



# AUSTRALASIAN DENTIST

## MEDIA KIT



Now in our tenth year, *Australasian Dentist* continues to present a fresh and invigorating approach to dentistry.

*Australasian Dentist* promotes the highest standards of dental technique, through our clinical section and CPD points, while advancing an innovative business culture within the profession.

*Australasian Dentist* is a bi-monthly publication – five issues a year – commencing in February.

We are the highest circulating magazine in dentistry– based on CAB audit figures. Last year our circulation reached 11,100 and we'll carry that into 2012.

We are the most widely read magazine in dentistry.

Over the past two years *Australasian Dentist* has introduced our online newsletters, our stand alone email campaigns and our virtual magazine.

The practical applications and benefits of our virtual magazine have been numerous: the virtual magazine can be mailed to colleagues, read by zooming-in, print any page, search for any word or subject, view the magazine through an index. Visit web sites or send email addresses by clicking on hyperlinks.

You'll find the link to our virtual magazine at our website: <http://australasiandentist.com.au>

Within a few days of our publication reaching dental practices, a virtual magazine is emailed out to over 6,500 dentists. Turn the pages online and read every page online.

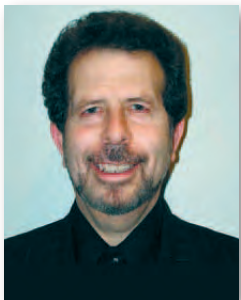


**Amos Lang**  
**Editor & Publisher**  
 BA, Writing Majors

## Personnel

We have the active involvement of Dr Jack Gerschman as our Clinical Editor and Dr Michael Stubbs is our Contributing Editor.

They head *Australasian Dentist's* Dental Board of Review and our team of columnists and contributors drawn from the dental profession and leading specialists in their field.



**Dr Jack-Gerschman**  
**Clinical Editor**  
 BDSc; LDS, Ph.D.FFPMANZCA,  
 Dip.M.Hlth.Sc (Clinical Hypnosis)

## Content that matters, content that's read

The involvement of these professionals forms the basis of the success of *Australasian Dentist*.

Each contributor brings their unique skill, experience and knowledge to the magazine.

Through these columns we provide a fresh forum of views and opinions from a diverse group of specialists.

*Australasian Dentist* is a voice that contributes to the healthy ongoing development and growth of the profession. And it's a voice that is noticed.



**Dr Michael Stubbs**  
**Contributing Editor**  
 Consultant Oral Medicine  
 Specialist Alfred Hospital Dental Service

## Features for AD 2012

**March-April:** Handpieces and maintenance

**May-June:** Implants

**July-August:** Radiography, X-ray, Digital imaging

**September-October:** Infection Control, Sterilizers and sterilizer solutions

**November-December:** Chairs, servicing & spare parts



## Informative articles

Education has been a major objective of *Australasian Dentist* and for over six years we have had over 70 articles approved by the Dental Practice Board for CPD points.

Informative scientific articles have been written by both local and overseas clinicians. Every issue carries articles approved for CPD points.

Visit [www.australasiandentist.com.au](http://www.australasiandentist.com.au)

The largest circulation in dentistry brings results. *Australasian Dentist* – Australia's most widely read dental magazine of dentists.

## Your business matters

Dentists continue to thrive in business because of the initiatives you have taken and the products you advocate and promote.

So if it matters to you, it will matter to the dental profession.

*Australasian Dentist* presents a well rounded dental publication covering issues that are integral to dentistry and matter to the dental profession.



**We invite regular editorial contributions from you in our various sections of our publication by communicating to your clients through our:**

1. **People Section.** A brief (150–250 words and photo) on new placements at your company, new positions, especially those appointments who are in contact with the dental profession.
2. **News Section.** Your articles can be on a milestone at your company, a relocation, or a new area of operation.
3. **Products Section.** This brings excellent results for dental suppliers. Place your new products in this section with your phone number and monitor your results. Each product should be around 250 words with a photo.
4. **Case studies/Testimonials Section.** These are most effective and they work best as an independently written article on practices that use your products. We can help. We have highly qualified journalists in Melbourne and Sydney who can write these case studies.
5. **Company Profile Section.** This section personalises your business. We can write articles on your company, its history and where you're headed with future directions and plans. You will demonstrate that the dentist is dealing with a company and personnel who care about their clients and that you offer a comprehensive after-sales service.
6. **Events Section.** You may be involved in events around the country. If you supply information on any of your events or seminars we will list them in our Events Section.
7. Three years ago we introduced an Online Newsletter that has been extremely well received and reaches dentists in Australia and New Zealand. These newsletters are emailed fortnightly and contain updated dental news from here and abroad. The stand alone email has also been a huge success. Many companies now see this as an essential part of their marketing plans.
8. Through our virtual magazine we can monitor the readership: what pages dentists read; how long they read the magazine for and even the time of day they read *Australasian Dentist*.

The average reader of the virtual magazine stayed on for over 24 minutes, reading the publication from cover to cover. The most popular sections are the Clinical, the New Products, and the Testimonials, Case Studies and our columnists.

We are the most widely read dental publication and the most innovative. We have the figures on the board.



## Schedule & deadlines 2012

*Australasian Dentist* is a bi-monthly publication.

The dates and material deadlines for 2012 are:

**March/April** – out in late February.  
Material deadline 20th January.

**May/June** – out in early May.  
Material deadline 1st April.

**July/Aug** – out in late July.  
Material deadline 30th June.

**Sept/Oct** – out in mid September.  
Material deadline 18th August.

**Nov/Dec** – out in mid November.  
Material deadline 6th October.

## Rates and Material Specifications 2012

Our rates: all full colour

• **10% discount for five issues**

Full page	\$2,100
Double page spread	\$3,800
Half page	\$1,200
Third page	\$750
Quarter page	\$650

### Miscellaneous

All inserts\*\* \$1,500

### Classified –

Business card size, full colour \$ 300

### Cover

Front cover package \$7,200

Front cover package includes:

Front cover & five pages in the magazine:  
it can be broken up into a three-page cover story & two full-page ads.

\* Rates do not include GST.  
Agents add commission.

## Ad sizes

Double page spread	420 x 297 mm
Full page (trimmed size):	210 x 297 mm
image area	190 x 277 mm
Half page:	
horizontal	180 x 128 mm
vertical	86 x 249 mm
Third page:	
horizontal	180 x 86 mm
vertical	56 x 249 mm
Quarter page:	
vertical	86 x 125 mm
banner	180 x 55 mm

\*All bleeds need to be 5mm

## Technical

1. All ads to be supplied in digital form on CD or hi-res pdf via email.
2. *Australasian Dentist* is created in InDesign CS5. Please export Quark XPress files as high res pdfs.
3. Illustrator, Freehand and Corel Draw files must be saved/exported as eps or pdf with all fonts outlined.
4. All colour images in CMYK format need to be at a minimum resolution of 300dpi. RGB are not suitable.
5. PMS spot colours will be converted to CMYK equivalents.
6. **Live type should be kept to a minimum of 10mm from all trim edges on full page ads to ensure that your copy is not trimmed off.**

\*\* Inserts into *Australasian Dentist* are subject to weight, size and make-up restrictions.



## Proofing

1. A colour laser (composite proof) must be supplied with the electronic file. This is necessary to ensure that postscript errors have not occurred and that your ad reproduces as you expected.
2. Proofs must be sized at 100%.

Note: *Australasian Dentist* will endeavour to ensure printed ads conform as closely as possible to the proofs provided, however we cannot take any responsibility for deviations. Our production systems are based on Postscript 2 language, which has inherent errors due to its various interpretations and implementations.

It is the responsibility of the advertiser to supply compliant artwork accompanied by a composite proof. If the file is not supplied correctly or contains technical errors, advertisers will be advised of the problem in order to rectify it.

## Contact:

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