

Celebrating
100 years of
publication in
2026!

OD

Ontario Dentist

THE JOURNAL OF THE ONTARIO DENTAL ASSOCIATION

2026 Media Kit



The Ontario Dental Association (ODA), established in 1867, represents approximately 90% of practicing dentists in Ontario, making it the province's leading authority on oral health and dental care.

Ontario Dentist, the official journal of the ODA, is an award-winning publication delivering trusted insights on clinical advancements, industry trends, regulatory updates, and professional news.

Mailed directly to all ODA members, *Ontario Dentist* remains one of the most effective and credible ways to reach Ontario's dental professionals.



CIRCULATION:

12,252*

FREQUENCY: 10X ANNUALLY

*Publisher's Sworn Statement August 2025

Dear Advertisers,

I hope this message finds you well. We are pleased to share our 2026 Media Kit with you, as potential advertisers of *Ontario Dentist*.

This publication is a reflection of our collective commitment to excellence, innovation, and the betterment of oral health care in the province. Over the years, our journal has proudly served the dental community by delivering spot-on research papers, clinical innovations, continuing education resources and relevant news and updates to our members.

Partnering with us provides you with unique visibility among a highly engaged professional audience seeking the products and services that drive excellence in dental practice. With a circulation of more than 12,000, our readership includes dentists, specialists, industry leaders and educators across Ontario, ensuring that your marketing message reaches the professionals who make informed purchasing decisions.

The best part? 2026 gets off to a good start with a special Jan/Feb double issue, celebrating 100 years of publication! Members will relish the highlights of 100 years of publication, and how we celebrated the history of the Ontario Dental Association in print. Past editors weigh in with their comments, and readers will get a look at fun items that have appeared in the Journal. This is a one-time opportunity to reach members in an issue they will treasure for years to come.

We would be delighted to discuss customized advertising packages to suit your budget and objectives. Please contact Dinah Quattrin (Dinah@Quattrinmedia.com) to discuss options, confirm availability, and secure your placement in the upcoming issues.

Thank you for your continued support of *Ontario Dentist*. Together, we are advancing the dental profession and connecting innovative products with the practitioners who rely on them.

With appreciation,
Ontario Dental Association

Our readers are engaged*

83%

of readers have a positive impression of *Ontario Dentist*

90%

of readers have a good to excellent impression of the magazine

79%

of readers read more than half the magazine

91% have read *Ontario Dentist* in the last year

Our readers act after reading *Ontario Dentist*

- Discuss with a colleague**
- Investigated a product/service advertised in the journal**
- Visited ODA website**
- Visited a website referred to in the journal**
- Passed the journal onto someone else**

The Ontario Dental Industry

The dental services sector in Ontario is projected to reach approximately 10.5 billion in revenue by 2025, representing steady growth over the previous five years.**

As the province with the highest number of practicing dentists in Canada, Ontario represents the most concentrated and influential dental market in the country.

Advertising in *Ontario Dentist* offers direct access to this thriving professional community, connecting your brand with the decision-makers and practitioners at the forefront of a multibillion-dollar, fast-growing industry

PUBLISHED 10X ANNUALLY

Ontario Dentist is a key benefit and essential resource for members of the Ontario Dental Association (ODA). With a rich history of providing exceptional content, *Ontario Dentist* is recognized as a trusted authority in the industry.

Advantages of advertising in *Ontario Dentist*

High Impact and Longevity

Journal readers spend more time with content – and with ads. Unlike digital ads, print ads are often revisited and shared, which extends campaigns and reinforces recall.

Targeted Audience

When you advertise in *Ontario Dentist*, you're reaching a trusted, targeted audience of ODA members who are actively involved in the dental profession. These are the decision-makers who influence purchases, shape practices, and drive the industry forward.

Trusted Environment

Ontario Dentist offers a professionally curated setting that reflects the integrity and standards of the dental community. Your message appears alongside respected, peer-reviewed content, boosting credibility and reader receptiveness.

DIGITAL BONUS

All issues of *Ontario Dentist* are 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 landing page.

The January/February issue of *Ontario Dentist* celebrates 100 years of publication. In addition to its trusted coverage of clinical, practice, and industry news, this commemorative edition features a timeline of the Journal's history, reflections from past editors, and memorable highlights members will treasure.



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2026 DATES

Issue	Jan/Feb 100 th Anniversary Issue	March	April	May	June	July/Aug	September	October	November	December
AD CLOSING	28-Nov	23-Jan	27-Feb	26-Mar	24-Apr	22-May	24-Jul	21-Aug	25-Sep	23-Oct
AD MATERIAL CLOSING	05-Dec	30-Jan	06-Mar	02-Apr	01-May	29-May	31-Jul	28-Aug	02-Oct	30-Oct

Editorial and dates subject to change.

EDITORIAL FEATURES

President's Page

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

Editorial

Our editor offers thought-provoking commentary and opinions on the key issues facing dentistry.

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.



Colour Rates

	1X	3X	6X	10X
Full Page	\$3,075	\$2,925	\$2,775	\$2,640
2/3 Page	\$2,765	\$2,630	\$2,500	\$2,375
1/2 Page Isl	\$2,615	\$2,485	\$2,355	\$2,240
1/2 Page	\$2,310	\$2,195	\$2,085	\$1,980
1/3 Page	\$2,000	\$1,900	\$1,805	\$1,715
1/4 Page	\$1,690	\$1,605	\$1,530	\$1,450
DPS	\$5,230	\$4,965	\$4,720	\$4,485
1/2 DPS	\$3,545	\$3,365	\$3,195	\$3,040

Covers (4-colour only)

	1X	3X	6X	10X
OBC	\$3,850	\$3,655	\$3,470	\$3,295
IFC/IBC	\$3,690	\$3,505	\$3,335	\$3,165

BW Rates

	1X	3X	6X	10X
Full Page	\$1,655	\$1,570	\$1,490	\$1,415
2/3 Page	\$1,490	\$1,420	\$1,350	\$1,280
1/2 Page Isl	\$1,240	\$1,175	\$1,120	\$1,060
1/2 Page	\$1,075	\$1,025	\$970	\$925
1/3 Page	\$830	\$790	\$750	\$715
1/4 Page	\$660	\$630	\$600	\$565
DPS	\$2,975	\$2,830	\$2,690	\$2,550
1/2 DPS	\$1,935	\$1,845	\$1,750	\$1,660

Special Position Charges:

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

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: gdufton@oda.ca.

Design Services: Complete design services are available at an additional charge. For details, contact: Geoff Dufton, gdufton@oda.ca.

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.

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ADVERTISING

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As the go-to source for industry news and insight, *Ontario Dentist* reaches the largest concentration of dental professionals in Canada