



Ontario Dentist

THE *JOURNAL OF THE* **ONTARIO DENTAL ASSOCIATION**

2022 media kit

GET TO KNOW US

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 90 years.



Ontario Dentist

THE JOURNAL OF THE ONTARIO DENTAL ASSOCIATION



11,086*
Circulation

1.4**
Readers per Copy

15,520
Total Audience

Sources: *Publishers Sworn Statement November, 2021,
**Ontario Dentist Reader Survey 2016

Reaching 92% of dentists in Ontario – the province with the largest number of licensed dentists in Canada



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 hygiene 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

Letter from the Editor of *Ontario Dentist*

General dental practitioners and dental specialists need high-quality information and evidence. Our award-winning journal, *Ontario Dentist*, is tailor-made to speak to these professionals. My colleagues tell me that they want to read the latest studies and clinical reports; and about policy and industry concerns, government and regulatory affairs and, of course, information on running a practice, managing staff, as well as financial and legal advice. We give them all of this and more – *Ontario Dentist* is the gateway to every one of the 10,000 dentists who are licensed in Ontario. Designed with imagination and eye-appeal, *Ontario Dentist* is a complete package delivered 10 times per year to every dentist, student and industry stakeholders, and is the best way for you to reach this important and key audience.

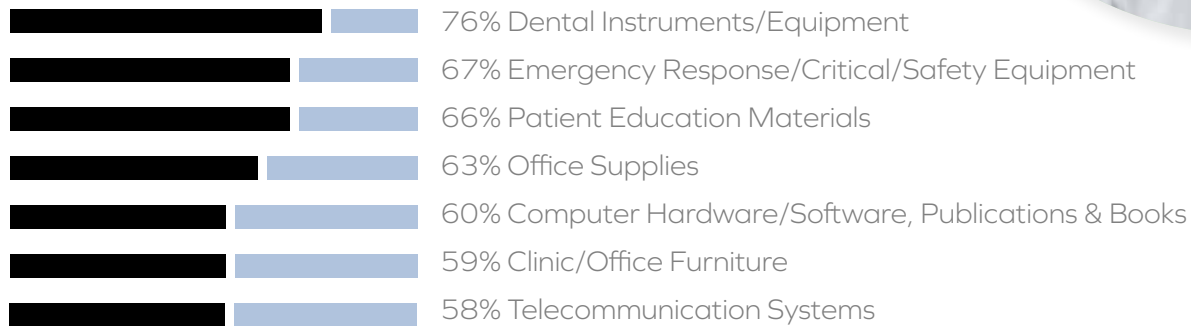
Dr. Carlos Quiñonez
Editor, *Ontario Dentist*

YOUR TARGET AUDIENCE

Gain access to every ODA member

Strong Purchasing Power

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



Decision-Makers

66% have the authority to make final purchasing decisions on activities and service providers, such as:



Financial & Consulting Services (Accounting/Legal)



Insurance



Real Estate/Leasing

Career Development

98% of readers are planning career/professional development activities in the next 12 months

Top 5 career/professional development activities readers are planning in the next 12 months:

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 practice with another



Our readers have strong purchasing power and influence within the dental industry

HIGHLY ENGAGED & RESPONSIVE AUDIENCE

Further strengthen your market position by reaching an audience that's influential inside and outside the practice

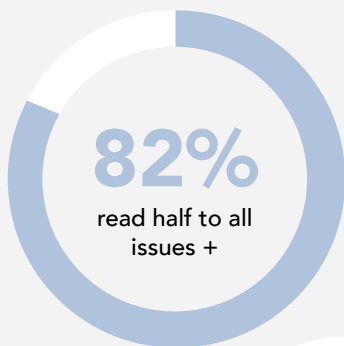
Taking Action*

83% of readers take action after reading an issue

Top 5 Actions Taken:



Valued*



On average they spend over 45 minutes reading each issue

Invested In Their Vibrant Home Life*

95% have investments/savings

97% take time to pursue leisure activities, which include:

- 1** Spending Time With Family
- 2** Fitness/ Sports
- 3** Travelling
- 4** Music/ Theatre
- 5** Outdoor Activity

Did you know?***

The market size, measured by revenue, of the dental industry in Canada, was \$17 billion in 2021

The dental industry in Canada is the 3rd ranked healthcare and social assistance by market size



ADVERTISING OPTIONS

Print opportunities to reach both the professional and consumer dental markets



Ontario Dentist

THE JOURNAL OF THE ONTARIO DENTAL ASSOCIATION

Published 10x annually

Align your brand with a trusted and credible resource that will connect you with a qualified audience ready to invest in their dental business.

Why Print?

- Places your ads directly into the hands of highly engaged readers
- Delivers a more focused reading experience
- Provides greater reader recollection of branded content
- Places your brand alongside authentic, trusted content, which will build credibility with readers as a brand they can trust



Contact your rep for more information

Ontario Dentist 2022 Dates

Issue	Jan/Feb	March	April	May	June	July/Aug	September	October	November	December
AD CLOSING	17-Dec	24-Jan	22-Feb	25-Mar	22-Apr	27-May	24-Jul	26-Aug	23-Sep	21-Oct
AD MATERIAL CLOSING	04-Jan	02-Feb	01-Mar	01-Apr	29-Apr	03-Jun	30-Jul	02-Sep	30-Sep	28-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

This section looks at practice management, legal, HR, suggested fee guide, financial planning/leases and more.



Our ODA

What is new at the ODA: political news, Annual Spring Meeting Tradeshow & Conference information, department updates, university news, honours & awards, component society event news, new members and more.

Have your business at the forefront of the dental industry

2022 ADVERTISING RATES & DIMENSIONS

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@dvetail.com.

FTP Site: <ftp.dvetail.com>. Please send an email to ftp@dvetail.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@dvetail.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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