

Smile ORAL HEALTH MATTERS



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Media pack 2020



Smile Oral Health Matters is distributed to the HOME address of every GDC registered (5,500) Hygienist, Therapist and Oral Health Promoter.

ABOUT US

Established in 1997, **Smile Oral Health Matters** is the most widely received magazine that reaches this increasingly vital group of clinicians who are involved with promoting good oral health.

It is distributed 8 times through-out the year to the HOME address of every GDC registered (5,500) **Hygienist, Therapist and Oral Health Promoter**, who are the very people that the public turn to for advice on how to ensure they maintain a good oral regime.

WHY SMILE ORAL HEALTH MATTERS?

- ✓ Most widely read journal
- ✓ The best response for advertisers
- ✓ Reaches every GDC registered Hygienist and Therapist

Within Smile there is also verifiable CPD for all readers, which throughout the year provides all ten hours of training required for a DCP per year, making it an invaluable resource for dental care professionals.

THE PROFESSION IS ON BOARD

We have a prestigious panel of key opinion leaders who contribute to the magazine and who are always on hand to provide advice, product testing, articles and who are an excellent resource for manufacturers to utilise to broadcast their core brand messages.

Clinical associations in Oral Health we work closely with and can utilise: **BSDHT, BADN, NOHPG, BDHF, BADT**



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

Smile 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
- False Front Covers
- Gatefolds
- Tip-on/Cover mounts
- Advertorials
- Post-it notes

SPONSORSHIPS

Smile 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

Smile 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 lorna.reekie@purplems.com
- Web File Transfer: WeTransfer, Dropbox & Mailbigfile
- On CD or DVD: Please post to: Lorna Reekie
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

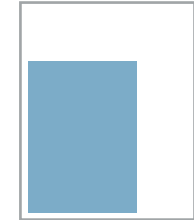
Please make sure all important information in your advertisement is at least 10mm from the trim edge. Full page and DPS spreads should have a 3mm bleed.

Front Cover Package	P.O.A
Inside front Cover	£1,935
Inside Back Cover	£1,935
Outside Back Cover	£1,935
Full Page	£1,735
Half Page	£ 987
Quarter Page	£ 518

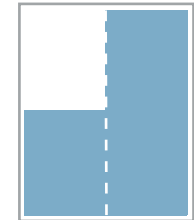
Inserts Full circulation & regional breakdowns available. P.O.A & example being supplied
Volume discounts available on request.



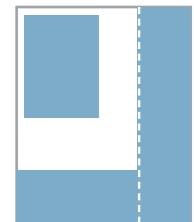
Full Page
Trim: 334mm x 245mm
Bleed: 340mm x 251mm



Junior Page
Trim: 240mm x 170mm
No bleed required



Half Page
Trim: 154mm x 218mm
Half Page Vertical
Trim: 290mm x 106mm



Quarter Page
Normal: 151mm x 112mm
Horizontal: 75mm x 230mm
Vertical: 310mm x 55mm

FEATURES LIST 2020

JAN/FEB

Oral health products
Bruxism and night guards
Copy deadline: 13.01.20

MARCH

Oral health products & Xylitol sweets
Orthodontics
Copy deadline: 27.01.20

APRIL

Oral health products & Home
whitening products
Handpeices and Instruments
Copy deadline: 27.03.20

MAY/JUNE

Oral health products & Toothbrushes
Interdental brushes/floss
Copy deadline: 20.05.20

JULY/AUGUST

Oral health products & Electric V's
manual toothbrushes
Cross Infection Control
Copy deadline: 16.07.20

SEPTEMBER

Oral health products & Home
whitening products
Training and Education
Copy deadline: 26.08.20

OCTOBER

Oral health products & Floss and
interdental cleaning
Tooth whitening
Copy deadline: 23.9.20

NOV/DEC

Oral health products & Toothpaste
Copy deadline: 12.11.20

Smile
ORAL HEALTH
MATTERS

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