



NOW ONLINE!

Log on for a complete downloadable & printable 2010 media kit.

www.dentaleconomics.com



2010 MEDIA INFORMATION

Dental Economics – The Nation's Leading Business Journal for the Profession



August 2009 www.dentaleconomics.com

biofilm removal

2010 EDITORIAL CALENDAR

Dental Economics magazine mails monthly on the 15th of the month.

A word from the Editor:

It is with a great sense of pride that I present the 2010 Dental Economics editorial calendar. The content will quickly help you understand why more dentists read this magazine than any other dental business journal. This is THE journal that dentists read to find solutions to the business problems they encounter every day in a dental practice. With our new cover and changes in the format, 2010 will see Dental Economics continue to be the leader by supporting new dentists and mature dentists in their quest to learn the business principles and techniques for managing a successful dental practice.

Since dentists save Dental Economics to show articles to their team members and to discuss with their peers, your advertising will be seen over and over again. An ongoing theme is our concentration on esthetic dentistry. These articles help dentists grow their practices both clinically and managerially to take advantage of the new concentration on beautiful smiles. Today's patients expect to be treated well and want to look and feel good!

I am constantly on the lookout for new and innovative ideas to keep Dental Economics fresh and on the cutting edge of supplying information to the dental community. In addition to being editor, I have a successful dental practice and I lecture across the country to thousand of dentists and their teams. I am able to recognize trends and advancements and bring this information to our readers through Dental Economics magazine, as well as on our new Web site, www.DentistryIQ.com.



Joseph A. Blaes, DDS
Editor, Dental Economics

NOW ONLINE!

Log on for a complete downloadable
& printable 2010 media kit.

www.dentaleconomics.com

Issue
January 2010
February 2010
March 2010
April 2010
May 2010
June 2010
July 2010
August 2010
September 2010
October 2010 Added Value: Ad-Q Study
November 2010 Dental Graduate Supplement
December 2010

Monthly Columns & Features

- Office of the Month
- Pearls by Dr. Joe Blaes
- New Products
- Ask Dr. Gordon Christensen
- Interviewing the Dental Greats!

Space	Material	Editorial Focus	Bonus Distribution
December 4, 2009	December 11, 2009	3-D in Dentistry Tooth Whitening	Yankee Dental
January 6, 2010	January 13, 2010	New Products to see at CMW Emergency Medicine Getting Rid of Numbness	Chicago Midwinter Meeting
February 5, 2010	February 12, 2010	Hybrid Composite Avoiding Impression Retakes	
March 5, 2010	March 12, 2010	3-D in Dentistry Stopping Hypersensitivity	
April 5, 2010	April 12, 2010	Minimal Invasive Dentistry Equipment as a Total Solution	
May 5, 2010	May 12, 2010	3-D in Dentistry Implant Dentistry Dangers of Being Numb	
June 4, 2010	June 11, 2010	Laser in Dentistry Digital Radiography	
July 6, 2010	July 13, 2010	Implant Maintenance Technology Update	AAP
August 4, 2010	August 11, 2010	New Products to see at the ADA Patient Comfort	ADA Annual Meeting
September 3, 2010	September 10, 2010	Practice Survey Part 1 3-D in Dentistry Magnification Ergonomics Hygienists Role in the Practice	
October 4, 2010	October 11, 2010	Practice survey Part 2 Fee Survey	Greater New York Dental Meeting
November 3, 2010	November 10, 2010	Tax Calendar Best Pearls of 2010 3-D in Dentistry	

- Infection Control
- Financial
- Health Screening
- Ergonomics
- Human Resources

- Practice Tips, Success & Wisdom
- Hygiene
- Laboratory Communications
- Technology
- Insurance

- Marketing
- Case Acceptance
- Transitions
- Dental Practice surveys – fees, salaries, practice, and marketing

CIRCULATION

More than 100,000 actively practicing dentists receive *Dental Economics* each month. Of these, more than 84% are practicing 30 hours a week or more! These active dentists make your best prospects. *Dental Economics* also circulates to approximately 3,900 senior dental students in the United States during the school year. We are committed to the future of dentists who will be your future customers.

Dental Economics' circulation consists of qualified subscribers in the dental profession. The following demographics (or statistics) are reported in the June 2009 BPAWW circulation statement.

84% of U.S. Dentist subscribers work 30+ hours per week chairside

68% of U.S. Dentist subscribers graduated between 1981 and 2009

86% of Circulation is One Year

83% One year personal direct request

(only 13% of the circulation file consists of purchased association/directory lists)

5,854 subscribers request the digital version only

dentaleconomics.com

RATES & SPECIFICATIONS

2010 Display Advertising Rates*

*NOTE: The below rates include four-color charges and are subject to the 15% agency commission allowance.

	1X	3X	6X	12X	18X	24X	36X	48X
FULL PAGE SPREAD	\$24,350	\$23,825	\$22,525	\$20,995	\$20,535	\$19,920	\$18,730	\$18,480
1/2 PAGE SPREAD	\$15,740	\$15,535	\$14,575	\$13,685	\$13,410	\$13,090	\$12,475	\$12,200
FULL PAGE	\$12,175	\$11,915	\$11,265	\$10,500	\$10,270	\$9,960	\$9,365	\$9,245
2/3 PAGE	\$9,345	\$9,140	\$8,740	\$8,020	\$7,860	\$7,630	\$7,300	\$7,120
1/2 PAGE	\$7,870	\$7,770	\$7,290	\$6,845	\$6,705	\$6,545	\$6,240	\$6,100
1/4 PAGE	\$5,325	\$5,245	\$4,995	\$4,710	\$4,650	\$4,515	\$4,365	\$4,295
1/3 PAGE	\$6,240	\$6,160	\$5,805	\$5,475	\$5,380	\$5,245	\$5,050	\$4,960
1/6 PAGE	\$4,320	\$4,275	\$4,035	\$3,830	\$3,770	\$3,725	\$3,600	\$3,545

Cover & Other Positions

COVER II	+ 33%
COVER III	+ 15%
COVER IV	+ 50%

4-Color Rates: The total number of full-page and fractional ads used within one year from the date of first insertion determines the frequency rate earned. Each page of multi-page units counts as one insertion toward an earned frequency; space purchased by a parent company and its divisions or subsidiaries is combined to determine earned frequency. Earned rates in *Dental Economics*, *Proofs* and *RDH* can be combined to earn the best rate.

Classified Advertising: For classified advertising rates and information, call 1-800-237-9851, fax 1-727-445-9380 or visit www.rja-ads.com/dentaleconomics, send mail to: Russell Johns Associates LLC, PO Box 1510, Clearwater, FL 33757-1510.

Black-and-white advertisements: Apply a \$1,605 gross discount to the 4-color advertising rate.

2-color advertisements: Apply a \$718 gross discount to the 4-color advertising rate. Please contact your sales representative for Metallic color rates.

Method of Printing: Web Offset

Binding: Perfect Binding, 1/8" off backbone

Paper: Cover: 100 lb. text weight, Body Pages: 45 lb. text weight coated

Inserts: Standard size bound in inserts must be furnished at 8 1/4" x 10 3/4" allowing for a 1/8" trim on all sides. Special printing on inserts, such as embossing, where it is impossible to use or sell the other side of the insert, is sold as a complete 2 page insert. Consult the Production Manager at 918-831-9143 for more information. Standard size, customer-supplied business reply cards are \$2,800 gross.

Storing of advertising material: Advertising material will be stored for 12 months and then destroyed unless otherwise advised.

Display Specs

AD SIZE	FULL PAGE SPREAD	FULL PAGE	2/3 PAGE	1/2 PAGE			1/3 PAGE			1/4 PAGE	1/6 PAGE
AD SIZE											
SHAPE	—	—	Vertical	Horizontal	Vertical	Island	Square	Horizontal	Vertical	Square	Vertical
TRIM (W×H)	16" x 10.5" 406mm x 267mm	8" x 10.5" 203mm x 267mm	—	—	—	—	—	—	—	—	—
BLEED	16.25" x 10.75" 413mm x 274mm	8.25" x 10.75" 210mm x 274mm	5.25" x 10.75" 133mm x 274mm	8.25" x 5.5" 210mm x 140mm	4.125" x 10.75" 105mm x 274mm	5.25" x 8.25" 133mm x 210mm	—	—	—	—	—
LIVE AREA	15" x 9.5" 381mm x 241mm	7" x 9.5" 178mm x 241mm	4.5" x 9.5" 114mm x 241mm	7" x 4.875" 178mm x 124mm	3.375" x 9.5" 86mm x 241mm	4.5" x 7.375" 114mm x 187mm	4.5" x 4.875" 114mm x 124mm	7" x 3.3125" 178mm x 84mm	2.25" x 9.5" 57mm x 241mm	3.375" x 4.875" 86mm x 124mm	2.25" x 4.875" 57mm x 124mm

*Three Methods for Ad Material Submission on Back Panel

WORLDWIDE SALES CONTACTS

For a complete list of international sales offices, please visit our website, www.dentaleconomics.com.

National Sales Manager
West
DEREK TRINKA
Ph: (918) 831-9170
derekt@pennwell.com

East
AUGGIE JAMES
Ph: (847) 548-0409
ajames@pennwell.com

Midwest/Southeast
MARV ASHWORTH
Ph: (800) 331-4463 ext. 6266
marv@pennwell.com

Key Accounts
CHRIS PAGE
Ph: (518) 373-0622
christopherp@pennwell.com

Key Accounts
DAVID HURLBRINK
Ph: (717) 244-3148
davidh@pennwell.com

Key Accounts
CRAIG DICKSON
Ph: (630) 690-2472
craigd@pennwell.com

Reprint Sales / Sales Assistant
MACHELE GALLOWAY
Ph: (918) 831-9756
macheleg@pennwell.com



Three Methods for Ad Material Submission:

1. UPLOAD TO OUR FTP SITE:

Go to <http://digitalads.pennwell.com>
Select Dental Economics from the scroll-down menu.

Fill in the required information and then select upload ad. Our FTP site will accept up to 100 MB. Please stuff or zip your files before sending and wait for your confirmation.

2. EMAIL YOUR AD:

For files under 10 MB, please email your ad to: admaterial@pennwell.com. Include advertiser name, publication name and issue date.

3. SEND PHYSICAL MATERIAL TO:

PennWell Corporation
Attn: Ad Traffic Team
1421 South Sheridan Road
Tulsa, Oklahoma 74112