



Ontario Dentist

THE JOURNAL OF THE ONTARIO DENTAL ASSOCIATION

One Of the Most Respected and Widely Read Dental Publications Across the Province

2024 MEDIA KIT





Ontario Dentist

THE JOURNAL OF THE ONTARIO DENTAL ASSOCIATION

As the official journal of the Ontario Dental Association (ODA), *Ontario Dentist* is an indispensable industry resource for dental professionals across Ontario – the province with the highest number of licenced dentists in the country. With 98 years of continuous publication, *Ontario Dentist* has become the voice of dentistry and the best way to reach every ODA member dentist, dental staff, dental student, and industry professional.

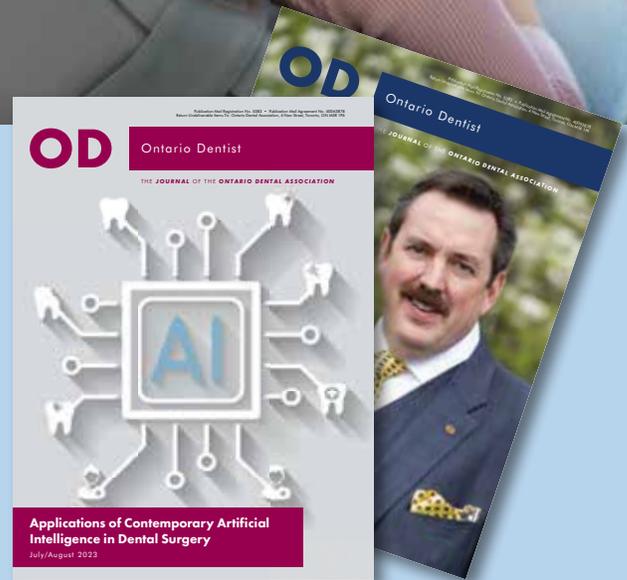


Through inspired leadership, the Ontario Dental Association advocates for its members, promotes optimal oral health and supports successful professional lives and general well-being. To achieve this, we:

- Promote the highest standards of dental care
- Work with governments, the private sector and other health-care professionals
- Advocate on public policies that affect the practice of dentistry and the oral health of people in Ontario
- Raise public awareness of how important oral health is and its connection to overall health
- Provide our member-dentists with programs, services and products to support their role as leaders of the oral health-care team



**A TRUSTED SOURCE OF INDUSTRY NEWS
FOR THE LARGEST GROUP OF DENTAL
PROFESSIONALS IN ANY CANADIAN PROVINCE.**



CIRCULATION:

11,651*

READERS PER COPY:

1.4**

TOTAL AUDIENCE:

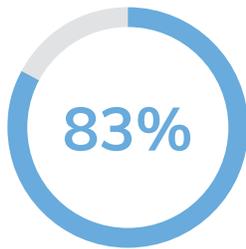
16,311

FREQUENCY: 10X ANNUALLY

Sources: *Publisher's Sworn Statement, October 2023,
***Ontario Dentist* Reader Survey 2016

YOUR ESSENTIAL CONNECTION TO ONTARIO'S ELITE DENTAL PROFESSIONALS

INFLUENTIAL



of readers take action after reading an issue

Top 5 Actions:

1. Investigated/purchased a product/service advertised or mentioned in an article
2. Discussed with a colleague
3. Visited the ODA website
4. Visited a website referred to in the journal
5. Pass the journal and/or information on to someone else



BENEFITS OF ADVERTISING

- Reach **90% of dentists in Ontario.**
- Elevate your brand by associating with a highly regarded industry journal.
- Be top-of-mind when our readers are purchasing products and services for their practices.
- Reach influencers and key purchasers within Ontario's dental industry.

PURCHASING POWER

 **78% have the authority to make final purchasing decisions** on equipment and supplies, such as:

- Dental Instruments/Equipment
- Emergency Response/Critical Care/ Safety Equipment
- Patient Education Materials
- Office Supplies
- Computer Hardware/Software



have the authority to make final purchasing decisions on activities and service providers, such as:



Financial/Consulting Services (Accounting/Legal)



Insurance



Real Estate/Leasing

WELL-EDUCATED. ENGAGED. DESIRABLE.

ENGAGEMENT

82% of readers **read more than half of every issue**

On average, readers spend close to 50 minutes reading each issue

CONTINUING EDUCATION

98% of readers are planning career/professional development activities in the next year

Top Activities

1. Attend a continuing education seminar
2. Attend a tradeshow/seminar/conference
3. Hire an associate/additional staff
4. Open a new or purchase a practice
5. Merge a practice with another

Personal purchases readers are considering purchasing:



Car



Investment
Property



Boat



House



Art

OUTSIDE OF THE DENTAL OFFICE

Leisure time is spent:

- With family
- Doing fitness/sports activities
- Travelling
- Entertaining at home

INVESTMENTS

95% of readers **have investments/savings. The top 3 are:**

1. RRSP
2. Mutual funds
3. Stocks



PUBLISHED 10X ANNUALLY

With *Ontario Dentist* delivering authentic, trusted content, placing your brand in the journal will build credibility with readers as a brand they can trust.

WHY PRINT STILL MATTERS

✓ Trust & Credibility

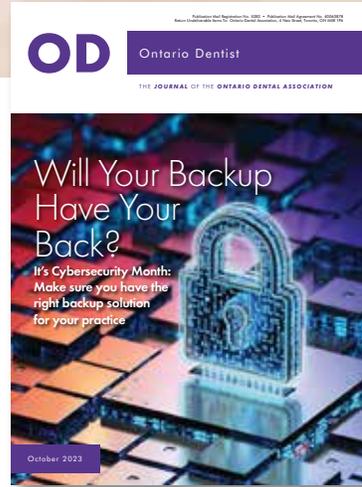
- Readers find print information in a reputable magazine trustworthy and brand safe.
- Readers feel more confident buying from what is advertised in print ads.
- Placing your brand alongside authentic, trusted content builds credibility for your brand.

★ Brand Recall & Recollection

- When reading print ads, readers consume content slowly, leading to a long-lasting brand recall and increased sales and/or ROI.
- Commands the undivided attention of our readers, no small feat in today's digitally dependent world.
- Print media yields higher brand recall than digital.

↻ Lasting

- Placing your brand in your customer's hands allows you to have more control to capture and hold their attention for a longer time.
- The lifespan of a print ad is longer compared to a digital ad.
- A medium that offers tangibility is likely to create a lasting impression on the readers compared to its intangible counterpart.



OUR READERSHIP PREFERS TRADITIONAL MEDICAL JOURNALS OVER DIGITAL

Digital BONUS

Every issue of *Ontario Dentist* is available to all ODA members digitally. All print advertisements automatically receive a direct link in the digital version, guiding readers to your website, or specific product.



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Ontario Dentist provides readers with the latest clinical techniques, practice management developments, financial planning advice, legislation and industry news affecting the members of the dental profession in Ontario.

2024 DATES

Issue	Jan/Feb	March	April	May	June	July/Aug	September	October	November	December
AD CLOSING	23-Nov	17-Jan	14-Feb	15-Mar	17-Apr	15-May	17-Jul	14-Aug	11-Sep	9-Oct
AD MATERIAL CLOSING	30-Nov	24-Jan	21-Feb	22-Mar	24-Apr	22-May	24-Jul	21-Aug	18-Sep	16-Oct

Editorial and dates subject to change.

EDITORIAL FEATURES



President's Page

The current ODA president addresses the profession's most topical issues.



Editorial

Dr. Carlos Quiñonez, our editor, offers thought-provoking commentary and opinions on the key issues facing both contemporary dentistry and society.



Ideas

We share opinions, debates, issues, and what's in the news



Analysis

A look at policy, new evidence and its implications.



Clinical

Case studies and features.



Your Practice

Our experts provide guidance and best practices on issues impacting the dental office, such as dental plans and fee guide codes, employment, legal, financial planning, patient communications, and more.



Sustainability Corner

How dentists and dental offices can champion the environment.



Honours & Awards

Tributes for stellar accomplishments in the field of dentistry.



OUR ODA

We cover the latest about our members and Association - awards, advocacy activities, component society events, dental faculty news, staff and department updates, ad campaigns and more.

CONTENT THAT CAPTIVATES.

Dimensions

	Width		Height
Full Page (Trim)	8.125"	x	10.875"
Full Page (Bleed)	8.375"	x	11.125"
Full Page (Live Area)	7"	x	10"
² / ₃ Page V	4.584"	x	9.625"
¹ / ₂ Page H	7"	x	4.6875"
¹ / ₂ Page V	3.375"	x	9.625"
¹ / ₂ Page Isl	4.5625"	x	7.1875"
¹ / ₃ Page Sq	4.5625"	x	4.6875"
¹ / ₃ Page H	7"	x	3.125"
¹ / ₃ Page V	2.167"	x	9.75"
¹ / ₄ Page	3.375"	x	4.6875"
DPS	16.25"	x	10.875"
¹ / ₂ DPS	16.25"	x	4.6875"

MECHANICAL REQUIREMENTS

Electronic Material: Digital files only. PDF/X-1a files are preferred. Alternate acceptable formats include: Macintosh format, InDesign CC, Illustrator CC, Photoshop CC. Include all fonts and high-resolution images (300 dpi files for best resolution) in TIFF or EPS format (CMYK only). To ensure the accuracy of all advertisements, a full-size colour proof must be provided. The publisher shall not be liable for any advertisements received without a colour proof.

File transfer media: DVD, CD, FTP or email. Smaller files can be emailed up to a maximum file size of 10MB. Send to chimes@dvtail.com.

FTP Site: [ftp.dvtail.com](ftp:dvtail.com). Please send an email to ftp@dvtail.com for password information for the FTP site.

Design Services: Complete design services are available at an additional charge.

For details, contact: Crystal Himes, chimes@dvtail.com or phone: 905.886.6640

TERMS & CONDITIONS

Agency Commission: Fifteen percent (15%) of gross to recognized agencies.

Terms: Net 30 days. Two percent (2%) per month interest on overdue accounts.

Taxes: Our published rates do not include applicable taxes, which will be added to invoices and clearly identified.

Publisher Conditions: Advertising material is subject to approval by the publisher. If an advertiser's contract is not fulfilled as specified, the advertiser agrees to pay the resulting short rates back to the best earned space rate applicable.

Colour Rates

	1X	3X	6X	10X
Full Page	\$2,930	\$2,785	\$2,645	\$2,515
2/3 Page	2,635	2,505	2,380	2,260
1/2 Page Isl	2,490	2,365	2,245	2,135
1/2 Page	2,200	2,090	1,985	1,885
1/3 Page	1,905	1,810	1,720	1,635
1/4 Page	1,610	1,530	1,455	1,380
DPS	4,980	4,730	4,495	4,270
1/2 DPS	3,375	3,205	3,045	2,895

Covers (4-colour only)

	1X	3X	6X	10X
OBC	\$3,665	\$3,480	\$3,305	\$3,140
IFC/IBC	3,515	3,340	3,175	3,015

BW Rates

	1X	3X	6X	10X
Full Page	\$1,575	\$1,495	\$1,420	\$1,350
2/3 Page	1,420	1,350	1,285	1,220
1/2 Page Isl	1,180	1,120	1,065	1,010
1/2 Page	1,025	975	925	880
1/3 Page	790	750	715	680
1/4 Page	630	600	570	540
DPS	2,835	2,695	2,560	2,430
1/2 DPS	1,845	1,755	1,665	1,580

Special Position Charges:

Non-cover: 15% of space charges extra
 Centre Spread: 20% of space charges extra
 Inserts/Outserts: Rates on request



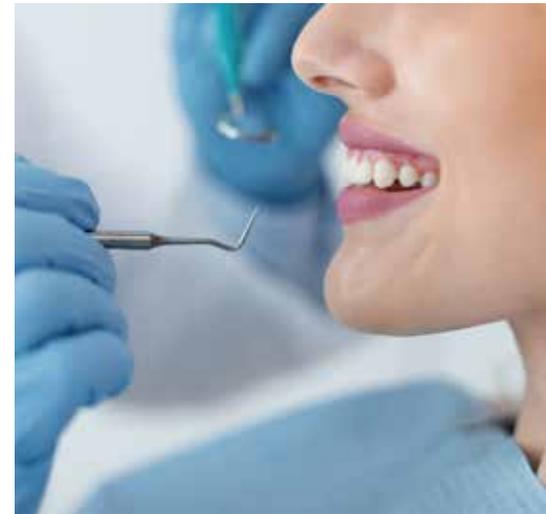
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Ontario Dentist is the right place to increase your reach, maximize your advertising dollar, and align with the best in dentistry.