

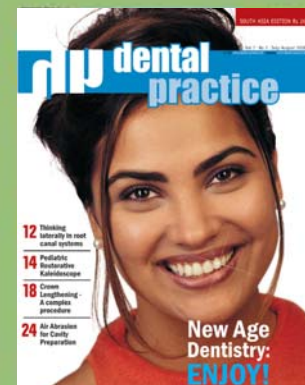
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MEDIA KIT 2009

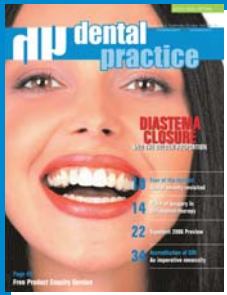
## SOUTH ASIA'S MOST READ DENTAL PUBLICATION

YOUR GATEWAY TO THE SOUTH ASIAN DENTAL MARKET

**dental practice**  
the journal for the dental team



MEDI MEDIA GROUP



# WHAT

## REACH & READERSHIP

At present each issue of *Dental Practice* has a print run of 17,500 copies and reaches in excess of 40,000 actively practicing dental professionals and more than 700 dental manufacturers, importers and dealers in India, Pakistan, Sri Lanka and Nepal. *Dental Practice* also reaches every dental college in the country reinforcing our commitment to future dentists. There is increased exposure through bonus distribution of *Dental Practice* at major dental conferences, trade shows and meetings across India and Asia. Such a wide reach ensures that *Dental Practice* has an unparalleled reach and readership as compared to any other dental publication or promotional strategy in this region.

## CONTENT

Not only does *Dental Practice* carry quality clinical articles of reputed international and Indian authors, it goes one step further and includes interesting features that impact the practitioner beyond their profession.

The editorial content is all embracing, covering every subject that will be of interest to the busy dental practitioner. Apart from clinical content it includes practice management, financial matters, travel related information and other interesting non-clinical features.

The wide ranging editorial content ensures a very high level of readership and provides the ideal environment in which to advertise all products and services that would be of interest to the dentist. The content is guided and overseen by an eminent editorial board of dental professionals whose combined experience ensures the highest standards.

## SETS

# DENTAL PRACTICE APART

## VISIBILITY

*Dental Practice* puts the advertiser's message in front of a majority of dentists every two months. This is where you meet professionals who buy dental equipment, materials, avail a variety of services and prescribe your products.

When you are on our pages, you are met by more than 40,000 of these professionals, six times a year, who come to our pages looking for quality products and services that you have for them. Through *Dental Practice* you can make our readers think about your products and make your customers feel glad that they are doing business with you. Since there is a ceiling on the number of advertisements accepted in *Dental Practice* there is no advertising clutter. An advertisement has a lot more impact if it is 1 of 25 rather than 1 of 100.

*Dental Practice* is like your dental trade show on paper, except that here you would meet more than 5 times the number of dentists you would meet at a successful trade show. Combined with quality content and excellent printing standards, *Dental Practice* is regarded as the PREMIER dental publication by the dental community in the South Asian region.

## VALUE

Advertising in *Dental Practice* is extremely cost-effective and reasonable since given its huge circulation and reach it has one of the lowest cost per contact or rate per reader as compared to other publications and promotional strategies.

For a minimal amount per dentist you can put your message across to more than 40,000 dental professionals through your own page in *Dental Practice*

- To find out more about the different ways in which you can associate with *Dental Practice* to reach a huge market and maximize your sales potential, please get in touch with our representative.

# DISPLAY ADVERTISEMENT RATES

All advertisements in full colour

SIZES	6 Insertions (per insertion)			3 insertions (per insertion)			Single Insertion (per insertion)		
	USD	EURO	INR	USD	EURO	INR	USD	EURO	INR
Full Page	775	620	31000	810	650	32500	850	680	34000
Half Page	475	380	19000	500	400	20000	525	420	21000
Quarter Page	350	280	14000	375	300	15000	400	320	16000
1/6 Strip (Banner)	225	180	9000	250	200	10000	275	220	11000

PREMIUM POSITIONS	USD	EURO	INR
Back Cover	1375	1100	55000
Inside Front Cover	1125	900	45000
Inside Back Cover	1125	900	45000
Centre Spread	1625	1300	65000
Front Cover Flap	1950	1560	78000

All other special positions: 15 per cent extra

## AD SIZE DIMENSIONS (width x height)



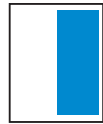
Full Page  
(bleed)  
210mm x 275mm  
plus bleed 3mm



Full Page  
(non-bleed)  
195mm x 255mm



Half Page  
Horizontal  
190mm x 125mm



Half Page  
Vertical  
95mm x 240mm



Quarter Page  
125mm x 95mm



1/6 Page Strip  
190mm x 40mm

## ARTWORK SPECIFICATIONS

All advertisements should be provided in one of the following formats:

● High-Resolution PDF (Minimum resolution of 300 dpi) 2. TIFF (Minimum resolution of 300 dpi) 3. EPS file 4. Corel Draw 11 and above 5. Quark Xpress

● All fonts and images must be supplied or embedded in the file and meet print specifications. (300dpi).

● All images used must be CMYK or Grayscale. RGB images should be converted to CMYK.

● An accompanying colour proof is required for accurate reproduction.

● Please ensure that all ads are supplied in the correct size.

● Ads or images in MS Word are not acceptable

**Acceptable media:** CD-ROM, Zip Disk, DVD-R

**Files less than 10 MB in size may be emailed to [info@dental-practice.biz](mailto:info@dental-practice.biz)**

**Printing Specifications:** Printed offset on 120 gsm art paper or similar, 4 colour, centre stitched.

**Print run per issue:** 17,500 copies  
Paid subscription: 5500  
Free distribution: 12,000

### Sent to:

General dental practitioners, specialists, community and hospital dentists, dental colleges, academicians, laboratories, dental companies and members of the dental trade.

## FREQUENCY

**Bi-monthly:** total of 6 issues per year with issuance in February, April, June, August, October and December.

## RELEASE DATES

The issues are published at the **end of the month**, for instance the January-February issue is published at the end of February and distributed in March and the March-April issue is published at the end of April and distributed in May. Please plan your ad campaign accordingly.

## DEADLINES

Advertisement space reservation by the **7th** of February, April, June, August, October and December for corresponding issues.

“Wonderful publication! It gives information about the latest happenings in dentistry from around the world and is a good medium to interact with professional colleagues. We should be proud of having such a publication in this country.”  
*Dr. Anil Kohli, President, Dental Council of India*

“Dental Practice as a publication is a reflection of the hardwork and sincere efforts put forth by the editorial team and the support staff. The quality of the articles is excellent and the printing quality is also very good. There is no doubt that it is the largest circulated dental journal in South Asia. I extend my best wishes for the continuous success of this wonderful journal.”

*Dr. S. G. Damle, President, Indian Dental Association*

“I am personally convinced that Dental Practice is good in quality and content and believe that it is well-read amongst the dental profession.”

*Dr. Mayur Dixit, Manager, Colgate India*

“I really appreciate the journal published under your supervision and feel it imparts excellent knowledge to dentists.”  
*Dr. Saqib Rashid, Assistant Editor, Journal of Pakistan Dental Association, Karachi, Pakistan*

“There has always been a distinct difference in quality between the international and Indian journals in the past. Not any more, Dental Practice has changed it all. For the first time there is a journal truly international in quality and content.”

*Dr. Silju Mathew, Associate Professor, M. S. Ramalah Dental College, Bangalore*

“The magazine is of high standards as it includes recent happenings and advances in modern dentistry. The quality of paper and photographs creates curiosity to go through the text which I found to be highly precise and concise.”

*Dr. V. V. Chopra, Secretary, Indian Dental Association Pathankot Branch, Punjab*

“I was impressed with the quality and contents of Dental Practice. The articles in general are very interesting and relevant for dental practitioners of different specialities.”

*Dr. Ragini, Principal, ITS Dental College, Muradnagar, UP.*

“I was impressed with the quality and contents of Dental Practice. The articles in general are very interesting and relevant for dental practitioners of different specialities.”

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# MARKETING AND RESEARCH SOLUTIONS

## POLYBAGS, INSERTS & SAMPLES

A targeted and cost effective way to deliver brochures, newsletters, any other printed material and even actual product samples to our readers and your target audience within the issues of Dental Practice and/or Dental Technician.

Inserts may be included loose or can be bound to the publication.

Magazine inserts can be used to introduce a new product, publicize a special promotion or an event, kick off an advertising campaign or allow readers to get an actual feel of your product.

Inserts can also be sent to a specific set of readers depending on your target market.

Contact us for quotes, mechanical specifications and minimum quantities.

## DIRECT MAILERS

When used in conjunction with display advertising, direct marketing can significantly boost overall results and response.

Be it a new or existing product, our vast database of professionals ensures that your marketing material reaches the maximum number of practicing dentists including the profession's most influential dentists and lab owners.

Whether you are looking at volumes or a more targeted set of professionals we can assist you in effectively reaching out to your audience at very cost effective rates.

## SURVEYS

MediMedia are pioneers in conducting surveys on specific product categories, brand awareness, purchasing preferences and client satisfaction.

In the past we have conducted and published the results of several surveys including the Dentist Top 10 products, Implants survey, dental laboratory surveys and dental units survey among others. These have been accepted as a standard by the dentist as well as the industry and widely referred to and quoted.

We can conduct surveys on your behalf whether it is to measure brand awareness and brand loyalty or to determine purchase drivers and customer satisfaction.

Our huge database of readers and high level of interaction with the profession helps generate a sample size as well as demographics suited to any kind of survey.

Contact us to discuss the possibility of conducting a dental survey, whether it is generic or customized or a product or preference oriented survey.

## DENTAL REPRINTS

Take full advantage of your achievements and accomplishments and publicize them through Dental Practice Reprints

Custom reprints of relevant articles, features and other published work that highlights your company and products are very powerful and cost-effective marketing tools.

These reprints maximize the exposure of your best published work with third-party credibility. Apart from being dynamic and affordable, these help to complement marketing initiatives and further enhance the value of your brand.

Our Custom Reprints are in full-color with excellent paper and printing quality and can be customized to suit any requirement.

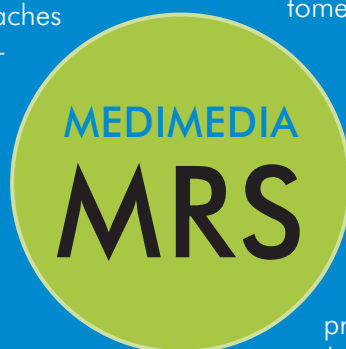
As an example a two page front back reprint will have your article, feature or coverage and its accompanying images on the front page below the Dental Practice logo designed in an attractive way. Your contact information and logo will feature prominently on the reprint. The back page is dedicated to your advertisement of the relevant product. These reprints can be printed in required volumes and distributed to your key customers.

### Plaques, posters and framed prints

Have your coverage announced in large format. Display these prints at special events, Trade shows or at the corporate office.

### Postcards

We can produce Custom Reprint postcards also with printing on both sides which can be used in a direct-mail campaign.



## DENTAL SUPPLEMENTS

A print supplement is a powerful and effective means to communicate your marketing message. It stands out in a crowd and makes a lasting impact.

Our dental and industry experts will work with you to help put together the right message be it about your company, event or product. And all this in an editorial environment that your customers and our readers understand, trust and respect.

Your supplement gets distributed along with Dental Practice and/or Dental Technician to your target audience giving it credibility and increasing its shelf life. Alternatively it can be delivered to you in bulk for distribution to your audience base.

We can handle every aspect of producing the supplement whether it is concept development, writing, design, production, printing and distribution.

DENTAL PRACTICE  
WILL BE PRESENT  
AT THE FOLLOWING  
MAJOR DENTAL EVENTS

# FIRST CHOICE FOR DENTISTS ONLY CHOICE FOR ADVERTISERS

## WHY ADVERTISE IN DENTAL PRACTICE?

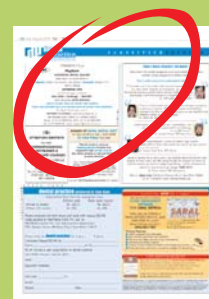
- **GAIN EASY ACCESS** to the maximum number of dental professionals 6 times a year through a medium that is trusted and respected by them
- **VISIBILITY** in India's PREMIER dental publication
- **NUMBER 1 PUBLICATION** in generating sales leads for advertisers through our very popular product enquiry service
- **MAXIMUM** exposure at all major trade fairs in India as well as Asia where *Dental Practice* regularly participates
- We deliver the reach and readership you need for **SUCCESSFUL SALES RESULTS**

[www.dental-practice.biz](http://www.dental-practice.biz)

WEB

*Dental Practice* has always been a trusted media partner for print advertising. Now we are assuming a leadership role in online advertising also. Combining your print and online campaigns can bring increased exposure and reach for your message. For online advertising opportunities send us an email at [info@dental-practice.biz](mailto:info@dental-practice.biz)

CLASSIFIED



*Dental Practice* offers a Classified Advertising Section in every issue that is very popular with our readers. Here your advertisement gets high visibility at very reasonable rates. For pricing and to book your space email us at [classifieds@dental-practice.biz](mailto:classifieds@dental-practice.biz)

CONTACT

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**E-mail:** [info@dental-practice.biz](mailto:info@dental-practice.biz) **Website:** [www.dental-practice.biz](http://www.dental-practice.biz)

DENTAL PRACTICE WILL ALSO  
BE PARTICIPATING IN VARIOUS  
STATE AND SPECIALTY  
CONFERENCES IN INDIA  
WHOSE DATES ARE YET TO  
BE ANNOUNCED