

# 2018 RATE CARD

# INTERNATIONAL Dentistry AFRICAN EDITION



TOTAL CIRCULATION: 4250  
DENTISTS: 3500  
DENTAL LABORATORIES: 750

Since 1999, the fundamental goal of International Dentistry South Africa has been 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.



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## 2018 ADVERTISING RATES

	1 – 3 insertions (per issue)	4 - 6 insertions (per issue)
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Full Page	R 9 995	R 8 995
Half-page	R 8 210	R 7 450
Double Page Spread	R 19 000	R 18 000
Advertorial per page	R 8 205	R 7 450
<b>PRODUCTS &amp; NEWS/CLASSIFIED</b>		
Full Page	R 7 160	R 6 500
Half-page	R 5 440	R 4 895
1/4-page	R 2 380	R 2 105
<b>SPECIAL POSITIONS</b>		
Outside Front Cover package*	R 19 965	n/a
IFC/IBC/OBC	R 12 070	R 10 975

\*Package comprises Outside Front Cover, Contents page strip + 2 full pages.

**Loose inserts: R 6 665 (single insert, max 12 pages) Maximum paper weight 135gsm**

**\*Please note: The above Rates are exclusive of VAT and do not include agency fees/commission.**

## MATERIAL SPECIFICATIONS

SIZE	TRIM Width x length	BLEED Width x length
Full Page	210mm x 297mm	216mm x 303mm (bleed)
Half-page vertical	95mm x 297mm	105mm x 303mm(bleed)
Half-page landscape	210mm x 148,5mm	216mm x 152mm (bleed)
Half-page portrait (A5) (NB: main body only)	148,5mm x 210mm	154mm x 213mm (bleed)
Quarter-page portrait (NB: Product/News section only)	95mm x 125mm	

**Final material to be supplied digitally in the following MAC-compatible format:**

### FILE TYPE

Quark Xpress / Photoshop / InDesign / Illustrator / Acrobat PDF (300dpi, CMYK, embedded fonts)

(NB: Files in Microsoft Word or Publisher, Pagemaker, CorelDraw and PowerPoint format will not be accepted)

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

### All advertising enquiries, contact Modern Dentistry Media

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### All material to be sent by:

- email: dentsa@iafrica.com • post: PO Box 76021 Wendywood 2144
- courier: 15 Martinique, Calderwood Road, Lonehill 2062, South Africa

### INTERNATIONAL DENTISTRY - AFRICAN EDITION IS PUBLISHED BI-MONTHLY:

- FEBRUARY/MARCH
- APRIL/MAY
- JUNE/JULY
- AUGUST/SEPTEMBER
- OCTOBER/NOVEMBER
- DECEMBER/JANUARY

## DEADLINES 2018

### VOL 8, NO 1: FEBRUARY/MARCH

Advertising Booking: 12 January 2018

Advertising Material: 22 January 2018

#### DENTAL DIRECTORY 2018

Publication date: 05 February 2018

### VOL 8, NO 2: APRIL/MAY

Booking deadline: 07 March 2018

Advertising Material: 20 March 2018

Publication date: 02 April 2018

### VOL 8, NO 3: JUNE/JULY

Advertising Booking: 07 May 2018

Advertising Material: 21 May 2018

Publication date: 04 June 2018

### VOL 8, NO 4: AUGUST/SEPTEMBER

Advertising Booking: 06 July 2018

Advertising Material: 18 July 2018

Publication date: 06 August 2018

### VOL 8, NO 5: OCTOBER/NOVEMBER

Advertising Booking: 05 September 2018

Advertising Material: 17 September 2018

Publication date: 01 October 2018

### VOL 8, NO 6: DECEMBER/JANUARY 2019

Advertising Booking: 02 November 2018

Advertising Material: 15 November 2018

Publication date: 03 December 2018

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