



Australian Dental Journal

The leading publication in its field, the *Australian Dental Journal* provides the latest information about new and significant research in dentistry. It is published on behalf of the Australian Dental Association.



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Editor-in-Chief:
Ivan Darby

Audience:

Australian Dental Journal is read by a global audience of:

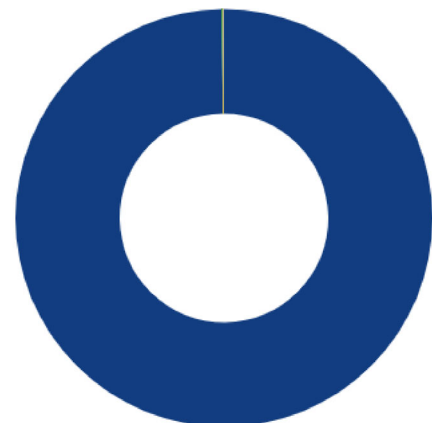
- General dentists
- Endodontists
- Orthodontists
- Periodontists

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Reach

Print	Total Print	13,508
	Frequency	5 issues per year
Digital	Unique Visitors on Wiley Online Library	472,964
	Average Monthly Page Views	73,121
	Full Text Downloads	716,066

Print Circulation by Region



■ AUS - 13485 ■ NZ - 5 ■ Asia - 12 ■ Other - 6

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Rates

Pricing

Pricing below is in AUD and is established based on publication origin.

Earning Rates

Earned page rate is determined by the number of units per year (e.g., 4 half pages plus 2 full pages earn the 6x rate). Free pages do not count toward frequency.

Ad Size	2023 Price
Full Page Mono	\$ 2,200.00
Full Page Colour	\$ 4,290.00
Half Page Mono	\$ 1,590.00
Half Page Colour	\$ 2,445.00
Double Page Spread	\$ 6,110.00
Bookmark Bound Insert Loose Inserts Outserts Cover Tips Belly Bands Wrap	Contact your Account Manager for details
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Cover Position	Uplift from Mono (B&W) Rate Plus Colour Charge
Inside Front Cover	25%
Inside Back Cover	25%
Outside Back Cover	35%
Other Premium Positions	15%

Frequency Insertion Rates Colour		
Frequency	Full Page Colour	Half Page Colour
1x	\$ 4,290.00	\$ 2,445.00
3x	\$ 4,160.00	\$ 2,370.00
6x	\$ 4,035.00	\$ 2,295.00
12x	\$ 3,905.00	\$ 2,225.00
24x	\$ 3,775.00	\$ 2,150.00

Issue Deadlines

Issue date	Booking Deadline	Creatives Due	Inserts Due
68:1 March 2023	07-02-2023	10-02-2023	21-02-2023
68:2 June 2023	09-05-2023	12-05-2023	23-05-2023
68:S1 June 2023	16-05-2023	18-05-2023	30-05-2023
68:3 September 2023	08-08-2023	11-08-2023	22-08-2023
68:4 December 2023	07-11-2023	10-11-2023	21-11-2023

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Digital Statistics for Australian Dental Journal

Unique Visitors on WOL for Australian Dental Journal in 2021: 472,964			
Unique Visitors on WOL by Region			
AUS	NZ	Asia	Other
9%	1%	12%	78%

Average Monthly Page Views for Australian Dental Journal in 2021: 73,121			
Page Views by Region			
AUS	NZ	Asia	Other
13%	1%	8%	78%

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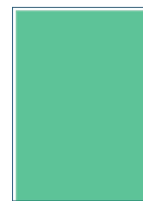
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Print Ad Specifications

Journal Trim Size 210 mm x 275 mm




Keep all text and images at least 0.3"/8mm away from the trim line.

Page Sizes	Non-Bleed (w x h)	Bleed (w x h)
Full Page	210.0 x 275.0 mm	220.0 x 285.0 mm
Half Page - Vertical	80.0 x 244.0 mm	90.0 x 254.0 mm
Half Page - Horizontal	170.0 x 115.0 mm	180.0 x 125.0 mm
Cover Wrap	500.0 x 100.0 mm	510.0 x 110.0 mm

Contact your Account Manager for sizes of other opportunities.

Inserts Specifications	Width / Height
Bookmark	70.0 x 160.0 mm

Print Ad Specifications



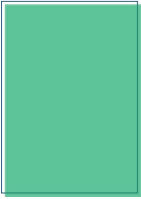
Full Page Ad Non-Bleed	Half Page Ad Vertical	Half Page Ad Horizontal
Ad size: w x h	Ad size: w x h	Ad size: w x h
210.0 mm x 275.0 mm	80.0 mm x 244.0 mm	170.0 mm x 115.0 mm
		

Digital Ad Specifications

Formats & Details

For specifications, formats, and further details see:

[Overview Digital Specifications \(pdf\)](#)

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