OD Ontario Dentist

THE *JOURNAL* OF THE *ONTARIO DENTAL ASSOCIATION*



Reach the largest group of dental professionals in any province

2027 MEDIA KIT

Ontario Dental ASSOCIATION

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About Us

Ontario Dental Association

The Ontario Dental Association (ODA), established in 1867, represents about 90 per cent 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
12,750*

*Publishers Sworn Statement September 2026



10X A YEAR

Ontario Dentist is well read, and well respected!

As the official publication of the Ontario Dental Association (ODA), *Ontario Dentist* has been a trusted, valued and widely respected industry resource for **more than 100 years.**



Ontario Dentist – Content That Captivates

Ontario Dental Association

Letter from the Publisher of *Ontario Dentist*



Dear Advertisers,

We are excited to share our 2027 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 100 years of its publication, Ontario Dentist 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. And continues to do so!

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 12,500, our readership includes dentists, specialists, industry leaders and educators across Ontario, ensuring that your marketing message reaches the professionals who are the ones making informed purchasing decisions.

The best part? 2027 gets off to a good start with the 160th anniversary of the ODA, and we are redesigning the Journal with a special Jan/Feb double issue to kick it off. It's a fresh new look that presents all the content with an eye to the future.

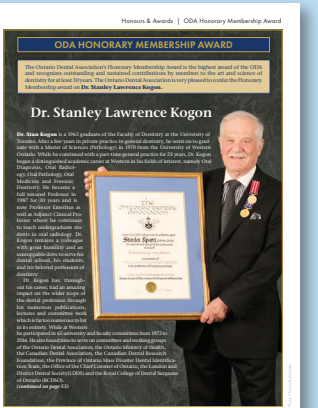
We would be happy to discuss customized advertising packages to suit your budget and objectives. Please contact Dinah Quattrin (Dinah@Quattrinmedia.com) to discuss options, confirm availability, and secure your placement in the upcoming issues.

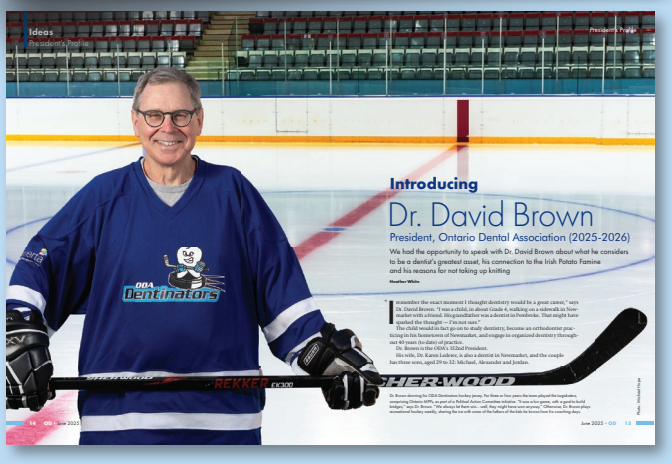
Most of all, thank you for your continued support of Ontario Dentist. Together, we are advancing the dental profession and connecting innovative products with the practitioners who rely on them.

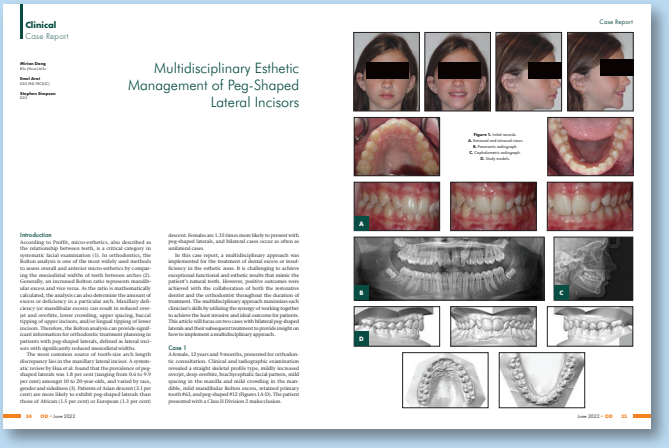
With appreciation,
Ontario Dental Association













Our readers 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

Our readers are engaged.
OD's readership by the numbers

The dental services sector in Ontario is projected to reach billions of dollars in revenue in 2027, 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

Strong Purchasing Power



83% of readers have a positive impression of *Ontario Dentist*



73% of readers read more than half the Journal

Decision-Makers



90% of readers have a good to excellent impression of the Journal

91% have read Ontario Dentist in the last year*

Sources: *Ontario Dentist Reader Survey 2024.



Ontario Dentist is Valued by Our Readers

Advertising That Reaches and Resonates

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.

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.

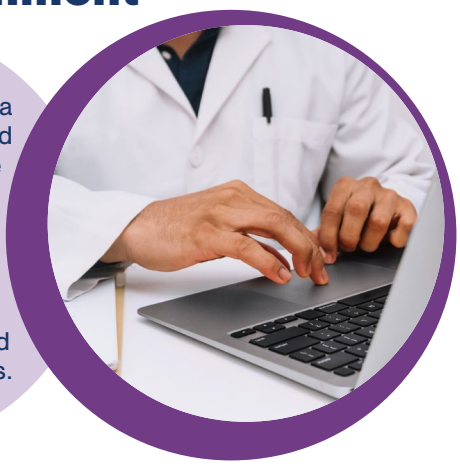
High Impact and Longevity

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.



Trusted Environment

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



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.



Ontario Dentist will have a whole new look in 2027

A complete redesign of *Ontario Dentist* will be revealed soon!

The ODA celebrates 160 years in 2027! *Ontario Dentist* kicks off the January-February issue with a brand-new look to step into the future. The refreshed journal will be packed with even more clinical papers, thoughtful columns and industry news, all important to dentists in Ontario.

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2027 DATES

Issue	Jan/ Feb	March	April	May	June	July/Aug	September	October	November	December
AD CLOSING	Dec 1	Jan 26	Feb 24	Mar 26	Apr 27	May 26	July 27	Aug 26	Sep 27	Oct 27
AD MATERIAL CLOSING	Dec 7	Feb 1	Mar 1	Apr 1	May 3	June 1	Aug 2	Sept 1	Oct 1	Nov 2

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.

Editorial and dates subject to change.

2027 ADVERTISING RATES AND DIMENSIONS

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"

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 PSD 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.

Send all artwork for advertisements to:
Geoff Dufton, email prefered: gdufton@oda.ca.
Ontario Dental Association
4 New Street, Toronto, On M5R 1P6

File transfer media: All files can be emailed up to a maximum file size of 20MB.
Send to gdufton@oda.ca.

Design Services: 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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Ontario Dental ASSOCIATION

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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