

# Smile ORAL HEALTH MATTERS



## Editor

James Cooke

[james.cooke@purplems.com](mailto:james.cooke@purplems.com)

01732 371 581

## Commercial Director

Michelle McHutchison

[michelle.mchutchison@purplems.com](mailto:michelle.mchutchison@purplems.com)

07961 026 682

# Media pack 2021



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 6 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

## 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.

## 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.

## 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.



**You didn't spend years training as a dentist to become a compliance officer.**

Running a practice is more than a full-time job. It's several jobs. You have to be an accountant, an administrator, even a compliance officer. Leaving precious little time for being a dentist. Denplan can give you that time back.

Our Professional Services team will do so much more than guide you through complex regulatory and legislative changes. They'll help you minimise the potential impact of regulatory inspections, and provide pragmatic support to ensure you stay on top of Decontamination Manuals relevant to each jurisdiction in the UK.

**Making life easier for everyone.**

**Get back to being a dentist**  
call us on **0800 169 9962**  
or visit [denplan.co.uk/dentalsupport](http://denplan.co.uk/dentalsupport)

**Denplan**  
Part of **myhealth**



**For instant\* pain relief + lasting protection**

**Rapid**  
NSK's Colgate Sensitive applies instantly easing pain relief and preventing further pain relief.

**Prevent**  
NSK's Colgate Sensitive prevents pain relief from returning. It's the only toothpaste that prevents pain relief from returning. It's the only toothpaste that prevents pain relief from returning.

**NSK**  
**Colgate Sensitive**

**ENTRY DEADLINE 4<sup>TH</sup> DECEMBER**

**THE DENTAL AWARDS 2021**

**THE DENTAL AWARDS**  
You've got the skills... Now build your reputation. The Dental Awards recognise excellence in the dental industry. 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.

**Why should you enter?**

Being a finalist in an award can be a valuable experience. It can help you build your reputation and gain recognition from your peers. It can also help you attract new patients and increase your revenue.

**Winners**  
The winners of the Dental Awards will be announced at the awards ceremony. They will receive a trophy and a certificate. They will also be featured in the awards magazine.

**Sponsors**  
The Dental Awards are sponsored by a number of leading dental companies. These include:

- **Colgate**
- **Denplan**
- **myhealth**
- **NSK**
- **Waterpik**

## 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](mailto: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

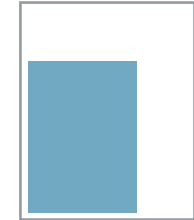
Advertisement sizes are illustrated below. Please ensure your artwork is the exact dimensions to avoid errors when your advert is printed. Files provided in the wrong size may be resized at our discretion.

### Bleed

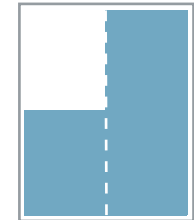
Please make sure all important information in your advertisement is at least 10mm from the trim edge. Full page and DPS spreads should have a 3mm bleed.



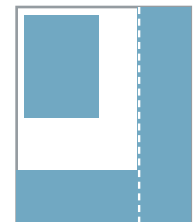
**Full Page**  
Trim: 333mm x 245mm  
Bleed: 340mm x 251mm



**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

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

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

# FEATURES LIST 2021

## JAN/FEB

Oral health products  
Bruxism and night guards  
PR – Cross infection control and News,  
Information Classified – Courses, training,  
events, recruitment.

**Copy deadline: 13.01.21**

## MARCH/APRIL

Oral health products  
Orthodontics  
PR – News, Product and Equipment  
Information Classified – Courses, training,  
events, recruitment

**Copy deadline: 27.01.21**

## MAY/JUNE

Oral health products  
Handpieces and Instruments  
PR – Aesthetics and Orthodontics  
and News, Product and Equipment  
Information Classified – Courses, training,  
events, recruitment  
BDIA Dental Showcase review

**Copy deadline: 20.05.21**

## JULY/AUGUST

Oral health  
Cross Infection Control  
PR – Whitening and News, Product and  
Equipment  
Information Classified – Courses, training,  
events, recruitment  
The Dentistry Show Review

**Copy deadline: 16.07.21**

## SEPTEMBER/OCT

Oral health products: Home whitening  
products  
Training and Education  
PR – Impression materials and News,  
Product and Equipment Information  
Classified – Courses, training, events,  
recruitment

**Copy deadline: 26.08.21**

## NOV/DEC

Oral health products & Toothpaste  
Dentistry Show Preview  
Show Specials  
PR – Digital technology and News,  
Product and Equipment  
Information Classified – Courses, training,  
events, recruitment

**Copy deadline: 12.11.21**

## CONTACT

### Editorial

#### EDITOR

James Cooke

T: +44 (0)1732 371 581

E: james.cooke@purplems.com

### Production

#### PRODUCTION & DESIGN MANAGER

Lorna Reekie

T: +44 (0)1732 371 584

E: lorna.reekie@purplems.com



### Advertising

#### DIRECTOR

Ed Hunt

T: +44 (0)1732 371 577

E: ed.hunt@purplems.com

#### SALES MANAGER

Michelle McHutchison

T: +44(0)7961 026682

E: michelle.mchutchison@purplems.com

**[www.smile-ohm.co.uk](http://www.smile-ohm.co.uk)**