

# IMPLANT DENTISTRY TODAY



**Implant Dentistry Today is now in its eighth year, filling a valuable niche in the Australian dental implant market.**

**Our publication has been enthusiastically received by dentists and the industry.**

**Implant Dentistry Today is a product of an association between Australasian Dentist with leading international dental publisher, FMC, and is distributed in Australia and New Zealand.**

*Implant Dentistry Today is a distinguished and prestigious syndicated publication with an extensive readership across the globe.*

*It is a high calibre journal for the general practitioner offering practical clinical, education and business advice to all dentists practicing and seeking to practice implant surgery.*

*In Australia the title has continued these high standards and has found a wide readership keenly interested in implant dentistry.*

*Patients are aware of and responsive to dental implants and for the general dentist it is the largest revenue-building procedure in dentistry today.*

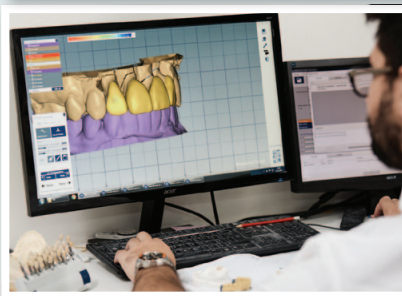
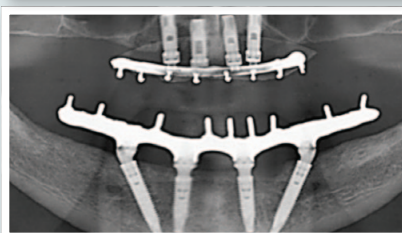
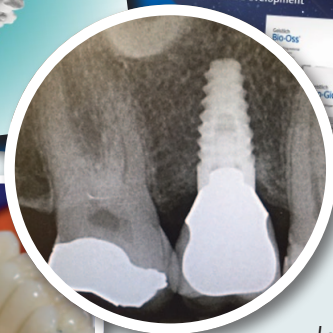
*A dedicated section of Australian dentists constantly seek information on the latest trends in implant surgery and need to update their knowledge in this field.*

*And an ever increasing number of dentists are looking to get a start in implant dentistry. **Implant Dentistry Today** provides this vital dialogue.*

**Implant Dentistry Today** is published twice a year, in May and September.

*The publication features quality clinical articles in every issue. The content of the magazine is reviewed by members of the FMC Editorial Board to ensure the quality of its clinical articles are as high possible.*

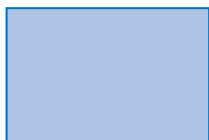
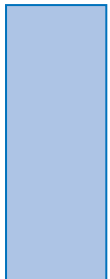
*To take a wider role in this exciting and growing specialised area, become involved in **Implant Dentistry Today** and get your message direct to today's implant dentist.*

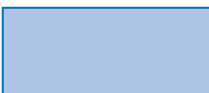
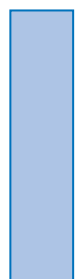



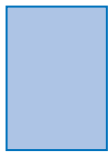
# AD SIZES & RATES

Implant Dentistry Today 2021

<p><b>Double Page Spread (DPS)</b> 420mm (w) x 297mm (h) plus 5mm bleed all sides</p>	<p><b>Full Page</b> 210mm (w) x 297mm (h) plus 5mm bleed all sides</p>
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<p><b>Half Page Horizontal</b> 180mm x 124mm</p> 	<p><b>Half Page Vertical</b> 86mm x 247.5mm</p> 
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<p><b>Third Page Horizontal</b> 180mm x 82.5mm</p> 	<p><b>Third Page Vertical</b> 55mm x 247.5mm</p> 
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<p><b>Quarter Page Horizontal</b> 180mm x 60mm</p> 	<p><b>Quarter Page Vertical</b> 86mm x 124mm</p> 
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## GENERAL RATES

### Size

Double page spread	\$3,500
Full page	\$2,000
Half page	\$1,300
Third page	\$800
Quarter page	\$700
Flysheet, address sheet	\$2,000

## FRONT COVER PACKAGE

Includes front cover and five pages in the magazine consisting of a cover story and full page ads. \$7,000

## INSERT RATES

Rates for flyer or promotional brochure insertion \$1,700\*

\*Subject to weight.

## SPECIFICATIONS FOR SUPPLYING MATERIAL

All supplied adverts are to be PRINT QUALITY PDFs at 300dpi and CMYK. All fonts MUST be embedded and a hard copy proof supplied.

All ads are full colour

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

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