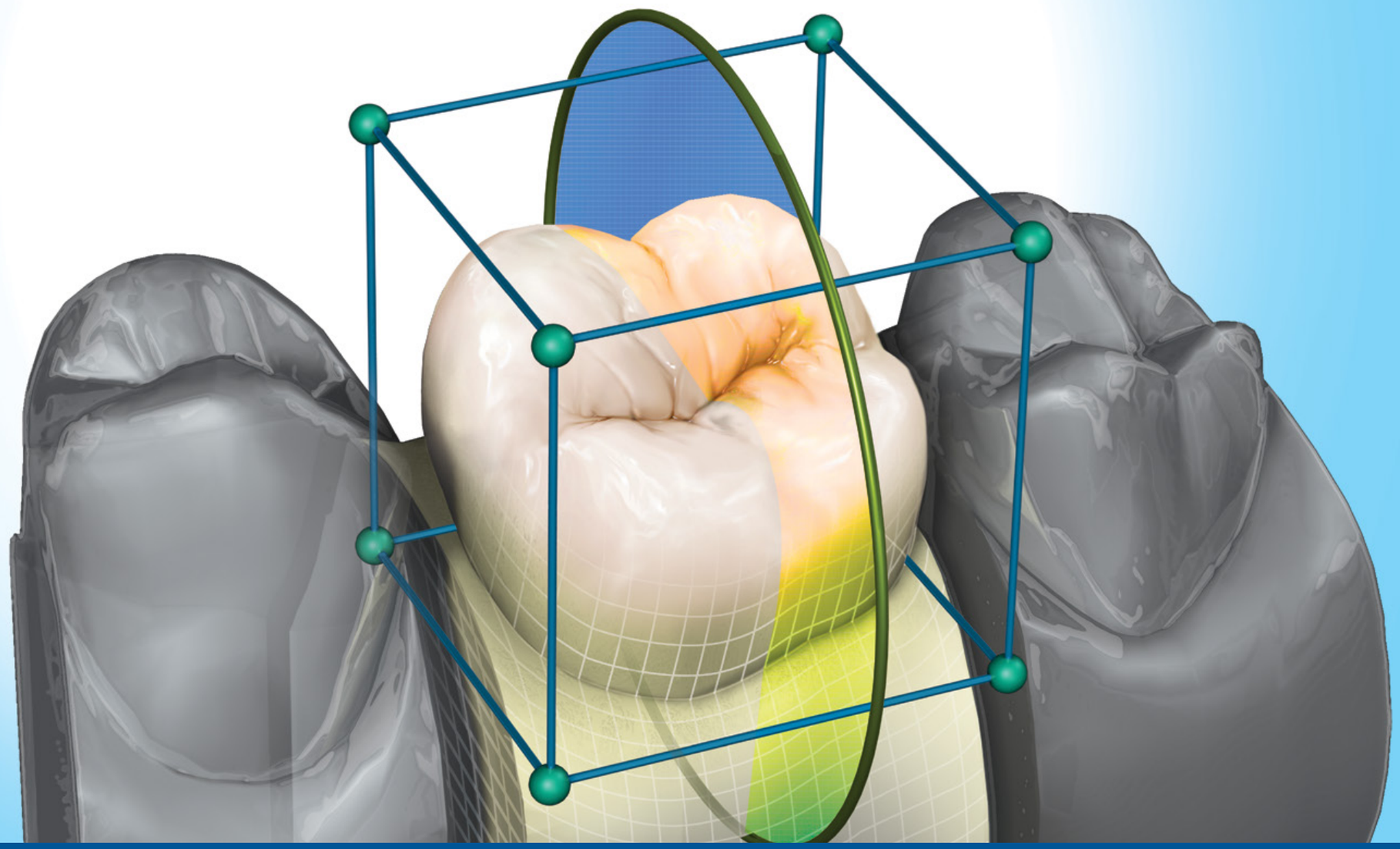
2015 Media Kit

Inside Dentistry®

AEGIS COMMUNICATIONS



EDITORIAL MISSION

To be the industry's primary information resource by providing a layering platform for relevant, evidence-based clinical and practice building content that fosters open minds, learning, and adoption and implementation of new technologies.

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Publication Standouts

Inside Dentistry is the complete learning platform for the profession, with a comprehensive collection of informative, managerial, clinical, educational, and practical content designed to support dentists in building and sustaining successful practices.

- Unparalleled Editorial Board & Key Opinion Leader Network
- Double-Blind Peer-Reviewed Clinical Content
- Offering Clinical Continuing Education
  - AGD Accredited CE Provider
  - Recognized ADA/CERP Provider
  - Interactive: 280 Avg. CE Testers Per Issue

Academy of General Dentistry
PACE
Program Approval for Continuing Education
Approved PACE Program Provider
FAGD/MAGD Approved
7/18/1990 to 12/31/2012

ADA C·E·R·P® | Continuing Education Recognition Program

Raising The Bar

Thought-provoking coverage of oral care's most important issues

Practical interpretation of cutting-edge research

Uncompromised clinical content

Step-by-step clinical techniques

Insightful, in-depth discussions with academic and industry leaders

New techniques, procedures, and products

Publication Distribution

Inside Dentistry reaches **140,000 dentists** in print monthly ...

... and the ROI on *Inside Dentistry*'s print reader engagement is exponentially multiplied when the value of its multimedia reach—e-newsletters, website, digital editions, webinars, e-broadcasts, social media outlets, and YouTube channel—is realized. *Inside Dentistry*'s integrated programs maximize marketing budgets through reach and efficiencies.

DIGITAL REACH

Monthly e-Reach*

e-Newsletter	55,000+
Website	46,627
Digital Edition	5,502
CDE Website	2,141

* Opt-in/Monthly Average as of 8/14

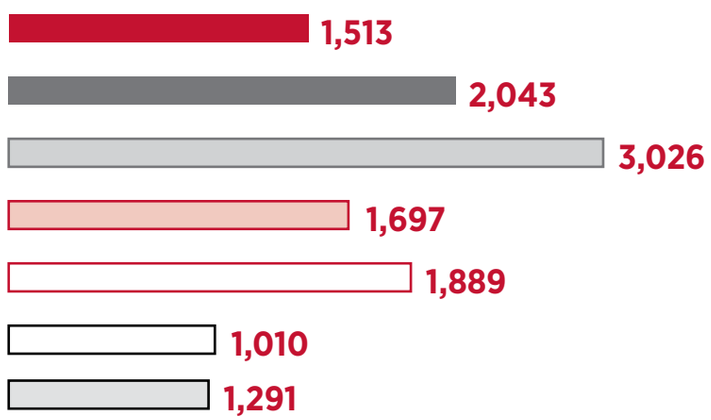
Social Media	3,200+

PRINT DISTRIBUTION: **140,000**

BPA WORLDWIDE

General Dentists | **127,323**

Specialists (requestor only)



Reader Age (Avg.)

50.68 Years

Reader Gender

Female	Male
28%	72%

Years in Practice (Avg.)

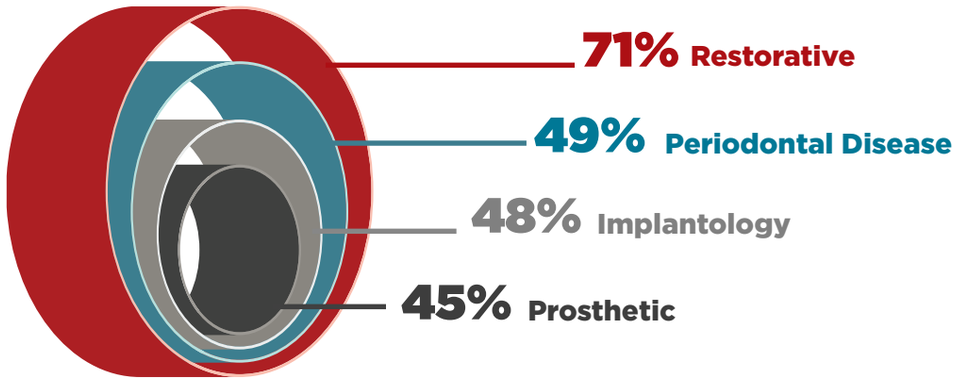
24 Years

Publication Audience

Inside Dentistry reaches an audience that is both EXPERIENCED and ENGAGED.

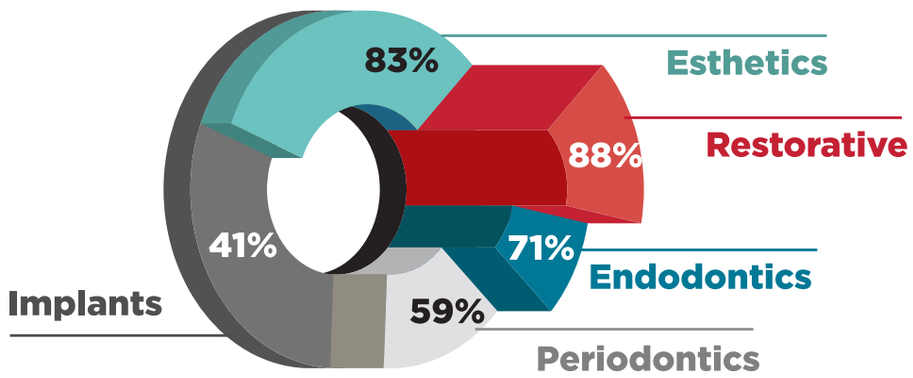
With 85% operating independently as practice owners for over 16 years, these are highly engaged decision makers looking for solutions to their practice needs.

TOP INTERESTS



85% Consider the Peer-Review Process Important

PROCEDURES PERFORMED



61 Patients/Week Avg.

SHOPPING HABITS

60% **Buy Products Online**

PRIMARY PRACTICE SETTING

Source: 1) KANTAR Custom Study of Dentistry Publications among Inside Dentistry Circulation (June 2014) 2) AEGIS Reader Surveys (2013-14)

2015 Rate Card

2015 NET RATES (includes 4-Color)

	1X	3X	6X	12X	24X	36X	48X
Full Page Spread	20,345	19,850	19,345	18,830	17,998	17,147	16,137
Full Page	11,303	11,028	10,747	10,461	9,999	9,526	8,965
2/3 Vertical	7,911	7,719	7,522	7,323	6,999	6,667	6,274
1/2 Horiz/Vert	5,932	5,789	5,642	5,491	5,249	5,001	4,706
1/3 Vert	3,956	3,860	3,762	3,661	3,498	3,333	3,137
1/4 Square	2,967	2,893	2,822	2,746	2,625	2,500	2,354
BRC	3,750						

PREMIUM POSITIONS

COVERS	
CV 2	+10%
CV 3	+5%
CV 4	+20%

F.O.B. PAGES	
Page #1	+10%
Opp. TOC 1	+5%
Opp. TOC 2	+5%
Opp. Masthead	+5%

DIMENSIONS

	NON-BLEED SIZES		TRIMMED SIZES		LIVE AREA		FINAL BLEED	
	Width	Height	Width	Height	Width	Height	Width	Height
FULL SPREAD			18	10.875	17.5	10.125	18.25	11.125
FULL PAGE			9	10.875	8.5	10.125	9.25	11.125
2/3 VERT	4.875	9.5	5.5	10.875	5	10.125	5.75	11.125
1/2 HORIZ	7.75	4.575	9	5.3125	8.5	4.8125	9.25	5.5625
1/2 VERT	3.5625	9.5	4.1875	10.875	3.687	10.125	4.437	11.125
1/3 VERT	2.25	9.5						
1/4 SQUARE	3.5625	4.5625						

2015 DEADLINES

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Ad Closing	8-Dec	7-Jan	4-Feb	6-Mar	6-Apr	6-May	5-Jun	6-Jul	5-Aug	4-Sep	5-Oct	6-Nov
Materials	11-Dec	12-Jan	9-Feb	11-Mar	9-Apr	11-May	10-Jun	9-Jul	7-Aug	10-Sep	8-Oct	11-Nov
Mail Date	6-Jan	3-Feb	3-Mar	7-Apr	5-May	2-Jun	7-Jul	4-Aug	1-Sep	6-Oct	3-Nov	8-Dec

Ad submission

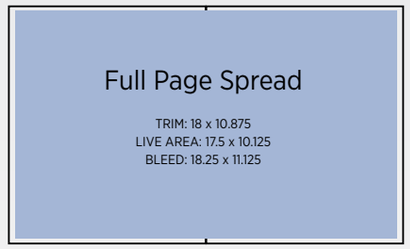
Hi Res (300 dpi) PDF (PDF/X-1a:2001 preferred). Make sure that all fonts are embedded or converted to outline. All spot colors should be converted to CMYK.

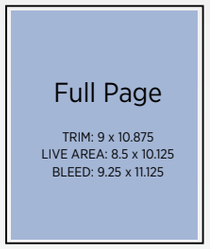
FTP Info:

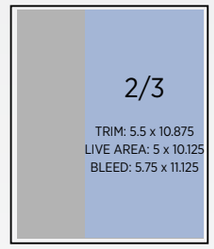
Host NAME: office.aegiscomm.com
USERNAME: insidedentistry
PASSWORD: dent4l (lowercase L, not a 1)
*username and password are case sensitive

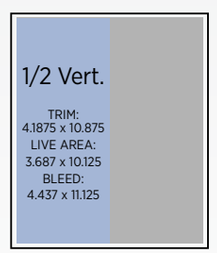
Bleed Ad Sizes

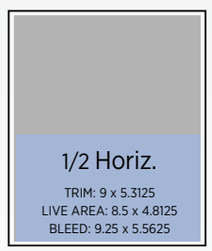
Trim size is 9 x 10.875. Please make sure that all copy and logos are 0.25" inside the trim (live area) and extend background images and colors 0.125" past the trim (final bleed).

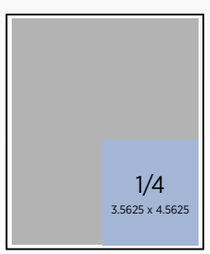


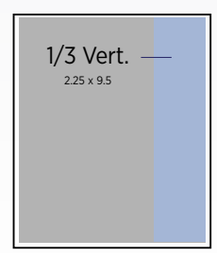












2015 Editorial Calendar

12 Issues Per Year	Cover Story	*Peer-Reviewed Clinical*								*Products in Practice*	
		CE (Strassler)	**Restorative** (Helvey)	**Endo** (Naseeh)	**Perio** (Levin)	**Implants** (Sonick)	**Prosthodontics** (TBD)	**Current Thinking**	**Practice Management**	**Focus On Showcase**	**Spotlight**
Jan	Digital Dentistry: No Longer An Option	✓	✓	✓	-	-	-	-	✓	Adhesion & Bonding	Microscopes & Loupes
Feb	Innovations: Products that Have and Will Continue to Change Dentistry	✓	✓	-	✓	✓	-	Occlusion	✓	2D/3D Imaging	Bioactive Materials
Mar	The State of Decay	✓	✓	✓	-	-	✓	-	✓	Implants	Digital Radiography Sensors
Apr	The Oral Systemic Update	✓	✓	-	✓	✓	-	-	✓	Temporary Materials	CAD/CAM Systems and Materials
May	The State of Dentistry (dental coverage, Sunshine Act, demographics, debt, etc.)	✓	✓	-	-	✓	-	Diagnosis	✓	Ceramics	Implants
Jun	Implant Issue	✓	✓	-	✓	-	-	-	✓	Microscopes and Loupes	Adhesion & Bonding
Jul	Tech Issue	✓	✓	-	-	-	✓	-	✓	Endodontics	Composites
Aug	Restorative Materials Issue	✓	✓	✓	-	-	-	Treatment Planning	✓	Infection Control	Handpieces
Sep	The Changing Face of Dentistry (Super GP doing endo, implants and ortho)	✓	✓	-	-	✓	✓	-	✓	Digital Impressioning	Ceramics
Oct	Endodontics Issue	✓	✓	✓	-	-	-	-	✓	Practice Management Systems	Panoramic 2D/3D Imaging
Nov	Future of Dentistry	✓	✓	-	✓	✓	✓	Adhesion	✓	CAD/CAM Systems and Materials	Endodontics
Dec	Annual Trends Issue	✓	✓	✓	-	-	-	-	✓	Composites	Digital Impression Systems

*Content is subject to change at the publisher's discretion and without prior notification

Product Spotlights

THE ULTIMATE IN CONTENT MARKETING

#1

Dentists Look to *Inside Dentistry* First for Practice-Relevant Content

This unique editorial environment provides dental manufacturers the opportunity to showcase the features & benefits of their selected product within a Custom, 2-Page Spread Advertorial/Product Profile. *Inside Dentistry* will set the stage by presenting the latest news and trends on the designated product category, leaving the specific product highlights up to you.

2015 Topics & Dates
+
Author Guidelines

DOWNLOAD :: Sell Sheet

TOTAL PACKAGE INVESTMENT: $12,000

An Integrated Distribution & Promotional Package

- 2-Page Product Spread Designed by AEGIS
- Reader Service # Included to Generate Sales Leads
- Email Distribution on the e-Newsletter to 62,000 Opt-In Professionals
- Included in the Digital Edition with Web Visits of 6,565 / Month Average
- Social Media Postings on Facebook & Twitter
- PDF File of Your 2-Page Product Spotlight is Provided for Use on Your Website

Product Showcase Opportunities

Front Cover Package

MAXIMUM EDITORIAL EXPOSURE
FOR YOUR PRODUCT

Highest Exposure Possible

1-Page editorial write-up on opener of Product Showcase section of *Inside Dentistry*

\+ *Masthead Banner on the InsideDentistryProducts.com home page*

TOTAL PACKAGE INVESTMENT: $10,000

DOWNLOAD :: Sell Sheet

False Cover Tip

A FALSE COVER OFFERS OPTIMUM
OPPORTUNITY FOR YOUR MESSAGE

- 140,000 Pieces — printed & mailed
- Client-supplied creative
- Response Card can be included

TOTAL PACKAGE INVESTMENT: $28,000

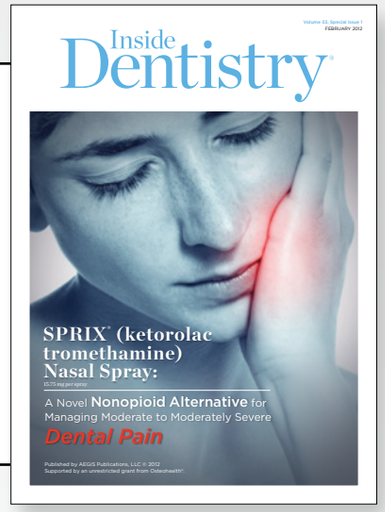
DOWNLOAD :: Spec Sheet

8 & 12 Page Custom Monographs

SHOWCASE YOUR PRODUCT OR RESEARCH UNENCUMBERED BY COMPETITIVE NOISE

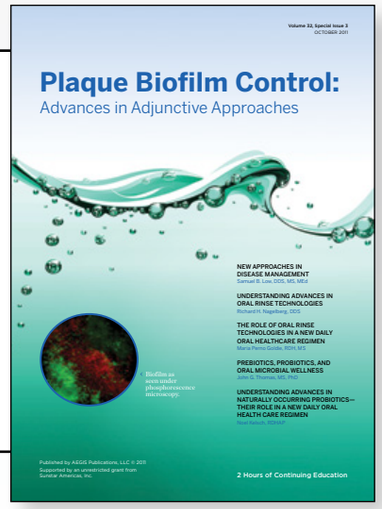
Branded Monographs

Branded Monographs leverage the publication's relationship with it's readers, creating third-party credibility for your messaging.



Unbranded Monographs

Unbranded Monographs are topic centric and leverage the carrying publications to expand the audience to include current customers and potential customers.



BENEFITS

- Custom design and layout to reflect your brand elements
- Experienced (AEGIS) project manager, editorial staff, and production team to turnkey the project
- Article acquisition
- Enduring life-cycle with digital edition

Promotions

- **Featured in dentalaegis.com publication library**
- **Featured in *Inside Dentistry* Issue Preview eNewsletter**
- **Featured in CDEWorld monthly eNewsletter**
- **Broadcast to the AEGIS 60,000+ opted-in email list with link to the digital edition**

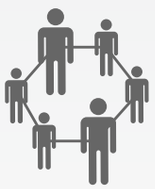
85% Percentage of Dentists Who Consider the Peer-Review Process Important When Reading Professional Literature.

eBooks

EXTEND YOUR REACH AND SECURE QUALIFIED LEADS

Your eBook will deliver an education-based presentation on a clinical concept, technique, or practice solution—while at the same time communicating the features of your product or service. Let the AEGIS Communications team help you through the process of developing and promoting your eBook at a level that far exceeds the competition.

QUALIFIED LEADS



Real-time leads provide the NAME, EMAIL, PHONE, and OCCUPATION of eBook users. Monthly reports qualify your leads with CLICK-COUNTS of the interactive elements you include in your eBook.

MARKETING PACKAGE

Inside Dentistry's multi-channel marketing guarantees a minimum of 150 leads through the first month, with limitless leads possible for lifetime of the eBook.

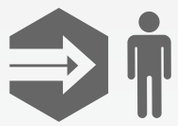
ENGAGING MULTIMEDIA

eBooks promote interactivity that connects readers to your multimedia – such as videos, animations, KOL testimonials, and online stores — ALL with just the tap of a finger.

LIFETIME ARCHIVE

eBooks are accessible on the website 24/7 for years to come, and are easily shared, emailed, posted and downloaded to laptops or mobile devices.

ASSET HAND-OFF



eBooks are available to sponsor for posting/sharing 30 days following the launch.

DOWNLOAD A SAMPLE eBOOK!

TOTAL PACKAGE INVESTMENT: $10,000

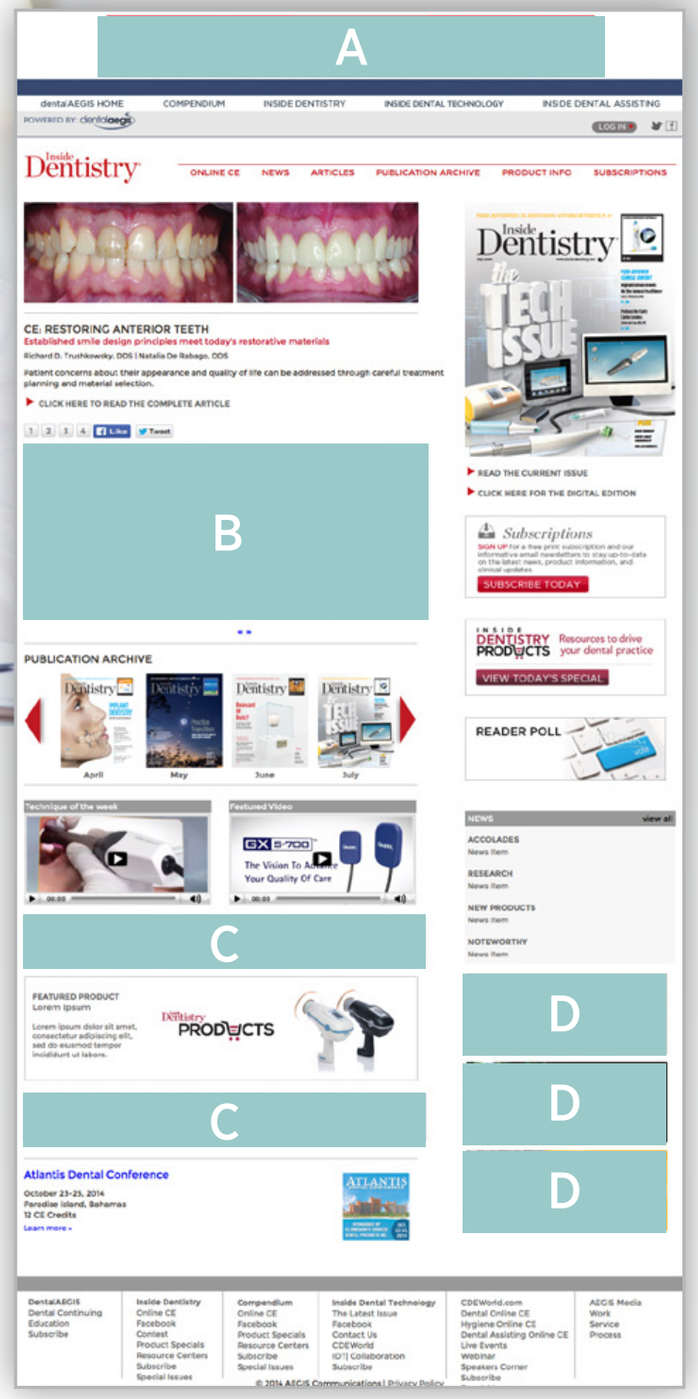
Website Ads

A. Masthead
- $1,000/month
- 1 position/6 rotate
- Size: 728 x 90 px

B. Billboard Slider
- $600/month
- 1 position/3 rotate
- Size: 600 x 255 px

C. Center Banner
- $400/month
- 2 positions/0 rotate
- Size: 600 x 70 px

D. Button
- $400/month
- 3 positions/0 rotate
- Size: 300 x 120 px



***INSIDE DENTISTRY* HOME PAGE**

55,000+
Average Monthly Page Visits

46,000+
Average Monthly Site Visits

37,000+
Unique Monthly Visitors

Advertise on Individual Articles!
$600/year • 1 position/0 rotate • 420 x 74 px

Native Web Positions

YOUR CONTENT PRESENTED IN THE VOICE OF *INSIDE DENTISTRY*

A. Featured Videos

	COST
One position for a product demonstration video	$200/2wk
One position for a clincial technique video	

B. Featured Product

	COST
One position for video, product, ad promotion	$200/2wk
Short product write-up	
100 x 100 px image	

C. Featured Event

	COST
One position tp promote your upcoming event	$200/2wk
Short write-up + 100 x 100 px image	

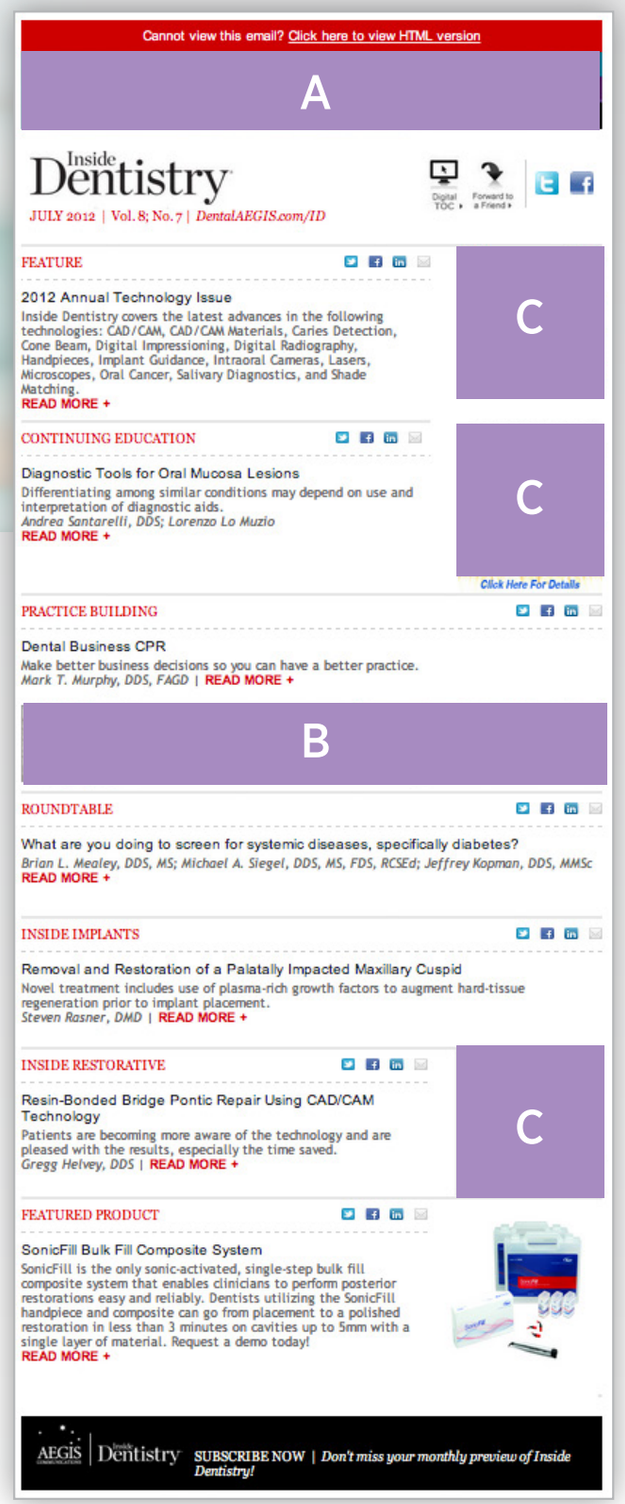
10,000+
Monthly Homepage Traffic

***INSIDE DENTISTRY* HOME PAGE**

Issue Preview e-Newsletter

A monthly preview of the upcoming issue of *Inside Dentistry* allows you to deliver your message directly to your target audience. It will drive traffic to your website and/or detailed product information.

	COST	DIMENSIONS
A. Masthead Banner	$1,500	600 x 80 px
B. Center Banner	$500	600 x 80 px
C. Button (2 available)	$250	150 x 150 px



AVERAGE MONTHLY SEND

55,000+

AVERAGE OPEN RATE

12%

Third-Party Custom Emails

E-mails yield valuable LeadGEN data

Expand your customer engagement and marketing efforts with a customized e-Blast to your targeted audience.

10%
Average Third-party Open Rate

AEGIS e-List		70,080
Dentists	.20 cents/name	62,147
Hygienists	$500	3,106
Dental Assistants	$1,000	4,827

REQUIREMENTS

- 1 HTML file with all images linked
- Text-only file
- Subject line
- Any seed names from the company

BEST PRACTICES

- Should not exceed 600 pixel width
- Balanced text/image ratio
- No Flash, CSS Positioning, or Javascript
- Divide images in a grid fashion
  (do not split critical image areas such as faces, products, etc.)
- Alt text for all images
- Provide all source images

Webinars

Broadcast your message to REGISTERED professionals who are specifically interested in your subject or product category

- Custom programming
- Key Opinion Leader support
- Proven, cost-effective, state-of-the-art e-learning technology
- Live tech support
- ADA CERP- and AGD PACE- accredited programming
- Comprehensive reports
- On-Demand programming for 36 months

Average Leads Per 2014 Webinar*

Average Registration.....**695** Average Attendees.....**228**

Slides/Audio Package	Slides/Live Video Package
$9,000	$14,000 (includes $1,000 honorarium for speaker)

DOWNLOAD :: Sell Sheet

Inside Dentistry Audience Recruitment

E-MAILS

PRINT ADVERTISEMENTS

BANNERS/BUTTONS

SOCIAL MEDIA

*Through 8/14

Inside Dentistry offers many types of **EDITORIAL COVERAGE** to meet your needs:

NEW FOR 2015

New Product Showcase section for 2015

Inside Dentistry Products

Images of new products with short descriptions

- Cover/On the Cover
- New Products
- Essentials (Legacy Products)
- Category Showcase

Clinical Brief

Products in Practice

Demonstrate the attributes and/or use of a product

- Clinical Briefs
- Technical Profiles
- Peer-to-Peer Tips
- Focus On/New & Up Close

Inside Look Q&A

Corporate Positioning

Non-clinical company and product messaging

- Industry News
- Viewpoint
- New & Up Close
- Inside Look (Q&A)

DOWNLOAD THE NEW MEDIA KIT!

Content Marketing

Your Content + Our Environment + Multiple Channels = MORE SALES

Inside Dentistry will complement your ad placements with content support distributed through a wider selection of media channels.

Editorial Support

Clinical Brief

Tech Profile

Peer to Peer

Your Website

Print
140,000
QR Code, RSC, URL

Digital Edition
5,400
Link

ID Newsletter
55,000
Link to article

ID Website
48,800
Issue TOC

IDP Website
6,300
Home Page, Learning Center, Product Listing, Manufacturer Page

Web Article
296/avg
Link, Interior Banner

Your Website

How can Content Marketing with *Inside Dentistry* work specifically for you?

DISTRIBUTION PROVIDES IMPRESSIONS TO DRIVE SALES LEADS

*Metrics Through 8/14

Creative Services

AEGIS Media

Say more visually by partnering with AEGIS Media's experienced team of illustrators, animators, and interactive design specialists. We work from your ideas, presentations, or photos to craft custom visuals that integrate beautifully into your communications.

DENTAL | MEDICAL DEVICE | PHARMACEUTICAL | COSMETIC | LIFE SCIENCE | ORTHOPEDIC

INSTRUCTIONS FOR USE

TRADE SHOW MEDIA

COMMERCIAL VIDEOS

INTERACTIVE TRAINING

PRODUCT & PACKAGING ILLUSTRATION

CUSTOM MICROSITES

Check out what we're working on...

AEGISMEDIALIVE.COM

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