

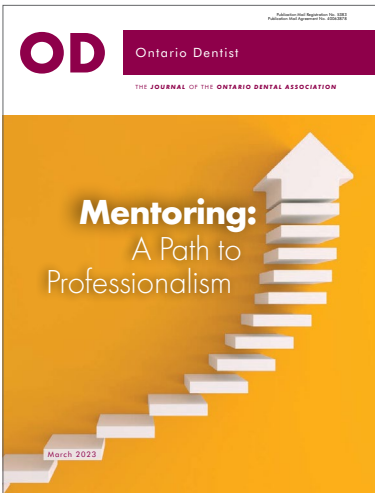
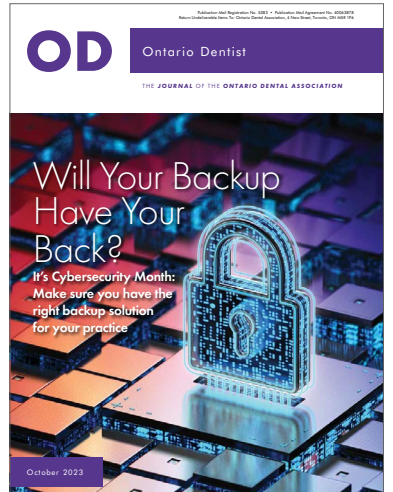
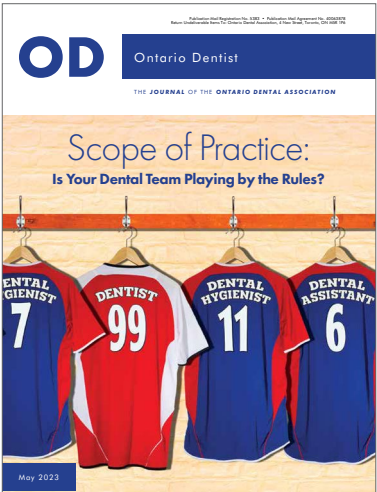
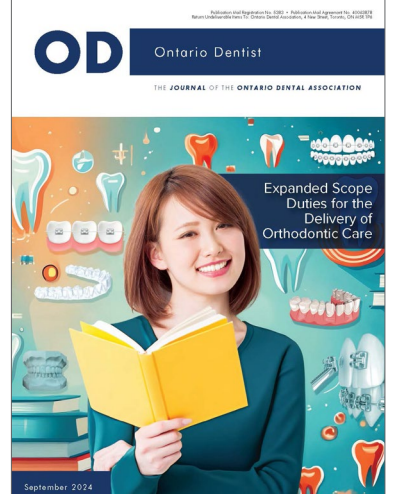
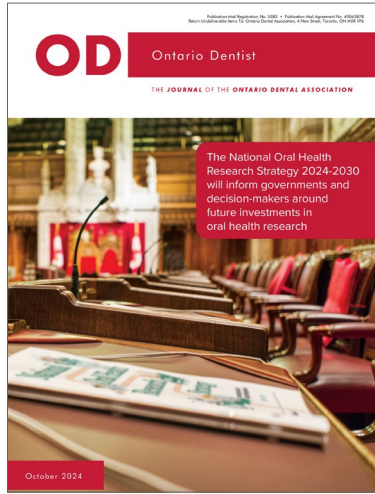
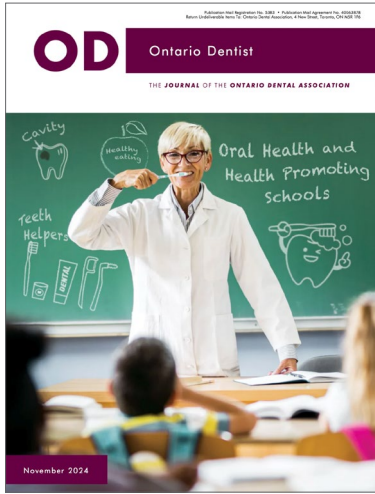
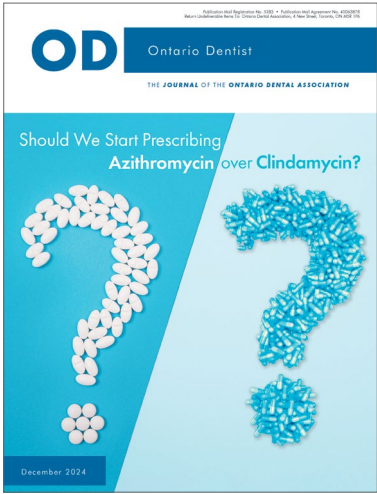


Ontario Dentist

THE JOURNAL OF THE ONTARIO DENTAL ASSOCIATION

2025 MEDIA KIT

Award-Winning Journal





Ontario Dentist

THE JOURNAL OF THE ONTARIO DENTAL ASSOCIATION

The Ontario Dental Association (ODA) has been Ontario's primary source for dental information since 1867 and represents 90 per cent of dentists in the province. As the official journal of the ODA, Ontario Dentist is an award-winning journal reporting on the latest techniques, developments, legislation and industry news. Mailed to all ODA members, Ontario Dentist is one of the best ways to directly reach dentists in Ontario.



CIRCULATION:

11,830*

FREQUENCY: **10X ANNUALLY**



Through inspired leadership, the Ontario Dental Association advocates for its members, promotes optimal oral health and supports successful professional lives and general well-being. To achieve this, we:

- Promote the highest standards of dental care
- Work with governments, the private sector and other health-care professionals
- Advocate on public policies that affect the practice of dentistry and the oral health of people in Ontario
- Raise public awareness of how important oral health is and its connection to overall health
- Provide our member-dentists with programs, services and products to support their role as leaders of the oral health-care team

Sources: **Publisher's Sworn Statement, October 2024

ENGAGEMENT*

91%

OF MEMBERS HAVE READ *ONTARIO DENTIST* IN THE PAST YEAR

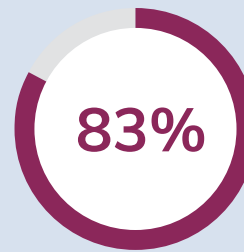
90%

OF READERS HAVE A GOOD TO EXCELLENT IMPRESSION OF THE MAGAZINE

79%

OF READERS READ MORE THAN HALF OF EVERY ISSUE

INFLUENTIAL*



of readers have a positive impression of advertising in the *Ontario Dentist*

Top 5 Actions:

- Discuss with a colleague
- Investigated a product/service advertised in the journal
- Visited ODA website
- Visited a website referred to in the journal
- Passed the journal onto someone else

THE THRIVING DENTAL INDUSTRY

ONTARIO DENTIST IS YOUR CONNECTION

Ontario's dental industry was valued at

\$19 BILLION IN 2021,

showing a rebound from

\$15.5 RECORDED IN 2020**

The percentage of the population that consults a dentist per year has increased from

49.5% to 74.5%***

Roughly **80% of Canadians** have a dentist **

Sources: *Ontario Dentist Reader Survey 2024, **Stats Canada, Economic impact of COVID-19 on Canadian dental industry, ***Canadian Dental Association, *The State of Oral Health in Canada*



Every issue of *Ontario Dentist* is available to all ODA members digitally. All print advertisements automatically receive a direct link in the digital version, guiding readers to your website, or specific landing page.



Ontario Dentist

THE JOURNAL OF THE ONTARIO DENTAL ASSOCIATION

PUBLISHED 10X ANNUALLY

Ontario Dentist is a key benefit and essential resource for members of the Ontario Dental Association (ODA). With a rich history of providing exceptional content, Ontario Dentist is recognized as a trusted authority in the industry.

ADVANTAGES OF ADVERTISING IN *ONTARIO DENTIST*

Targeted Audience

- Reach an audience that is highly relevant to your product resulting in better alignment and conversion rates.



Trust & Credibility

- Ontario Dentist is a highly regarded industry journal.
- Print ads are seen as more trustworthy than digital ads.



Brand Recall

- Print ads in association magazines tend to have a longer lifespan as they remain available for months.
- Less clutter and higher visibility in print ads, unlike digital platforms.





Ontario Dentist

THE JOURNAL OF THE ONTARIO DENTAL ASSOCIATION

Ontario Dentist provides readers with the latest clinical techniques, practice management developments, financial planning advice, legislation and industry news affecting the members of the dental profession in Ontario.

2025 DATES

Issue	Jan/Feb	March	April	May	June	July/Aug	September	October	November	December
AD CLOSING	25-Nov	27-Jan	24-Feb	24-Mar	28-Apr	26-May	28-Jul	25-Aug	22-Sep	27-Oct
AD MATERIAL CLOSING	02-Dec	03-Feb	03-Mar	31-Mar	05-May	02-Jun	04-Aug	01-Sep	29-Sep	03-Nov

Editorial and dates subject to change.

EDITORIAL FEATURES

- President's Page**
The current ODA president addresses the profession's most topical issues.
- Editorial**
Dr. Carlos Quiñonez, our editor, offers thought-provoking commentary and opinions on the key issues facing both contemporary dentistry and society.
- Ideas**
We share opinions, debates, issues, and what's in the news.
- Analysis**
A look at policy, new evidence and its implications.
- Clinical**
Case studies and features.
- Your Practice**
Our experts provide guidance and best practices on issues impacting the dental office, such as dental plans and fee guide codes, employment, legal, financial planning, patient communications, and more.
- Sustainability Corner**
How dentists and dental offices can champion the environment.
- Honours & Awards**
Tributes for stellar accomplishments in the field of dentistry.
- Our ODA**
We cover the latest about our members and Association - awards, advocacy activities, component society events, dental faculty news, staff and department updates, ad campaigns and more.

Colour Rates

	1X	3X	6X	10X
Full Page	\$3,075	\$2,925	\$2,775	\$2,640
2/3 Page	\$2,765	\$2,630	\$2,500	\$2,375
1/2 Page Isl	\$2,615	\$2,485	\$2,355	\$2,240
1/2 Page	\$2,310	\$2,195	\$2,085	\$1,980
1/3 Page	\$2,000	\$1,900	\$1,805	\$1,715
1/4 Page	\$1,690	\$1,605	\$1,530	\$1,450
DPS	\$5,230	\$4,965	\$4,720	\$4,485
1/2 DPS	\$3,545	\$3,365	\$3,195	\$3,040

Covers (4-colour only)

	1X	3X	6X	10X
OBC	\$3,850	\$3,655	\$3,470	\$3,295
IFC/IBC	\$3,690	\$3,505	\$3,335	\$3,165

BW Rates

	1X	3X	6X	10X
Full Page	\$1,655	\$1,570	\$1,490	\$1,415
2/3 Page	\$1,490	\$1,420	\$1,350	\$1,280
1/2 Page Isl	\$1,240	\$1,175	\$1,120	\$1,060
1/2 Page	\$1,075	\$1,025	\$970	\$925
1/3 Page	\$830	\$790	\$750	\$715
1/4 Page	\$660	\$630	\$600	\$565
DPS	\$2,975	\$2,830	\$2,690	\$2,550
1/2 DPS	\$1,935	\$1,845	\$1,750	\$1,660

Special Position Charges:

Non-cover:	15% of space charges extra
Centre Spread:	20% of space charges extra
Inserts/Outserts:	Rates on request

Dimensions

	Width		Height
Full Page (Trim)	8.125"	x	10.875"
Full Page (Bleed)	8.375"	x	11.125"
Full Page (Live Area)	7"	x	10"
² / ₃ Page V	4.584"	x	9.625"
¹ / ₂ Page H	7"	x	4.6875"
¹ / ₂ Page V	3.375"	x	9.625"
¹ / ₂ Page Isl	4.5625"	x	7.1875"
¹ / ₃ Page Sq	4.5625"	x	4.6875"
¹ / ₃ Page H	7"	x	3.125"
¹ / ₃ Page V	2.167"	x	9.75"
¹ / ₄ Page	3.375"	x	4.6875"
DPS	16.25"	x	10.875"
¹ / ₂ DPS	16.25"	x	4.6875"

MECHANICAL REQUIREMENTS

Electronic Material: Digital files only. **PDF/X-1a files are preferred.** Alternate acceptable formats include: Macintosh format, InDesign CC, Illustrator CC, Photoshop CC. Include all fonts and high-resolution images (300 dpi files for best resolution) in TIFF or EPS format (CMYK only). **To ensure the accuracy of all advertisements, a full-size colour proof must be provided.** The publisher shall not be liable for any advertisements received without a colour proof.

File transfer media: DVD, CD, FTP or email. Smaller files can be emailed up to a maximum file size of 10MB. Send to chimes0824@gmail.com.

Design Services: Complete design services are available at an additional charge. For details, contact: Crystal Himes, Chimes0824@gmail.com.

TERMS & CONDITIONS

Agency Commission: Fifteen percent (15%) of gross to recognized agencies.

Terms: Net 30 days. Two percent (2%) per month interest on overdue accounts.

Taxes: Our published rates do not include applicable taxes, which will be added to invoices and clearly identified.

Publisher Conditions: Advertising material is subject to approval by the publisher. If an advertiser's contract is not fulfilled as specified, the advertiser agrees to pay the resulting short rates back to the best earned space rate applicable.

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**ONTARIO DENTIST IS A TRUSTED SOURCE
OF INDUSTRY NEWS FOR THE LARGEST
GROUP OF DENTAL PROFESSIONALS IN
ANY CANADIAN PROVINCE.**

PUBLISHED BY



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ADVERTISING

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