

AUSTRALASIAN DENTIST

Media Kit 2026



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

Australia's core dental publication – essential reading for the entire dental profession

Now in our twenty-fifth year we continue to be – by far - the largest circulating and most widely read magazine in dentistry with the greatest reach.



Genuine full coverage and exposure – by far the largest readership

Of the 25,858 practicing dentists and specialists in Australia (Dental Board of Australia Registrant data, to 30 September 2023) we reach over 24,500 dental practitioners – that's around 95% of Australian dentists – our magazines are read by most dentists in surgeries, not just the principal dentists.



Audited circulation: 12,835 (CAB audit) – the largest circulating dental publication.

Australasian Dentist is the only publication reaching New Zealand dentists.

Added online presence

We also have the most effective online presence with **Australasian Dentist Online**, featuring the industry's online specials, product launches and seminars reaching around 8,000 dental surgeries on average six times a week.

These stand alone email campaigns are the industry benchmark and an indispensable tool for the dental industry.

And with an open rate of between 45% and 50% it brings positive results.

EDM 2026

Standard Rates

1 AD:	\$1,250 + GST PER SEND
3 AD PACKAGE:	\$1,200 + GST PER SEND
5 AD PACKAGE:	\$1,150 + GST PER SEND
10 AD PACKAGE:	\$1,050 + GST PER SEND

Best value, largest readership, reach and coverage



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For maximum effect advertisers combine EDM sends and advertising in **Australasian Dentist** as a package for the greatest exposure and genuine savings.

And our virtual magazine, now in its nineteenth year, reaches dental practices along with our hard copy publication to provide added value and readership.



Implant Dentistry Today

Our specialised publication, **Implant Dentistry Today** is another invaluable publication offering practical clinical and education case studies to all dentists practicing and planning to practice implant surgery.

Implant Dentistry Today Ad Rates 2026

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

Double page spread	\$3,600 + GST
Full page	\$2,100 + GST
Half page	\$1,300 + GST
Third page	\$800 + GST
Quarter page	\$700 + GST

Front cover package \$7,200 + GST

Front cover package includes: Front cover & five pages in the magazine: cover story & full-page ads.

Insert rates

Rates for flyer or promotional brochure insert* \$1,900 + GST

Agents add commission. * Subject to weight

Australasian Dentist is the most effective way to promote your products and services to the largest genuine readership. Our highly regarded clinical and educational content make a valuable contribution to and supplements the continuing education of the profession.



Australasian Dentist Features for 2026

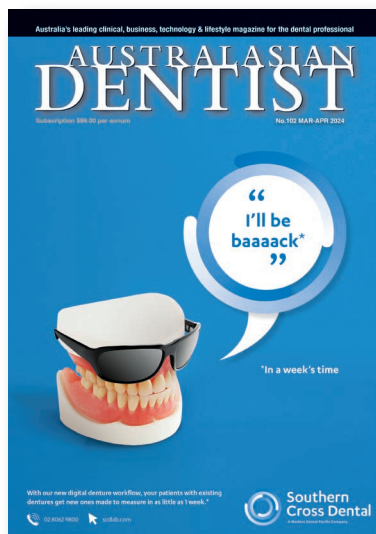
March/April:	AI
May/June:	Digital Dentistry
July/Aug:	Radiography, intra-oral X-ray, digital imaging
Sept/Oct:	Infection control, sterilizers and sterilizer solutions
Nov/Dec:	Chairs, servicing & spare parts

Australasian Dentist Schedule & deadlines 2026

Australasian Dentist is a bi-monthly publication

The dates and material deadlines for 2026 are:

March/April:	out in late February.	Material deadline: 27th January.
May/June:	out in early May.	Material deadline: 3rd April.
July/Aug:	out in late July.	Material deadline: 26th June.
Sept/Oct:	out in mid-September.	Material deadline: 14th August.
Nov/Dec:	out in mid-November.	Material deadline: 5th October.



Australasian Dentist Ad Rates 2026

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

Full page	\$2,700 + GST
Double page spread	\$4,400 + GST
Half page	\$1,500 + GST
Third page	\$850 + GST
Quarter page	\$750 + GST

Miscellaneous

Flysheet, address sheet	B&W	\$2,100 + GST
	Colour	\$2,500 + GST

All inserts* \$2,200 + GST

Front cover package \$8,900 + GST

Front cover package includes: Front cover & five pages in the magazine: can be broken up into a three-page cover story & two full-page ads, your choice.

Agents add commission.

* Subject to weight

Contact:

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AD SPECS 2026

AUSTRALASIAN DENTIST

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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Ad sizes

Double page spread	420 x 297 mm
Full page (trimmed size)	210 x 297 mm
Half page horizontal	180 x 128 mm
vertical	86 x 247.5 mm
Third page horizontal	180 x 86 mm
vertical	55 x 247.5 mm
Quarter page vertical	86 x 125 mm
banner	180 x 55 mm

*All bleeds to be 5mm

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.

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. 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.



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