

2018



JornalDentistry *Para profissionais de medicina dentária*

mediakit

print | digital | online

THE BEST PARTNER FOR YOUR DENTAL BUSINESS



No other medium connects you to the Dental Medicine community like we do

O JornalDentistry presents the best technical and scientific content in the area of dental medicine, reflecting the best and more advanced professional practice at a technological level, always directed to medical dentists, dental assistants, oral hygienists and prosthesis technicians.

The editorial recognition of *O JornalDentistry* edition is based on its editorial quality, ruled by exemption and rigidity, and on its commitment with all the professionals of this field. *O JornalDentistry* was recognised as one of the major source of information on the sector of dental medicine professionals.



*No other medium offers
Dental Professionals access to
up-to-date information and
industry trends*

Total circulation: 8.859
Print: 5.100 (audit print run)
Digital: 3.759 (Calameo data)
Website monthly page-views: 45.248 (nov. 2017 Analytics)
Monthly unique user: 12.004 (nov.2017 Analytics)

ADVANTAGE

- The only monthly publication audited by APCT
- Editorial quality recognised by the readers
- Rigorous, independent and up-to-date information
- Coverage of the main national and international events
- The best publicity answer
- High impact look magazine (cerca de 30% maior que A4)
- Webpage with daily updating
- Data base of subscribers' up-to-date online
- Online editorial newsletter every week
- Audited subscription
- Monthly digital edition
- Facebook



ASSOCIAÇÃO PORTUGUESA PARA O CONTROLO DE TIRAGEM E CIRCULAÇÃO Para profissionais - *O JornalDentistry* é distribuído exclusivamente por circulação controlada, auditada pela Associação Portuguesa para o Controlo de Tiragem, APCT

PRINT



Average print run (APCT)
5.100

Periodicity: Monthly
(11 times a year, double issue Jul/Ago)

Format: 270 x 320 mm

DIGITAL



Readers by issue
3.759
(set 2017 - Dados Calameo)

Periodicity: Monthly
(11 times a year, double issue Jul/Ago)

Format: 1560 x 1890 pixels Resolução: 150 dpi

ONLINE

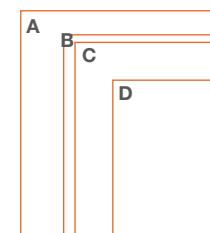


Monthly page-views 45.248*
Monthly unique users 12.004*
 (*nov 2017 Analytics)

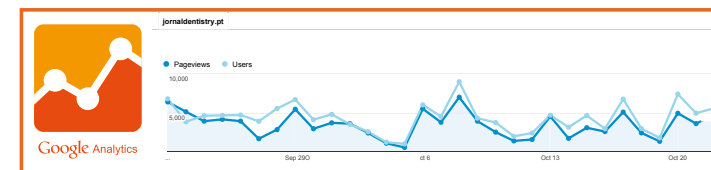
Super leaderboard: 950 x 90 pixels
mRec: 300 x 250 pixels
Button: 160 x 90 pixels
 Consult: www.jornaldentistry.pt/advertise

The JournalDentistry uses an expanded format (270x320mm) for greater impact of your advertising (A)

About 1.5 (B) and 2.7 (C and D) times greater than the competition.



GOOGLE ANALYTICS REPORT



• **Page views - 45,248** • **Users - 12,004**



ONLINE OPPORTUNITIES

Our online network offers you a multitude of resources to educate, influence and engage with our community. From traditional banner programs to personalized spotlights, to sponsored content and e-mail marketing – we have everything you need to create a successful program.



THE POWER OF THE ONLINE

We provide news, perspectives, advising and information regarding new products, as well as analysis, about technologies and trends that are relevant to the Dental Medicine.

BANNERS & SPONSORSHIP

SPONSORED SPOTLIGHTS

Our personalized spotlights may feature a mixture of our editorial contents and industry contents, with YouTube videos and newsfeed as well as Facebook and Twitter updates. There are several levels of sponsorship available.

YOUTUBE AND PERSONALIZED VIDEOS

Whether it's an event, a product launch, a new concept you want to

- Webinars
- Podcasts

EMAIL MARKETING

You can reach and influence our audience through a series of program based e-mails. Sponsor one of our daily editorial newsletters or let us create a customized one just for you. Personalized e-mails and renting of personalized e-mails lists are also available.

explain or a review of the latest products that may boost channel sales, our team of audiovisual contents can create a wide variety of video resources to help you accomplish your marketing goals:

- YouTube channel sponsorships
- Video sponsorships



JOURNAL OPPORTUNITIES

There are several options at your disposal, including ad pages (complete or partial), advertorial inserts, business reply cards, front covers, sequenced units, etc.

O JORNAL DENTISTRY, PRINT EDITION

Our monthly edition is delivered to 7.750 readers, in its print and digital forms.



CUSTOM MARKETING PROGRAMS

Our team of experts (journalists and designers) is entirely available to offer you a wide range of services, in order to help you with marketing demands.

CUSTOM PRINT PROGRAMS

- Case studies
- Content MKT
- Product profiles
- Partner profiles
- White papers
- Encartes
- Cover wraps
- Criação publicitária

And more...



■ SPECIALISED MEDIA SERVICES Think "Out of the box"

CUSTOMISED CONTENT FOR YOUR WEBSITE

Our team can create a variety of contents for your site, including case studies, thought leadership articles, podcasts, webinars, etc, in addition to *O JornalDentistry* automatic newsfeed.

CUSTOMISED WEBZINES

Add high-end interactivity to your magazine, customizing it while you harness the power of the web's global reach and ease of integration with other marketing initiatives.

REGULAR E-MAIL NEWSLETTER

Weekly or monthly scheduled updates including case studies, feature

articles, and essays on thought leadership for your executive team.

Keep your clients and prospects updated on your solutions and provide them a content-rich experience on your website. Forwarded to your address list, one of our own making, or a combination thereof.

CUSTOMISED VIDEOS

O JornalDentistry production team will provide you with turnkey services for the production and promotion of various types of customised videos.

Product spotlight videos include a general introduction of your company and include brand and contact information. The

video will be displayed in our YouTube channel and promoted in our

entire network. We can also create other types of videos, such as brand videos..

COSTUMISED MOCK COVERS

Our production and design teams can create a highvisibility promotional unit in our print magazine.

RESOURCE CENTERS AND COMPANY SPOTLIGHTS

In both our physical and online magazines we'll be able to align your brand and solutions with specific coverage.



6575 newsletter subscribers
www.jornaldentistry.pt ou www.ojd.pt

 Follow us on facebook www.facebook.com/jornaldentistry

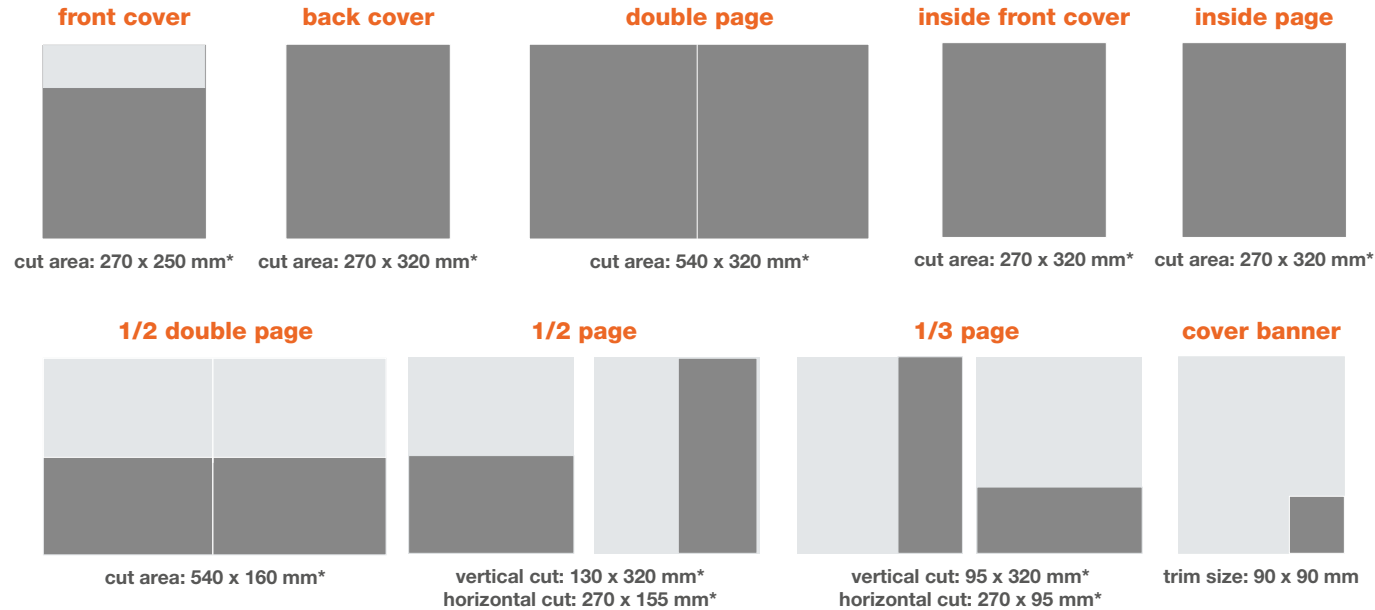
Request updated traffic information to: Publisher: Herminia Guimarães (+351) 910 786 424 - herminia.guimaraes@jornaldentistry.pt | Webmaster: João Bernardes - webmaster@medianext.pt

O JornalDentistry is published by MediaNext Professional Information Lda.

Media Next Professional Information Lda. | Largo da Lagoa, 7-C | 2795-116 Linda-a-Velha, Portugal | Tel: 214 147 300 | Fax: 214 147 301 | geral@medianext.pt

**media
NEXT**

PRINT AD RATES 2018



*In case the size is like the original one, must expand +3mm in each side

AD RATES PRINT

Frequency program (number of issues/year)	1	2	4	6	8	11
Front cover	2 500 €	2 375 €	2 255 €	2 140 €	2 030 €	1 930 €
Double page	2 500 €	2 375 €	2 255 €	2 140 €	2 030 €	1 930 €
Back cover	2 300 €	2 185 €	2 075 €	1 970 €	1 870 €	1 780 €
inside front cover	2 000 €	1 900 €	1 805 €	1 715 €	1 630 €	1 550 €
Cover banner	1 100 €	1 045 €	990 €	940 €	890 €	845 €
Page	1 800 €	1 710 €	1 625 €	1 540 €	1 460 €	1 390 €
1/2 double page	1 800 €	1 710 €	1 625 €	1 540 €	1 460 €	1 390 €
1/2 page	1 100 €	1 045 €	990 €	940 €	890 €	845 €
1/3 página	800 €	760 €	720 €	680 €	650 €	620 €

- Mandatory location adds 20% to the listed prices.
- Other advertising alternatives: swed or loose inserts, front covers, double cover, flaps - price under evaluation.
- Current VAT rate must be added to this prices with the exception of EU invoicing.

OFFSET SPECIFICATIONS

O JornalDentistry only accepts Adobe PDF 1.3 spec X1A2001 with the characteristics here described.

- *O JornalDentistry* also accepts "open" materials when they originate in Adobe Creative 5 or above and with color proof.
- Print: Offset - 4 colors; Pre-press: CTP
- Color 54-60 lines per cm, 135 per inch (2400dpi resolution)
- Cut area: 270 mm x 320 mm - total usable size
- Bleed: 280 mm x 330 mm - background graphics size
- Trim size: 260 mm x 310 mm - size of relevant content

Also in digital format for PC e Tablets

Prices for insertion in digital format under consultation



Total circulation: 8.859

Print: 5.100 (APCT)

Digital: 3.759 (sept 2017 - Calameo)

ONLINE AD RATES 2018

The *O JornalDentistry* WEBSITE uses DoubleClick For Publishers:

The DoubleClick For Publishers (DFP) offers a series of solutions designed to break barriers and boost your business in the digital world.

Campaigns programmed by cost per contact are the fairer and most efficient way of distributing your campaign, as they're paid according to the number of times it is visualised and in a way adequate to your budget. With the DoubleClick tool, you can control the progress of your campaigns with reliable audit data, and request the desired segmentation.

CPM - COST PER THOUSAND IMPRESSIONS:

You can choose the number of impressions (the number of times your banner is seen) in a predetermined period of time and geographic space in a way that is tailored your budget, and pay the exact contracted value.



HIGH-PERFORMANCE SERVICE:

It's the world's first intelligent publicity server: it thinks for itself and conducts your campaign in the most efficient way, anticipating the changes in traffic and delivery.

PERFORMANCE OPTIMISATION:

DPF's optimisation technology depends on Google algorithms that learn to combine the ads to which users will be more prone to respond, giving campaigns a significant boost.

SMARTER AD SERVING:

The assigning of each banner is carried out by prediction models which help the ads server to anticipate the traffic patterns and improve the future delivery schedule and prioritization of complex campaigns.



Website audience
Monthly page-views: 45.248*
Monthly unique users: 12.004
(*nov 2017 Analytics)
Newsletter subscribers: 6.575
(jan 2018)

AD RATES BANNERS

Ad Type	Location	Ad Unit	Pixel Size	Full Size ^{a)}	Rich Media ^{b)}	CPM ^{c)}
Super Leaderboard	Top	B1	970w x 90h	90k	Yes	100€
Billboard	Top	B1 ^{d)}	970w x 250h	90k	Yes	100€
Super Leaderboard	Footer	B2	970w x 90h	50k	No	50€
In-Banner Video (mRec2)	Right	B3.1	300w x 250h	90k	Yes	90€
Medium Rectangle (mRec)	Right	B3.2	300w x 250h	90k	No	80€
FilmStrip	Right	B3.2	300w x 600h	90k	No	120€
3:1 Rectangle	Right	B4	300w x 100h	30K	No	30€
3:1 Rectangle	Right	B5	300w x 100h	30K	No	30€
Newsletter LeaderBoard	Top	B7	728w x 90h	35K	No	130€

^{a)} 15% for demographic filters; ^{b)} +10% 10% for rich media; ^{c)} Larger files in regard to the request; ^{d)} 1 impression per visit
 Current VAT rate must be added to this prices with the exception of EU invoicing

DEDICATED NEWSLETTERS

Customized	100%	Full size	650w	100K	No	**
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** Inquire with the publicity department

DISCOUNT SYSTEM

Impressions	>10K	10K - 25K	25K - 50K	50K - 100K	100K - 250K	> 250K
Website	-5%	-10%	-15%	-20%	-25%	-30%
Web + @News	-10%	-15%	-20%	-25%	-30%	-35%
Print + Web+@	-25%	-30%	-35%	-40%	-45%	-50%

Request upadted traffic information to: **Publisher:** Hermínia Guimarães (+351) 910 786 424 - herminia.guimaraes@jornaldentistry.pt | **Webmaster:** João Bernardes - webmaster@medianext.pt

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