



AUSTRALASIAN DENTIST

Australasian Dentist is Australia's leading business, clinical & lifestyle magazine for the dental professional.

Now in our twenty-second year, we continue to present a comprehensive coverage of dental matters with a fresh and invigorating approach to dentistry.

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

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

We are by far the highest circulating and most widely read magazine in dentistry: 12,835 – CAB audit – and we continue to grow.

Online presence

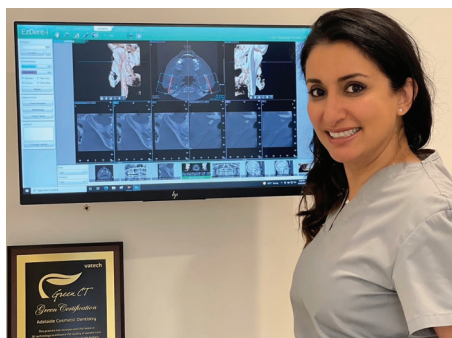
We also have a well established online presence with our online specials and our virtual magazine, now in its sixteenth year, reaching dental practices along with our hard copy publication.

These stand alone email campaigns are the industry benchmark and an indispensable tool for the dental industry, offering the dental professional regular specials and reaching around 10,000 dentists online. And it brings results.

Ten years ago we also introduced *Implant Dentistry Today* – another invaluable publication offering practical clinical, education and business advice to all dentists practicing and seeking to practice implant surgery.

Australasian Dentist is a stimulating read and the most effective way to promote your products and services to the largest readership.





Features for AD 2023

March/April:	Clear aligners, ortho appliances
May/June:	Compressors & plant equipment
July/Aug:	Radiography, intra-oral X-ray, digital imaging
Sept/Oct:	Infection control, sterilizers and sterilizer solution
Nov/Dec:	Chairs, servicing & spare parts

Schedule & deadlines 2023

Australasian Dentist is a bi-monthly publication.

The dates and material deadlines for 2023 are:

March/April:	out in late February.	Material deadline: 24th January.
May/June:	out in early May.	Material deadline: 4th April.
July/Aug:	out in late July.	Material deadline: 29th June.
Sept/Oct:	out in mid September.	Material deadline: 17th August.
Nov/Dec:	out in late November.	Material deadline: 5th October.

Rates 2023

Our rates: all full colour • 10% discount for five issues

Full page	\$2,500 + GST
Double page spread	\$4,100 + GST
Half page	\$1,450 + GST
Third page	\$800 + GST
Quarter page	\$700 + GST

Miscellaneous

Flysheet, address sheet \$2,000 + GST

All inserts* \$1,800 + GST

Front cover package \$8,600 + GST

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, your choice.

Agents add commission.

* Subject to weight



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