

# 2017 RATE CARD

# INTERNATIONAL Dentistry

AFRICAN EDITION



TOTAL CIRCULATION: 4250  
 DENTISTS: 3500  
 DENTAL LABORATORIES: 750



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Since 1999, the fundamental goal of International Dentistry South Africa has been to broaden its editorial policy to serve an international readership.

The shift in direction since the appointment of Prof. Dr. Marco Ferrari as Editor-in-Chief in 2005 also saw the formation of an Editorial and Review Board, which includes more than 30 international dental opinion leaders and more than 70 reviewers to evaluate the papers submitted to the journal.

An important aspect of the transformation of the journals was the decision to publish more original scientific material and so have a wider appeal to clinicians. The reader profile includes general dental practitioners, specialists and academics. Not only do readers have access to clinical papers, but also to significant scientific information, keeping them informed of current developments in all aspects of dentistry.

The journal is now published in three different continents, with the launch of the Australasian and Middle East Editions in 2006 and 2010 respectively. The African Edition was launched in 2011 as an adjunct to International Dentistry South Africa, which has now become a scientific/research publication.

The journals attract submissions by authors globally. The standard of the clinical and scientific content is consistent throughout all three publications, with each article published subject to peer-review.

## 2017 ADVERTISING RATES\*

FULL COLOUR	1 – 3 insertions (per issue)	4 - 6 insertions (per issue)
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**\*Please note: The above Rates are exclusive of VAT and do not include agency fees/commission.**

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SIZE	TRIM	BLEED
Full Page	210mm x 297mm	216mm x 313mm (bleed)
Half-page vertical	265mm x 95mm	313mm x 105mm (bleed)
Half-page landscape	180mm x 130mm	216mm x 148mm (bleed)
Half-page portrait (A5) (NB: main body only)	148mm x 210mm	151mm x 213mm (bleed)
Quarter-page portrait (NB: Product/News section only)	95mm x 125mm	

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**RESOLUTION:** Only images supplied at 300dpi will be accepted **COLOUR:** Process colour

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Advertising Material: 23 January 2017

### DENTAL DIRECTORY 2017

Publication date: 06 February 2017

### VOL 7, NO 2

Booking deadline: 08 March 2017  
Advertising Material: 21 March 2017

Publication date: 04 April 2017

### VOL 7, NO 3

Advertising Booking: 08 May 2017  
Advertising Material: 22 May 2017

Publication date: 6 June 2017

### VOL 7, NO 4

Advertising Booking: 07 July 2017  
Advertising Material: 19 July 2017

Publication date: 8 August 2017

### VOL 7, NO 5

Advertising Booking: 06 September 2017  
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### VOL 7, NO 6

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