

# BDA

British Dental Association

## Connecting your brand with the dental profession



## Introduction

The British Dental Association (BDA) occupies a unique place in UK dentistry.

With over **16,000 members**, our connections with the profession are unparalleled, allowing our voice to be heard by government, policy makers and regulators, nationally and internationally.

We champion high standards and help members to achieve them by providing advice and support, training, and internationally-renowned publications.

As a not-for-profit organisation every pound of surplus we generate goes back into the profession, providing better services for members and improving the nation's oral health.

Working with us you can speak to dentists and dental teams across the UK.

## About the BDA

### **We are the voice of dentists and dental students in the UK.**

We support our members every step of their professional lives. Detailed guidance is offered via our website and through our team of expert advisers.

Our local network brings together dentists in every community.

We produce the *BDJ*, one of the world's foremost dental publications.

Education is provided through local events and online courses.

And we influence UK governments, promote standards for dentistry and champion oral health.

As the trade union and professional body, we represent all fields of dentistry including general practice, community dental services, the armed forces, hospitals, academia, public health and research.

We are owned and run by our members and all our income is reinvested for the benefit of the profession.

## **What we believe**

Dentists are critical to the health of the nation and we want to see better oral health for all.

We stand up for dentists, so they can deliver the very best care for their patients.

## **We want to:**

- Promote the interests of our members
- Advance the art, science and ethics of dentistry
- Improve the nation's oral health
- Keep our members up to date on all the latest news and information.

## **Why advertise with us**

In a time of ever-increasing marketing noise, the proven ability of the BDA brand to 'cut through' and get messages heard is more valuable than ever.

When your marketing campaign needs a credible boost, we can reach dentists and the dental team with our respected communications; providing your brand with unparalleled opportunities to get your message across.

Whether you're running a brand or product campaign, we have options for you.

## Advertise on our website



In 2022, our website achieved over 1.7 million page views, and 459,000 visits.

### THE OPPORTUNITY

By placing banner advertising across our website, you'll get a dynamic and targeted way to reach your target audience. Identifying relevant areas of the website will ensure you're reaching the right people.

### Prices:

Homepage advert      £400 per week (exc. VAT)

In-page advert      £100 per week (exc. VAT)

### WHAT DO I NEED TO SUPPLY?

1. Image = 613x431px (corner radius 15px)
2. Fields to provide copy for (in order shown below):  
Subline: ADVERTISEMENT (will show in small caps)  
Title (will show in H2 cyan)  
Description (body copy)  
CTA (button text and link)
3. A link to where you'd like the traffic to go.

# Newsletters

The average open rate in 2023 across all newsletters is 53% and click rate of 16.15%

	Content	Audience	Circulation	Frequency	Cost
<b>The Latest</b>	Latest news and exclusive member content	Members in each UK nation	10,700	Fortnightly	£1000
<b>Non-member</b>	Regular news/info (recruitment)	Non-member, UK GDC registered dentists, DCPs	10,880	Monthly	£500
<b>Associates</b>	Latest news and exclusive member content.	Associate members	3,220	Monthly	£500
<b>Expert</b>	Exclusive advice and practice management templates	Expert members	1,950	Monthly	£500
<b>Clinical content</b>	Clinical content provided by the British Dental Journal (BDJ)	Dentists, dental students and DCPs looking for clinical information.	2,330	Monthly	£500
<b>Extra</b>	Advice on best practice	Existing Extra members	1,040	Monthly	£500
<b>BDA Good Practice</b>	Regular news/info	Good Practice member 'organisations' (practice email address)	1,330	Monthly	£500
<b>Community Dental Services</b>	Committee news and info	Existing BDA members who work in Community Dentistry	940	Quarterly	£200
<b>Student</b>	Latest news and exclusive member content	Student members	525	Monthly	£250

All costs are per edition. *The Latest* is priced as a single dispatch to reach the four nations (England, Northern Ireland, Wales and Scotland). Prices shown are excluding VAT.

## THE OPPORTUNITY

We offer advertisers the opportunity to place banners within newsletters sent to our members. **By restricting advertising opportunities** within these newsletters we've ensured an **above industry open and click through rate**, delivering great value for money.

### WHAT DO I NEED TO SUPPLY?

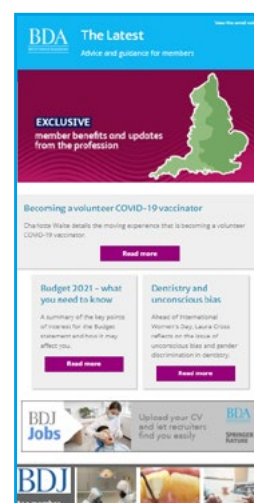
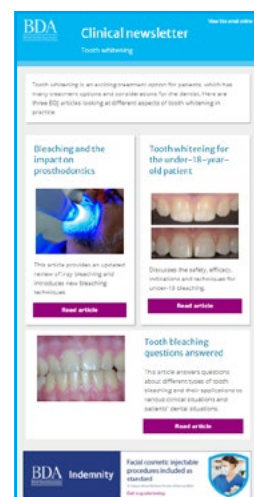
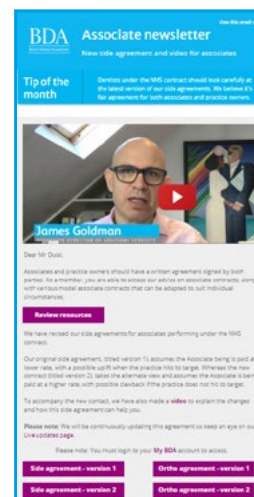
#### 1. Two images

One for desktop (w: 600px x h: 130px)  
One for mobile (w: 275px by h: 275px)  
in PNG or JPEG.

2. A link to where you'd like the traffic to go.

Contact:

[marketing@bda.org](mailto:marketing@bda.org)



## Solus emails

### **THE OPPORTUNITY**

We offer advertisers the opportunity to send emails to members on our third party distribution list. We can segment based on your targets or mail the full recipient list. The mailing list has a circulation of 11,300 recipients.

### **WHAT DO I NEED TO SUPPLY?**

1. Responsively designed HTML

Please contact Paul Darragh at Springer Nature to discuss solus emails, as well as the opportunities the BDJ Portfolio offers:

**0207 014 4122**

**07725 218506**

**[paul.darragh@springernature.com](mailto:paul.darragh@springernature.com)**

## Advertise through our online events

**We have worked with industry leaders to deliver CPD opportunities that dental professionals can view from the safety and comfort of home.**

Our weekly live webinars cover everything from clinical to business topics and regularly attract between 300 and 600 delegates. We then host an on demand version, giving you an additional branding opportunity.

We also run a number of online training events through the year, ranging from 15-person training courses to larger clinical events which can attract up to 100 delegates.

These events provide a fantastic opportunity for you to get in front of dentists and the dental team during the breaks between sessions – especially powerful as the delegates are engaged and inspired by the topic.

Types of online events	Attendees
Clinical and business webinars	100 - 1000
Online seminars	200 - 1000
Online training courses	50 - 250
Online conferences	100 - 250
Small interactive group courses	15 - 30

### Prices:

Sponsorship packages **£1,500+VAT**

Powerpoint slide **£150+VAT**

### Contact:

[Susan.Graves@bda.org](mailto:Susan.Graves@bda.org)

**020 7563 4175**

## Sponsorship and exhibitions

### THE OPPORTUNITY

We have a number of sponsorship and exhibition opportunities available at our face to face events. These events enable you to meet with your desired audience over a focused seminar, training course or conference. Dentists and dental team members have the time at events to research, source and engage with organisations, therefore our events are a valuable occasion for the industry and dental profession to engage.

Our events include a range of business and clinical related topics such as:

- Whitening
- Perio
- Endo
- Implants
- Toothwear
- Aesthetic dentistry

### Sponsorship

Sponsorship of an event is among the most effective methods of reaching your desired audience. As an event sponsor, you can benefit from the marketing power of the BDA brand, as well as our targeted email marketing campaigns and our website. Excellent for brand awareness initiatives, our sponsorship packages are in demand.

### Exhibiting

Our exhibition packages complement your overall marketing strategy and allow for valuable 1-2-1 conversations to generate leads. By being associated with the right event, targeted at the right audience we can help you meet your objectives.

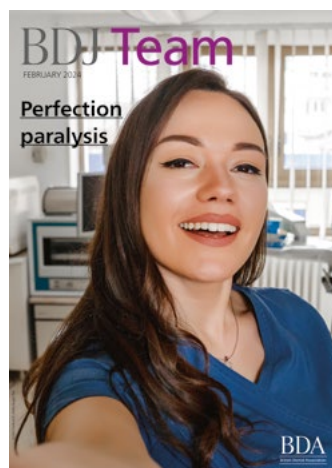
Opportunities are available at national events and locally organised Branch and Section events.

### Contact:

**Susan.Graves@bda.org**  
**020 7563 4175**



## Advertising in the BDJ portfolio



### THE OPPORTUNITY

The BDJ Portfolio is the go-to suite of print and online publications for anyone looking to engage with UK dentists. The *British Dental Journal* (BDJ) continues to rank as the #1 publication in the BDIA's Dental Media Readership Survey.

#### Contact:

**Display:** Paul Darragh  
paul.darragh@springernature.com  
**Classified:** Matt Ward  
m.ward@nature.com