were previously denied to Dental Nurses.

Research by the BADN shows that **70% of their members** are also practice managers with purchasing power, meaning that **5,250 of our readers are in a position to not only use, but also to buy your product for their** practice.

The recent GDC 'Scope in Practice' document highlights how extended duties for Dental Nurses has meant that nurses can now perform a whole host of duties within the practice and are therefore a vital group to market your products to. They are with each patient from the moment they enter the practice to when the treatment is over, which puts them in a unique position to influence purchasing decisions of oral health products. The **BDNJ** contains verifiable CPD content for free, which helps them achieve their mandatory 10 hours training per year.

The editorial content of the **BDNJ** is written by the association which ensures that it is written **by Dental Nurses, for Dental Nurses**, thereby ensuring that it meets the needs of this increasingly important part of the dental team.



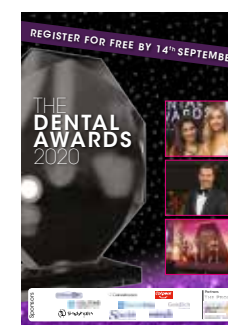
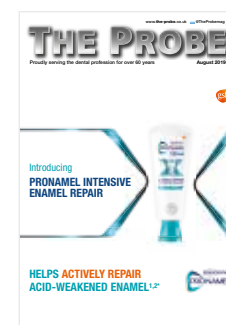
THE PORTFOLIO

Dentistry...we've got it covered

In addition to the recognised market leader of dental information - The Probe - Purple Media's dental portfolio has an unsurpassed range of products dedicated to the development of the dental sector as a whole, providing clinical, product & business information to professionals in every part of the dental industry.

To find out more about our impressive portfolio of product and discover how we can help you maximise the return on your marketing investment please contact us on the details found at the end of the media pack

Our other dental publications include:



PROMOTIONAL OPPORTUNITIES

The complete solution. Create a bespoke package to suit your needs

ADVERTISING

BDNJ offers premium advertising sites opposite its editorial content. If you are planning a new campaign, there are various opportunities Smile can offer to convey your message to the people that matter. Options include:

- Page Advertising
- Polybag Sponsorship
- Gatefolds
- Tip-on/Cover mounts
- Advertorials
- Post-it notes

SPONSORSHIPS

BDNJ offers many opportunities to sponsor articles and columns. These can be linked to your marketing campaign and are a cost effective way of raising your company profile with regular coverage in every issue.

- **Feature sponsorship** - includes ad page, comment and logos
- **Column/page sponsorship** - professions page (BSDHT, BADT)
- Bespoke editorial initiatives

CLASSIFIED

Advertise recruitment, courses, all dental products and services including instruments, chairs and clothing. The classified section is available for promotion of new products and initiatives.

AWARDS SPONSORSHIP

The Dental Awards recognise excellence within the dental industry - regarded as the 'Oscars' of dentistry, they acknowledge achievements in all sectors of the industry. Becoming a sponsor of the highly respected and influential Dental Awards is a guaranteed way to be seen as one of the major players in the dental industry. Gain maximum exposure to the people that matter - your customers.

INSERTS

We are able to target specific parts of the circulation, maximising your ROI. We have run everything from single page fliers to 16 page supplements to product cover mounts.



BESPOKE CONTRACT PUBLISHING

BDNJ publishes numerous supplements to help achieve particular client objectives. Our supplements are written in conjunction with a designated supplier offering detailed advice on a specific aspect of the dental trade.

Artwork Specifications

Please follow the guidelines below when supplying your artwork.

Accepted Files & Format

We accept the following file formats:

- PDF
- JPEG
- TIFF
- EPS

All artwork must be saved as 300dpi resolution and at least 100% of the final print size. Please ensure all text is converted to outlines prior to saving. All files must be CMYK - no RGB or Pantone spot colours will be accepted.

Providing your artwork

We will accept your artwork by any of the following delivery methods:

- Email: Please email you files (under 5MB) to sophia.kerby@purplems.com
- Web File Transfer: WeTransfer, Dropbox & Mailbigfile
- On CD or DVD: Please post to:
Sophia Kerby
Purple Media Solutions Ltd
The Old School House
St Stephen's Street
Tonbridge
Kent TN9 2AD

Artwork Sizes

Advertisement sizes are illustrated below. Please ensure your artwork is the exact dimensions to avoid errors when your advert is printed. Files provided in the wrong size may be resized at our discretion.

Bleed

Please make sure all important information in your advertisement is at least 10mm from the trim edge. Full page and DPS spreads should have a 3mm bleed.

Inside front Cover	£1,935
Inside Back Cover	£1,935
Outside Back Cover	£1,935
Full Page	£1,650
Half Page	£ 1,100
Quarter Page	£ 480

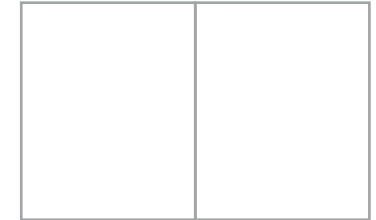
Inserts

Full circulation & regional breakdowns available. P.O.A & example being supplied
Volume discounts available on request.



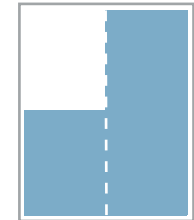
Full Page

Trim: 297mm x 210mm
Bleed: 303mm x 216mm



Double Page Spread

Trim: 297mm x 420mm
Bleed: 303mm x 426mm

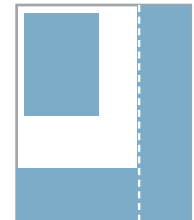


Half Page

Trim: 127mm x 180mm

Half Page Vertical

Trim: 260mm x 88mm



Quarter Page

Normal: 127mm x 88mm
Horizontal: 32mm x 182mm
Vertical: 260mm x 58mm

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