

dt

dental technician

The journal for the dental laboratory team

INDIA'S
First and Only
dental
technology
journal

MEDIA KIT

2008

MediMedia Group

Published 4 times a year in an easy to read format with excellent paper and printing standards, Dental Technician will be a lively and informative source that delivers the latest news and developments in the dental technology world, both in India as well as globally.

Dental Technician is the only publication in India dedicated to the fast growing dental laboratory segment.

Each issue of Dental Technician will be packed with a wealth of information including:

- ⇒ Clinical articles and features for the entire dental laboratory team
- ⇒ New products, materials, tools and techniques relevant to laboratories
- ⇒ Forward trends highlighting advances in both the laboratory and dental markets
- ⇒ Information on developments impacting the dental laboratory industry in India
- ⇒ Education, training and professional development opportunities
- ⇒ Profiles of leading dental laboratories in the country
- ⇒ Interviews and opinions of leaders in this field
- ⇒ And much more

Dental Technician will be overseen by an eminent Editorial Board that includes the leading names in the dental technology field in India. Their combined experience will ensure the highest standards.

Circulation and Readership

Each issue of Dental Technician will reach commercial dental laboratories, private practitioners running in house dental laboratories, prosthodontists, technicians and dental institutions across India. The circulation for the first year will be a minimum of 5,200 copies every issue and the estimated reach will be in excess of 10,000.

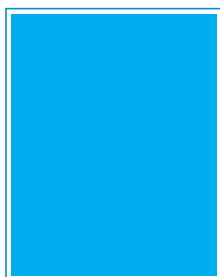
Dental Technician will be the only publication which gives you unique access to an audience specialising in dental technology across the country.

Frequency

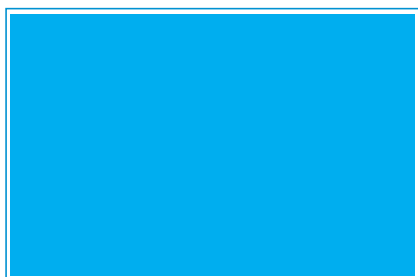
Quarterly: total of 4 issues per year with issuance in January, April, July and October.

Ad Specifications & Sizes

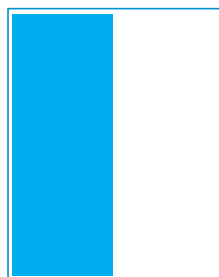
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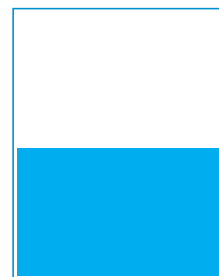
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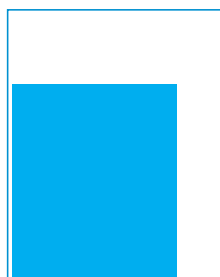
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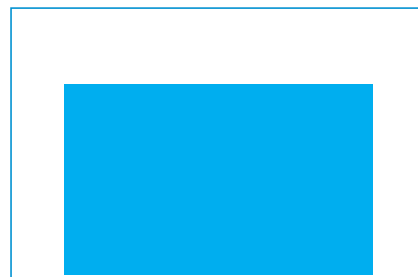
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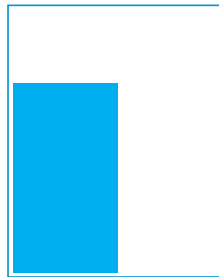
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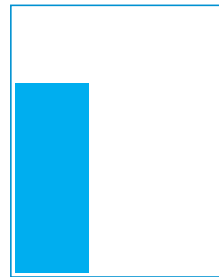
Journal Full Page
6.5 inches x 9 inches



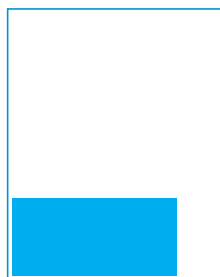
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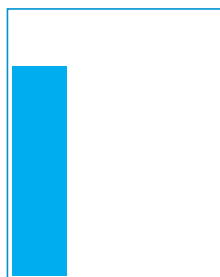
Journal 2/3 Page Vertical
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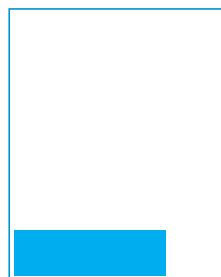
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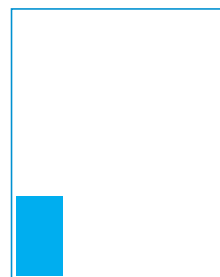
Journal 1/2 Page Horizontal
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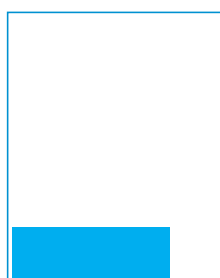
Journal 1/3 Page Vertical
2 inches x 9 inches



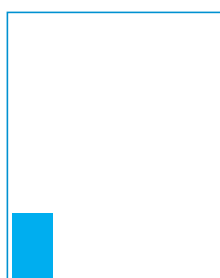
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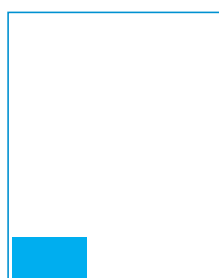
Journal 1/4 Page Vertical
3.25 inches x 4.5 inches



Journal 1/4 Page Horizontal
6.5 inches x 2 inches



Journal 1/6 Page Vertical
2 inches x 4.5 inches



Journal 1/6 Page Horizontal
4.2 inches x 2 inches

Artwork Specifications

Display or classified display ads should be provided in one of the following formats:

1. 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.

Acceptable formats: CD-ROM, 100Mb Zip Disk, DVD-R

Files less than 10 MB in size may be emailed to info@dental-practice.biz

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

DISPLAY ADVERTISING RATES

Display Full Colour Ads		1x	2x	4x
Full Page Tabloid	INR	35,700	34,700	33,500
	US\$	1020	990	950
	Euro	715	695	670
Half Page Tabloid	INR	27,500	26,500	25,500
	US\$	785	760	730
	Euro	550	530	510
Full page Journal	INR	22,500	21,500	20,300
	US\$	640	615	580
	Euro	450	430	405
2/3 Page Journal	INR	17,500	16,500	15,300
	US\$	500	470	440
	Euro	350	330	305
1/2 Page Journal	INR	13,500	12,500	11,300
	US\$	385	355	320
	Euro	270	250	225
1/3 Page Journal	INR	9800	9200	8400
	US\$	280	265	240
	Euro	200	185	165
1/4 Page Journal	INR	7400	6800	6000
	US\$	210	195	170
	Euro	150	135	120
1/6 Page Journal	INR	5700	5400	5000
	US\$	160	155	140
	Euro	115	108	100

1x: Single insertion rate 2x: Two insertion rate 4x: Four insertion rate

Premium Positions - minimum 4 insertions

	INR	USD	EURO
Inside Front Cover Tabloid	45,000	1285	820
Inside Back Cover Tabloid	45,000	1285	820
Back Cover Tabloid	55,000	1570	1000

Ad material and proofs should be sent to:

MediMedia India Pvt. Ltd;
505 Skipper Corner, 88 Nehru Place;
New Delhi 110019, India

For more information on any of these advertising opportunities or to reserve your space, please contact:

Ms. Pooja Sharma

Tel: 011-26433115 or 011-41617760

e-mail: pooja.sharma@dental-practice.biz