Connecting your brand
with the dental profession
Introduction

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

With over **18,000 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.
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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

During the COVID-19 pandemic, we’ve been unrelenting in our fight to protect dentists and patients and safeguard the future of dental surgeries.

We’ve provided tailored advice to our members during a crisis when dentists felt they had nowhere else to turn. We’ve worked hard to provide the latest information and guidance as soon as we have it.

As a result, we’ve seen a dramatic increase in the number of people visiting our website. We have become the leader in providing dental news and updates to the profession.

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.
Advertise on our website

On average we have over 100,000 users of the website each month

On average we have over 330,000 page views on the website each month
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. For a full width banner on the home page it’s w: 875px x h: 340px. If you prefer to keep the BDA styling then it’s w: 564px x h: 340px in either PNG, JPG or GIF (non-animated)
2. For in-page advertising it’s an image that’s w: 668px x h: 80px in either PNG, JPG or GIF (non-animated)
3. A link to where you’d like the traffic to go.
The average open rate across all newsletters is 46% and click rate of 31%.

<table>
<thead>
<tr>
<th>Content</th>
<th>Audience</th>
<th>Circulation</th>
<th>Frequency</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>England: Latest news and exclusive member content</td>
<td>Members in England as well as International members</td>
<td>10,398</td>
<td>Fortnightly</td>
<td></td>
</tr>
<tr>
<td>Scotland: Regular news and exclusive member content</td>
<td>Members in Scotland</td>
<td>1,024</td>
<td>Fortnightly</td>
<td>£1000</td>
</tr>
<tr>
<td>Wales: Regular news and exclusive member content</td>
<td>Members in Wales</td>
<td>663</td>
<td>Fortnightly</td>
<td></td>
</tr>
<tr>
<td>N.Ireland: Regular news and exclusive member content</td>
<td>Members in Northern Ireland</td>
<td>556</td>
<td>Fortnightly</td>
<td></td>
</tr>
<tr>
<td>Non-member: Regular news/info (recruitment)</td>
<td>Non-member, UK GDC registered dentists</td>
<td>7,557</td>
<td>Monthly</td>
<td>£500</td>
</tr>
<tr>
<td>Associates: Latest news and exclusive member content</td>
<td>Associate members</td>
<td>4,240</td>
<td>Monthly</td>
<td>£500</td>
</tr>
<tr>
<td>Young dentists: Regular news/info</td>
<td>Member dentists who graduated in the past 10 years</td>
<td>2,751</td>
<td>Monthly</td>
<td>£500</td>
</tr>
<tr>
<td>Expert: Exclusive advice and practice management templates</td>
<td>Expert members</td>
<td>2,592</td>
<td>Monthly</td>
<td>£500</td>
</tr>
<tr>
<td>Clinical content: Clinical content provided by the British Dental Journal (BDJ)</td>
<td>Dentists and dental students looking for clinical information.</td>
<td>2,233</td>
<td>Monthly</td>
<td>£500</td>
</tr>
<tr>
<td>Extra: Advice on best practice</td>
<td>Existing Extra members</td>
<td>1,513</td>
<td>Monthly</td>
<td>£500</td>
</tr>
<tr>
<td>BDA Good Practice: Regular news/info</td>
<td>Good Practice member organisations’ (practice email address)</td>
<td>1,186</td>
<td>Monthly</td>
<td>£500</td>
</tr>
<tr>
<td>Community Dental Services: Committee news and info</td>
<td>Existing BDA members who work in Community Dentistry</td>
<td>700</td>
<td>Quarterly</td>
<td>£200</td>
</tr>
<tr>
<td>Student: Latest news and exclusive member content</td>
<td>Student members</td>
<td>613</td>
<td>Monthly</td>
<td>£250</td>
</tr>
<tr>
<td>Foundation Dentists: Reminder of benefits valuable to FDs at particular stage of their training</td>
<td>Members in their dental training year</td>
<td>320</td>
<td>Monthly</td>
<td>£500</td>
</tr>
</tbody>
</table>

All costs are per edition. 1-4 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.
**THE OPPORTUNITY**

We offer advertisers the opportunity to send mass 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 12,000 recipients.

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**Standard email**

Dear Miss Salman,

We wanted to let you know about Lloyd & Whyte - our appointed partner for insurance and financial services. They can offer all the protection and financial guidance you’d need throughout your professional and personal life.

With over 20 years of experience working with members, they can provide advice to help you plan for your future and protect your present.

Please view this email online.

**Incorporate professional insurance and guidance tailored to you.**

BDA Insurance and financial services, exclusively for you.

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**Brief**

A clear brief is required addressing the components shown within this template.

**Data**

The dispatch works on a simple filter (member vs, non-member, location).

**Build**

Built on a basic template.

**Copy, assets (correct dimensions), links provided**

**Content**

Limited personalisation (salutation).

No dynamic content.

**Dispatch**

A/B subject line testing only.

Dispatch set up (choice of subject line, choice of time from a list of 3).

Dispatch summary for approval.

Live test dispatch to customer.

**Edits**

No amendment loops (corrections only - no change from original brief).

**Check/Test**

Litmus content check.

**Reporting**

Dispatch reporting (sent, openers, clickers).

**Lead time**

3 working days from acceptance of brief and assets.

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**Prices:**

£250 per 100 recipients broadcast (exc. VAT) + £160 build

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We support our student members by producing handbooks and guides each year covering key topics. Sponsorship is available for each guide.

Prices:

Getting your first job guide
- Double page advert and logo on rear: £2625
- Single page advert: £1050

Career guide
- Double page advert and logo on rear: £2100
- Single page advert: £800

WHAT DO I NEED TO SUPPLY?
A5 portrait; allow 12mm in and outside for ‘safe area’ for important copy; w148mm x 210mm h; print-ready PDF; 300dpi resolution; embed all fonts, images and graphics; 3mm bleed; CMYK four colour process; include trim marks (no bleed marks)
THE OPPORTUNITY
We offer advertisers the opportunity to place adverts within the guides or, for those sponsoring the whole guide, to have logos placed on the inside front cover, back cover and have a double-page spread.

<table>
<thead>
<tr>
<th>Content:</th>
<th>Audience</th>
<th>Print circulation</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Getting your first job</td>
<td>Useful information to help final year dental students secure their first job</td>
<td>Final year dental students</td>
<td>1,100</td>
</tr>
<tr>
<td>Career guide</td>
<td>The guide contains information about the different career paths available, what you need to do to get there, plus top tips for succeeding in your dental career.</td>
<td>Fourth year dental students</td>
<td>1,100</td>
</tr>
</tbody>
</table>

THE OPPORTUNITY
We offer advertisers the opportunity to place inserts with deliveries. By restricting the advertising opportunity to just one per mailing, you can ensure your insert isn't lost in the crowd.
Advertise through our online events

As the world has changed, we’ve adjusted. 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.

<table>
<thead>
<tr>
<th>Types of online events</th>
<th>Attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clinical and business webinars</td>
<td>100 - 1000</td>
</tr>
<tr>
<td>Online seminars</td>
<td>200 - 1000</td>
</tr>
<tr>
<td>Online training courses</td>
<td>50 - 250</td>
</tr>
<tr>
<td>Online conferences</td>
<td>100 - 250</td>
</tr>
<tr>
<td>Small interactive group courses</td>
<td>15 - 30</td>
</tr>
</tbody>
</table>

**Prices:**

- Sponsorship packages: £1,500+VAT
- Powerpoint slide: £150+VAT

**Contact:**

Susan Graves  
Exhibition Sales and Sponsorship Executive, BDA  
Susan.Graves@bda.org  
020 7563 4175
## Advertising in the BDJ Portfolio

<table>
<thead>
<tr>
<th>What is it?</th>
<th>Audience</th>
<th>Print circulation</th>
<th>Pass-along readership</th>
<th>Frequency</th>
<th>Monthly page views (online)</th>
<th>Monthly unique visitors (online)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>British Dental Journal</strong></td>
<td>The flagship journal of the BDA Delivered to all BDA members plus international institutional subscribers</td>
<td>16,931</td>
<td>60,460</td>
<td>24 issues</td>
<td>341,549</td>
<td>184,264</td>
</tr>
<tr>
<td><strong>BDJ In Practice</strong></td>
<td>Provides dental industry news stories, political hot topics and practice advice Delivered exclusively to all BDA members</td>
<td>16,938</td>
<td>49,644</td>
<td>12 issues</td>
<td>6,066</td>
<td>2,735</td>
</tr>
<tr>
<td><strong>BDJ Student</strong></td>
<td>The BDA journal for students and new graduates Delivered to all BDA student members including dental undergraduates and first year new graduates</td>
<td>5,601</td>
<td>3</td>
<td>3 issues</td>
<td>3,676</td>
<td>1,440</td>
</tr>
<tr>
<td><strong>BDJ Open</strong></td>
<td>A peer-reviewed, open-access, online-only journal, publishing dental and oral health research from all disciplines Oral health researchers, medical and dental clinicians, industry and decision-makers globally</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>Evidence-Based Dentistry</strong></td>
<td>Delivers the best available evidence on the latest developments in oral health Delivered quarterly to all BDA members plus additional international institutional and personal subscribers</td>
<td>17,505</td>
<td>51,356</td>
<td>4 issues</td>
<td>18,288</td>
<td>9,791</td>
</tr>
<tr>
<td><strong>BDJ Team</strong></td>
<td>A free online publication for the whole dental team Practice managers, nurses, hygienists and technicians</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>BDJ Jobs</strong></td>
<td>The classified section of the BDJ, both in print and online Visited by thousands of dental professionals each month</td>
<td>Within BDJ</td>
<td>N/A</td>
<td>N/A</td>
<td>286,589</td>
<td>24,178</td>
</tr>
<tr>
<td><strong>BDJ Marketplace</strong></td>
<td>The classified, non-recruitment section of the BDJ Visited by thousands of dental professionals each month</td>
<td>Within the BDJ</td>
<td>N/A</td>
<td>N/A</td>
<td>14,238</td>
<td>5,199</td>
</tr>
</tbody>
</table>
THE OPPORTUNITY
The BDJ Portfolio is the go-to suite of 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.

**Springer Nature**

Our publishers, Springer Nature have a host of advertising opportunities. We will happily put you in touch with their dedicated advertising team if you wish to advertise.

**Contact:**

Display: Joseph Hughes
Joseph.Hughes@springernature.com
Tel: +44(0) 207 843 3621

Classified: Paul Darragh
paul.darragh@springernature.com
Tel: +44 (0) 207 014 4122
Get in touch

Speak to a member of our team to learn more about our advertising opportunities that would fit your clients needs.

Marketing team marketing@bda.org