

FACULTY DENTAL JOURNAL

Media information

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THE VOICE
OF DENTISTRY
IS HERE



Reach over 4,500
dental specialists
and 3,000 dental
trainees every year

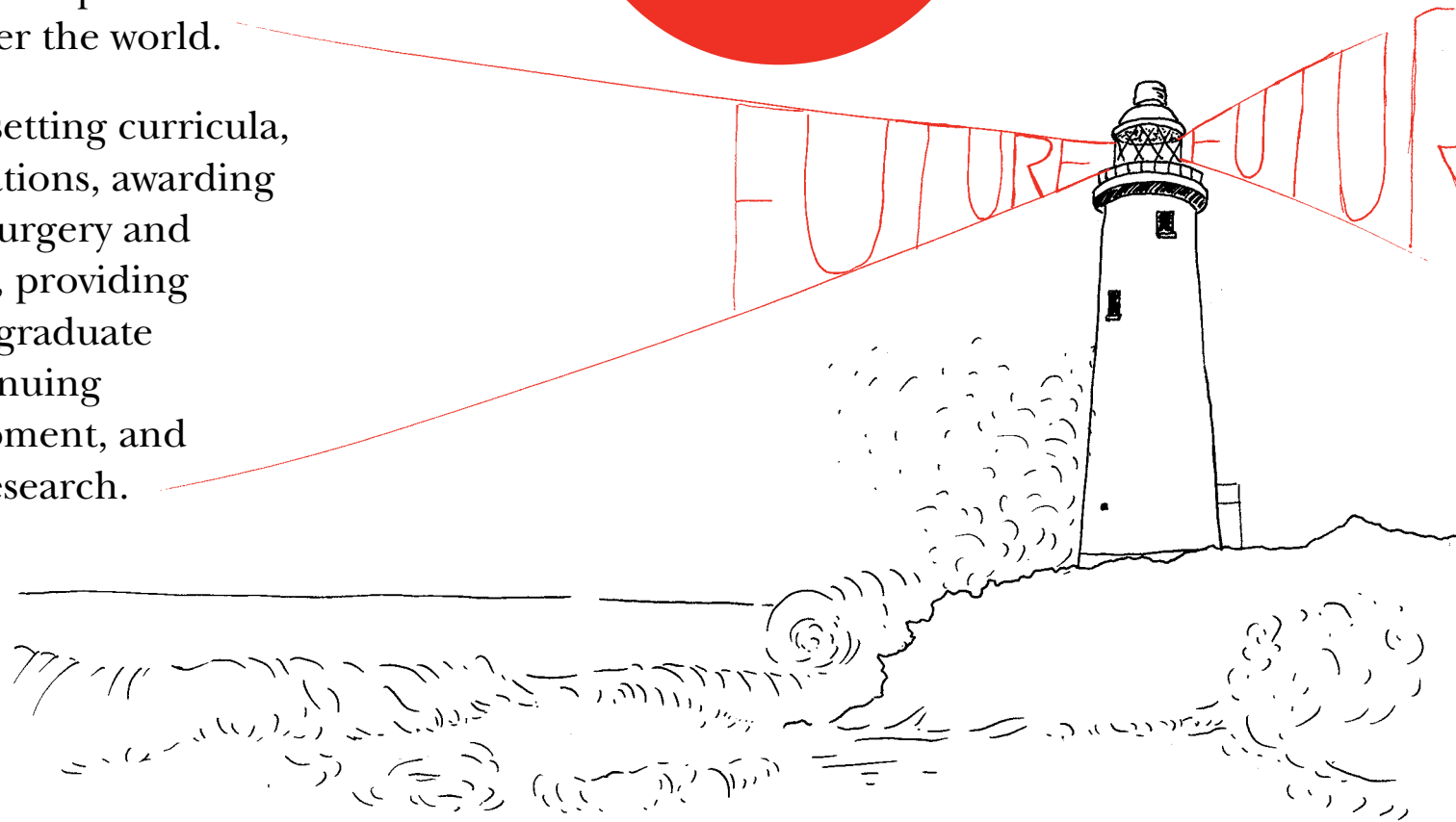


The Faculty of Dental Surgery

For over 60 years the Faculty of Dental Surgery of The Royal College of Surgeons of England has been a national and international voice for dentistry, providing expert help and advice to the dental profession in the UK and all over the world.

Our remit includes setting curricula, conducting examinations, awarding diplomas in dental surgery and all dental specialties, providing programmes of postgraduate education and continuing professional development, and supporting dental research.

The Faculty sets
the standard for
dental practice



The FDJ

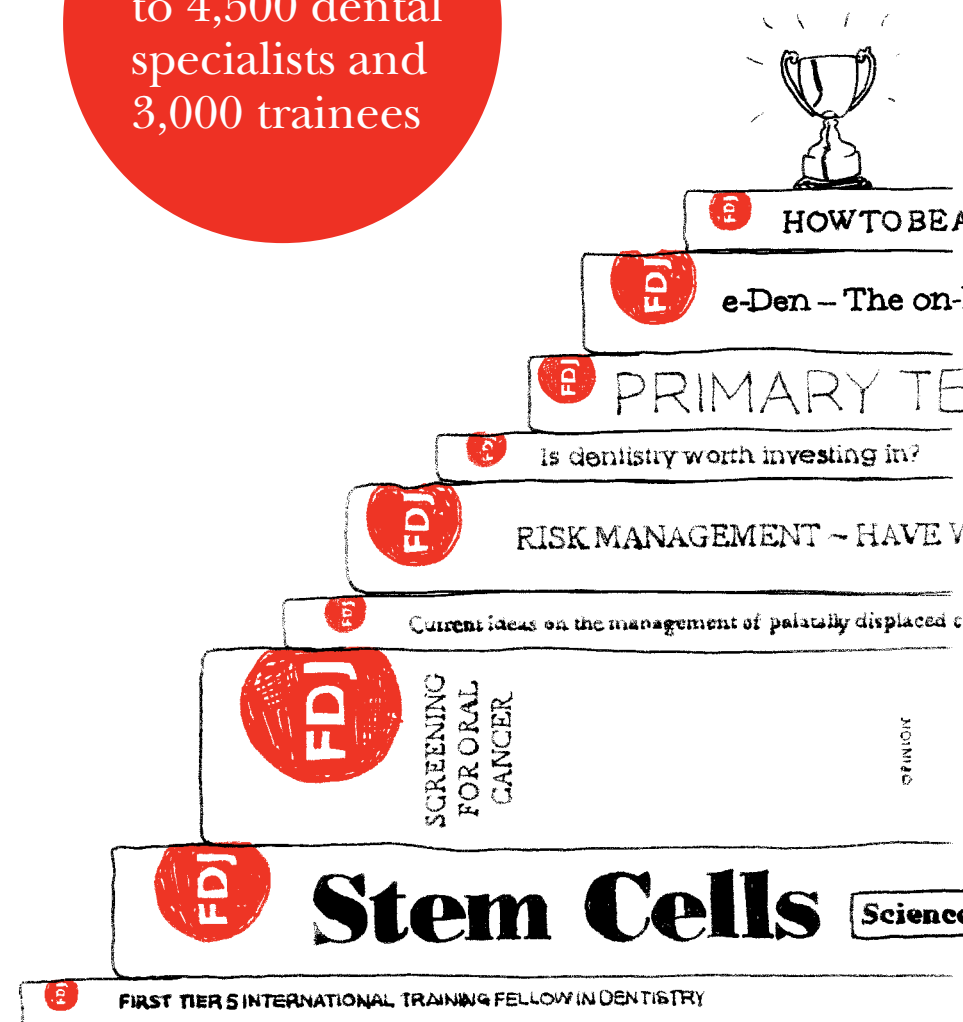
The *FDJ* is our membership journal, providing expert opinion on contemporary issues and controversies relevant to the whole dental community.

The mixture of opinion, cultural, political, professional, training and research material, combined with an elegant, contemporary design, makes the *FDJ* an exciting and essential proposition for busy professionals.

Published four times per year, the *FDJ* is mailed to over 4,500 fellows and members of the FDS as a membership benefit.

We also distribute the *FDJ* to more than 3,000 trainees who attend our courses every year.

Unique access
to 4,500 dental
specialists and
3,000 trainees



Our audience

The Faculty of Dental Surgery has over 4,500 members, all of whom receive the *FDJ*.

The majority of our members have private practices of their own, or work for larger private groups as clinical directors. Our members are particularly prevalent in private practices handling aesthetic, reconstructive and orthodontic work.

Our membership also includes 80% of NHS dental consultants in the UK.

Together, they represent the most qualified clinicians in the dental profession and are leaders and decision makers in their own practices and for the NHS.

Reach private practice owners and senior clinical managers



Display advertising rates

The *FDJ* is an intelligent product that occupies an unrivalled position in the specialist dental marketplace. Our content is engaging, opinionated, topical and written by well-known experts.

Print display advertising	1 issue	4 issues
Full Page	£1,100	£995
Half Page	£695	£600
Third Page	£495	£425
Quarter Page	£395	£325
Premium positions		
Inside front cover	£1,195	£1,050
Inside back cover	£1,195	£1,050

Inserts

Loose inserts (up to 10g)*	£800
Bound inserts	Price on application

* (up to 5,500 copies required depending on mailing segments)

Online display advertising	1 month	6 months
Leaderboard	£100	£500
Skyscraper	£150	£750

The *FDJ* is a unique proposition of bold articles and eye-catching design



Frequency and dates

The *FDJ* is quarterly, with issues published in print and online in January, April, July and October.

Print display submission dates

Issue	Supply by
January 2016	3 Dec 2015
April 2016	10 Mar 2016
July 2016	10 Jun 2016
October 2016	9 Sep 2016

Insert delivery dates

Issue	Deliver by
January 2016	11 Dec 2015
April 2016	19 Mar 2016
July 2016	22 Jun 2016
October 2016	21 Sep 2016

Online display submission dates

Two weeks (10 working days)* in advance of the 1st of the month(s) booked

* If date falls on weekend or public holiday please supply artwork on the preceding working day.

Mechanical information

The *FDJ* is a beautiful, elegant product and we want your artwork to look its best.

Print display	Width	Height
Full page*	210mm	265mm
Half page (H)	190mm	125mm
Half page (V)	95mm	245mm
Third page (H)	190mm	80mm
Third page (V)	65mm	245mm
Quarter page	95mm	125mm

* Please allow 3mm bleed on all edges

Online display	Width	Height
Leaderboard	468 pixels	60 pixels
Skyscraper	120 pixels	600 pixels

Inserts	Width	Height
Maximum size*	210mm	265mm
Minimum size	105mm	148mm

* Inserts that exceed the maximum size should be supplied folded to fit within it, eg A4 inserts should be folded to A5.

Inserts should be single piece items.

Insert packaging should clearly state the issue of the *FDJ* in which they are to be inserted, along with the insert title and the name of the company responsible for the insert.

Supply of artwork and inserts

The *FDJ* is full colour throughout, featuring stunning original illustrations and photography.

Print display

File types: PDF, EPS, TIF, JPG

Colour space: CMYK (spot colours available, POA)

Resolution: Minimum of 300 dpi at finished size

Fonts: All fonts should be embedded (or converted to shape) in PDF and EPS files

Online display

File types: Interlaced, non-transparent GIF or JPG

File size: 100kb maximum

Colour space: RGB

Resolution: 72dpi at finished size

Submission of artwork

Please email artwork to: publications@rcseng.ac.uk

Inserts

Please ensure that inserts are delivered no later than the date specified for the issue in which your insert will be enclosed.

Inserts should be delivered to:

DST Output
41-44 Stapledon Road
Orton Southgate
Peterborough
PE2 6TH

All the illustrations used in this pack have featured on our front covers over the last four years.

