

2014 MEDIA KIT

TOTAL CIRCULATION: 4250
DENTISTS: 3500
DENTAL LABORATORIES: 750



INTERNATIONAL **Dentistry** AFRICAN EDITION

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.



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DENTAL DIRECTORY 2014

Publication date: 03 February 2014

VOL 4, NO 2

Booking deadline: 03 March 2014

Advertising Material: 14 March 2014

Publication date: 04 April 2014

VOL 4, NO 3

Advertising Booking: 05 May 2014

Advertising Material: 16 May 2014

Publication date: 02 June 2014

VOL 4, NO 4

Advertising Booking: 04 July 2014

Advertising Material: 18 July 2014

Publication date: 31 July 2014

VOL 4, NO 5

Advertising Booking: 01 September 2014

Advertising Material: 12 September 2014

Publication date: 29 September 2014

VOL 4, NO 6

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INTERNATIONAL
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AFRICAN EDITION

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