

LabWorks

Australia's business and technology magazine for the dental technician



The Focus

Our editorial focus is on the relationship between the dentist and the lab technician to foster effective cooperation and build lasting partnerships.

Inviting article contributions from key members of the dental trade and profession, Lab Works features technical write-ups covering a broad range of best practice methodologies and step-by-step techniques, borne upon meticulous research and practical know-how.

Readers can also look forward to a lab-focused magazine brimming with knowledge and information hosted in these regular columns:

News – Balanced and timely coverage of industry developments keep readers on the cusp of current trends and technology;

Technology – Ranging from CAD/CAMs to composites, this section takes a studied look at the tools and materials that render laboratory work cutting edge;

Testimonial – User-based product reports with the kind of insightful data that you won't find in a catalogue or brochure;

Q&A – Question-and-Answer format interview with industry movers and shakers;

Profile – On milestones and achievements of individuals/companies;

Tips & Tricks – Guest columnists share nuggets of user-friendly techniques that shorten the learning curve;

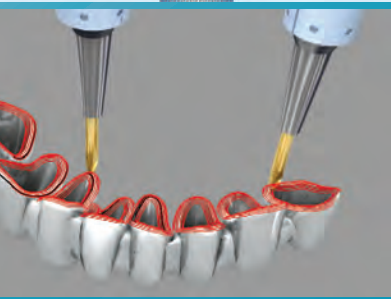
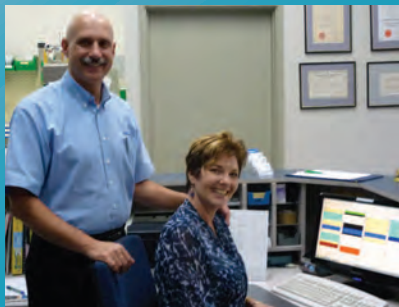
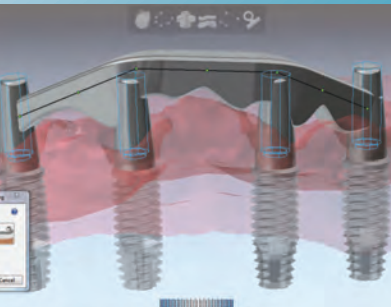
Scene – Pictures and highlights from dental technology events around the globe.

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

Our previous editions of *LabWorks* have highlighted a fresh and invigorating approach to dental laboratories and have advanced the highest standards of dental technique through while promoting an innovative business culture within this industry.

LabWorks has reproduced the stylish look and substance of our marque title, *Australasian Dentist*, as a full colour, glossy magazine, published quarterly from February, 2012.

LabWorks will be independently audited and begin with a circulation of around 1,400 dental technicians, dental prosthesis and denture clinics.



The Team

Our editor, Danny Chan, is the former editor of *Dental Asia*, the premier journal for the Asian dental trade and profession. Having spent the last 14 years writing for and editing specialist trade journals, with emphasis on dentistry and TV/film production, Danny brings to the editorial helm a wealth of experience and skills honed in various multi-media disciplines, along with a broad base of contacts spanning the dental academia, profession and industry across Asia Pacific.

Supported by a pool of article contributors, Danny will strive to offer the same high standards of journalism and keen industry awareness that readers of our sister publication, *Australasian Dentist*, have come to be familiar with.

Our editorial team will be taking a formative approach to continually evolve this magazine through regular feedback and close dialogue with the dental community.

We invite you to be part of this new and exciting publication.

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Rates & Material Specifications 2012

Our rates: all full colour

• 10% discount for five issues

Full page	\$1,900
Double page spread	\$3,600
Half page	\$1,100
Third page	\$650
Quarter page	\$450

Miscellaneous

All inserts	\$1,200
Classified – Business card size, full colour	\$300
Front cover package	\$6,300

Front cover package includes: Front cover & four pages in the magazine: it can be broken up into a three-page cover story & one full-page ad or a two-page cover story & two full-page ads.

* Rates do not include GST. Agents add commission.

Ad sizes

Double page spread: 420 x 297mm

Full page: 210 x 297mm

Half page: horizontal: 170 x 128mm vertical: 81.5 x 262mm

Third page: horizontal: 170 x 86mm vertical: 52 x 262mm

Quarter page: vertical: 81.5 x 128mm banner: 170 x 55mm

* 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. All colour images in CMYK format need to be at a minimum resolution of 300dpi. RGB are not suitable.
3. PMS spot colours will be converted to CMYK equivalents.
4. **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.**
5. Inserts into *LabWorks* are subject to weight, size and make-up restrictions.