BDA

British Dental Association

Connecting your brand with the dental profession



Introduction

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

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 2025, our website achieved over 1.1 million pages viewed, 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.

WHAT DO I NEED TO SUPPLY?

1. Image = 613x431px (corner radius 15px)
2. Fields to provide copy for (in order shown below):
   Subline: ADVERTISMENT (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.

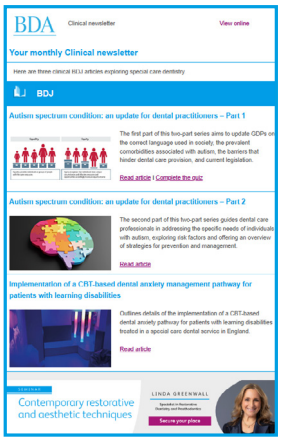
For availability and prices please contact:

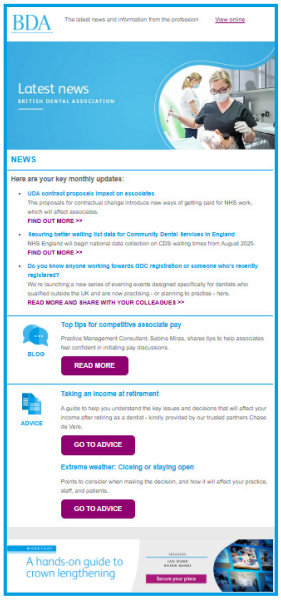
0207 014 4122
07725 218506
paul.darragh@springernature.com

Newsletters

The average open rate in 2025 across all newsletters was 56% and click rate of 12%

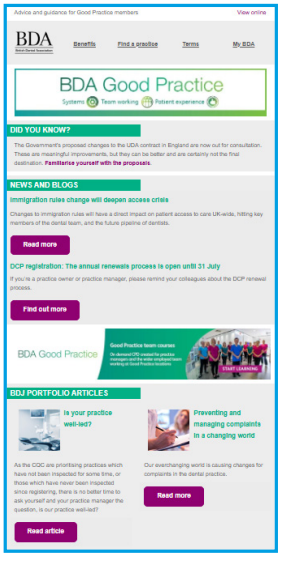
	Content	Audience	Circulation	Frequency
The Latest	Latest news and exclusive member content	Members in each UK nation	7,700	Monthly
Non-member	Regular news/info (recruitment)	Non-member, UK GDC registered dentists, DCPs	13,100	Monthly
Associates	Latest news and exclusive member content.	Associate members	2,690	Monthly
Practice owners' update	Exclusive advice and practice management templates	Practice owners members	2,360	Monthly
Clinical content	Clinical content provided by the British Dental Journal (BDJ)	Dentists, dental students and DCPs looking for clinical information.	2,380	Monthly
BDA Good Practice	Regular news/info	Good Practice member 'organisations' (practice email address)	1,400	Monthly
Community Dental Services	Committee news and info	Existing BDA members who work in Community Dentistry	910	Bi-monthly
Student	Latest news and exclusive member content	Student members	210	Monthly





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: 1320px x h:260px)
   One for mobile (w: 600px by h: 600px)
   in PNG or JPEG.
2. A link to where you'd like the traffic to go.

For availability and prices please contact:

marketing@bda.org

Exclusive solus email

THE OPPORTUNITY

Maximise campaign engagement and gain stand out by sending an exclusive e-shot to our highly engaged database. Consistently exceeding industry benchmarks, this is a fantastic solution for lead generation and brand awareness.

WHAT DO I NEED TO SUPPLY?

Files should be supplied in a ZIP file.

Email **paul.darragh@springernature.com** for more details.

For availability and prices 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

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 150 and 350 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 - 500
Online training courses	15 - 100
Small interactive group courses	15 - 30

Contact:

paul.darragh@springernature.com
for information regarding clinical and business webinars.

rebecca.quin@bda.org
regarding any other online events.

Sponsorship and exhibitions

THE OPPORTUNITY

We have a number of sponsorship and exhibition opportunities available at out 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.

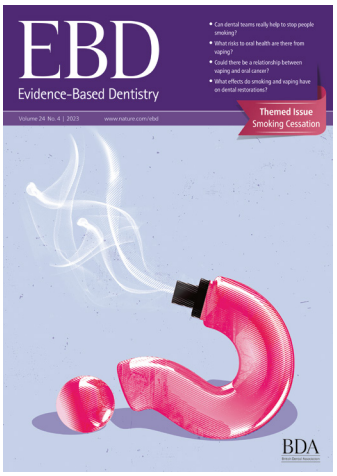
Contact:

rebecca.quin@bda.org
020 7563 4199

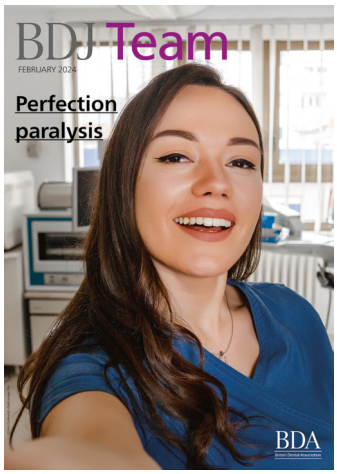
Advertising in the BDJ Portfolio













THE OPPORTUNITY

The BDJ Portfolio is the go-to suite of print and online publications for anyone looking to engage with UK dentists.

Contact:

Products and Services: Paul Darragh
paul.darragh@springernature.com
Recruitment and Training: Charley Sheppard
charley.sheppard@nature.com