

IMPLANT DENTISTRY TODAY



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

Our publication continues to be 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.

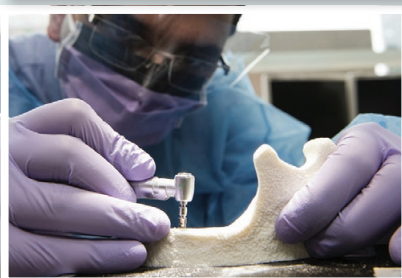
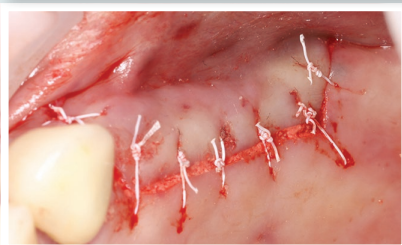
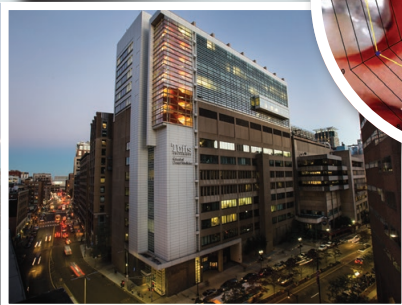
A dedicated section of Australian dentists constantly seek information on the latest trends in implant surgery and need to update their knowledge in this field.

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 is of the highest standard.

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 2024

Double Page Spread (DPS) 420mm (w) x 297mm (h) plus 5mm bleed all sides	Full Page 210mm (w) x 297mm (h) plus 5mm bleed all sides
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Half Page Horizontal 180mm x 128mm	Half Page Vertical 86mm x 247.5mm
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Third Page Horizontal 180mm x 86mm	Third Page Vertical 55mm x 247.5mm
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Quarter Page Banner 180mm x 55mm	Quarter Page Vertical 86mm x 124mm
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GENERAL RATES

Double page spread	420 x 297 mm	\$3,600 + GST
Full page (trimmed size)	210 x 297 mm	\$2,100 + GST
Half page horizontal	180 x 128 mm	\$1,300 + GST
vertical	86 x 247.5 mm	
Third page horizontal	180 x 86 mm	\$800 + GST
vertical	55 x 247.5 mm	
Quarter page vertical	86 x 125 mm	\$700 + GST
banner	180 x 55 mm	
Flysheet, address sheet		\$2,000 + GST

FRONT COVER PACKAGE

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

INSERT RATES

Rates for flyer or promotional brochure insertion \$1,900*

*Subject to weight.

TECHNICAL

1. All ads to be supplied in pdf format
2. All colour images need to be CMYK at a minimum resolution of 300dpi.
3. PMS spot colours will be converted to CMYK equivalents.
4. All printer and screen fonts used need to be embedded in the pdf.
5. Live type should be kept to a minimum of 5mm from all trim edges on full page ads to ensure that your important copy is not trimmed off.
6. All bleeds to be 5mm

Agents add commission.

Contact:
 Amos Lang
 Editor, *Implant Dentistry Today*
 PO Box 4230, Black Rock, Vic 3193
 Tel: 03 9502 0792
 Mob: 0402 405 279
 Email: gapmagazines@gmail.com
 www.australasiadentist.com.au

