



# BSDHT

MEDIA PACK  
2025

# Contents

## Page Number

### Who We Are & What We Do

03

### Advertising

04

Why advertise with us

DH rates card & spec

Tip-ons and insertions

Info on editorial

Oracle section (market news)

### Marketing

08

E-shots

Direct mailings

Surveys

Product trial recruitment

Social media campaigns

Website advertising

Oral Health Conference

Accreditation for educational purposes

### Regional Groups

09

Regional group information and map contact table for trade enquiries

### Jobs

10

Rates

More information



## WHO WE ARE & WHAT WE DO

The British Society of Dental Hygiene & Therapy (BSDHT) is a nationally recognised body that represents 3,000 members across the UK – roughly half of those qualified and registered with the GDC.

## OUR MISSION STATEMENT

The mission of the BSDHT is to represent the interests of members and to provide a consultative body for public and private organisations on all matters relating to dental hygiene and therapy. We aim to work with other professional and regulatory groups to provide the highest level of information to our members as well as to the general public. The Society seeks to increase the range of benefits offered to members and to support this with a clear business and financial strategy. The Society will continue to work to increase membership for the benefit of the profession.



# ADVERTISING

## Why Advertise With The BSDHT?

### Publications

Dental Health Journal is published bi-monthly – January, March, May, July, September and November. This is mailed to all members' home addresses, plus subscribers, Dental Schools, Libraries and Universities and leading figures in the dental world giving a circulation of around 3,200.

January

March

May

July

September

November

### Benefit for members

- Clinical Information
- CPD
- Reference/Research
- Regional Study Day meeting dates
- News
- Recruitment

### Benefit for Advertisers

- Distribution: delivered to member's home address. The address list is always current as Membership is renewed annually.
- Members are interested in innovation, new products & ideas.
- Members are key recommenders of OH products to patients, and influence purchasing decisions of equipment used in practice.



# ADVERTISING... continued

## Readership

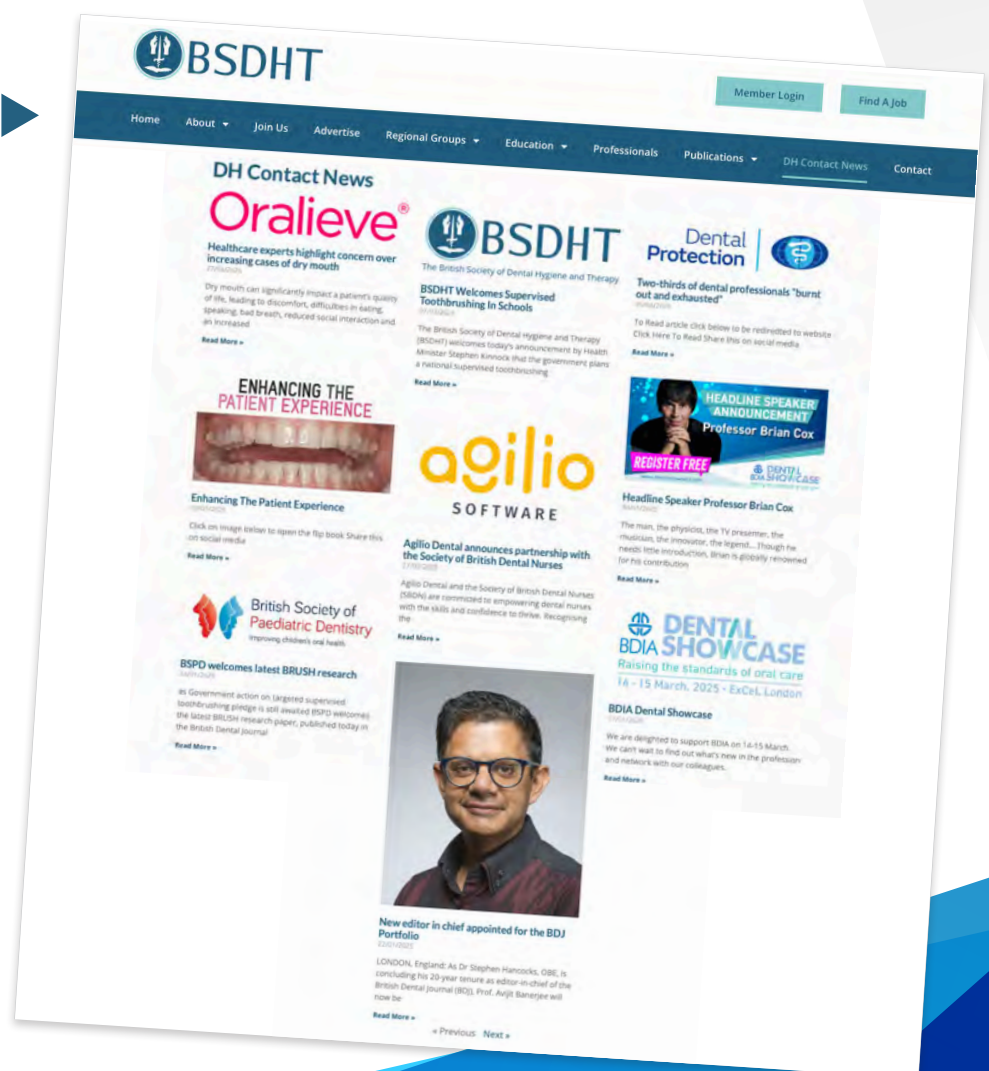
Dental Hygienists and Dental Therapists are a highly professional group of people who maintain an active interest in all matters relating to the dental profession. The journals published by BSDHT provide features, clinical and news items plus CPD to ensure that their members are kept fully up to date with what is happening in the profession.

Our Editor is always pleased to hear from editorial contributors who will enhance the interest of the readership. Send to **Editor@BSDHT.org.uk**

## DH Contact Online - Our Online Magazine

It features current news stories as well as providing news and views of interest to Dental Hygienists and Dental Therapists.

Screenshot of DH Online.  
Press releases can be featured here with no size limitation, including brand names, for a small fee of £80 plus VAT.



## Contacts:

**Editor:** Heather Lewis, [editor@bsdht.org.uk](mailto:editor@bsdht.org.uk)

**Advertising sales:** Fay Higgin, [Fay@bsdht.org.uk](mailto:Fay@bsdht.org.uk)



# DENTAL HEALTH FORWARD FEATURES 2025

Month	Copy Deadline	Main Subjects
January	1 <sup>st</sup> December	BSDHT OHS2025, periodontitis, dementia, orthodontic therapy, prevention
March	1 <sup>st</sup> February	Paediatrics, ultrasonics, restorative, perio, facial aesthetics, prevention
May	1 <sup>st</sup> April	Direct access, First Smiles, caries, cores subjects, prevention, implants, students
July	1 <sup>st</sup> June	Perio, restorative, prevention, facial aesthetics, safeguarding, core subjects, Implants, Students
September	1 <sup>st</sup> August	Perio, Mouth cancer, OHS2025, business, restorative, health and well-being, prevention, core subjects
November	1 <sup>st</sup> October	Mouth cancer, perio, restorative, facial aesthetics, pharmacology, implants, core subjects, prevention awareness

## RATES & TECHNICAL DATA

Size	Full Colour	Tech Specification (H x W) (Add 3mm Bleed)
Outside Back Cover	£1,511	297 x 210mm
Inside Front/Back	£1,261	297 x 210mm
Standard page	£1,102	297 x 210mm
Double page spread (standard)	£2,200	297 x 420mm
Half page	£620	Portrait: 297 x 90.5mm Landscape: 131 x 186
Quarter page	£307	Portrait: 131 x 90.5
Strip advert	£437	Portrait: 250 x 63 Landscape: 85 x 186
Oracle (PR/market news)		
Single slot	£133	120 words plus logo or image
Double slot	£260	250 words plus logo or image

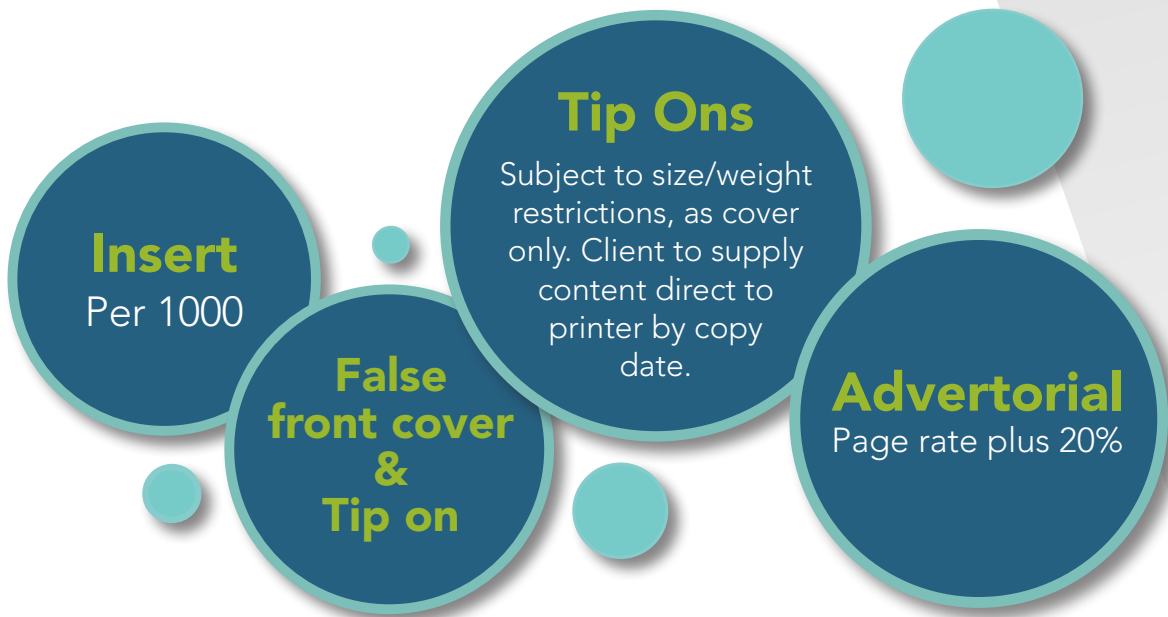
Multiple bookings can attract a discount on rate card. We are happy to discuss a package best suited to your individual marketing requirements. Please note that any prices given are net of agency discount (where applicable)

All prices plus VAT, correct as at December 2024. Prices may be subject to review without notice.





## ADDITIONALS - ALL POA



## FILE SPECIFICATION

All files/artwork can be supplied in the following formats:

- Apple Mac formats.
- QuarkXpress or InDesign files or High Res PDF file.
- Illustrator/Freehand files must be saved as EPS files and all fonts used are converted to outline.

All fonts must be supplied, both screen and printer fonts.

All embedded files (inc layers) must be supplied.

All images to be supplied in High Res 300dpi.

## PHOTOGRAPHY

Please supply original photographs or digital images as a tiffs, jpegs or eps and at 300dpi or higher.

## TERMS & CONDITIONS

Following receipt of a confirmed order, any cancellations will be charge at the rate of:

- 50% if within 28 days of copy date.
- 10% if 28 days clear notification.
- 5% rearrangement fee.

***Advertisements are subject to editorial approval.***



# MARKETING - ALL POA

- E-shots and Direct Mailings -** ● Approximately 2,800 opted-in. Maximum of 4 bookings per calendar month. 58% average opening rate 2023
- Surveys -** ● Surveys of our membership on products, techniques, trends etc. We use our own SurveyMonkey account to collect the data and will supply both a summary and complete report. Average of 400 – 600 replies.
- Product trial recruitment -** ● Recruiting participants for a product trial or similar from our membership. Requests are posted on our social media accounts or via e-shot and usually generate a good pool of highly motivated individuals to test products and provide feedback.
- Social media campaigns -** ● Facebook over 9,900 followers and Instagram 5,500 followers.  
Sponsored post slots available - good for advertising jobs, courses, product launches etc.
- Website advertising -** ● Banner slots and MPU, plus Pop Up.
- Oral Health Conference -** ● See **[bsdht.org.uk/OHC2025](https://bsdht.org.uk/OHC2025)** for more details.
- Webinars -** ● We take bookings for sponsored webinars, to include all marketing to members, signup, rehearsal and hosting on the day. CPD certification is also offered.

To discuss availability, pricing, and technical specification please email:

**Fay@bsdht.org.uk**





# REGIONAL GROUPS STUDY DAYS

The British Society of Dental Hygiene and Therapy has 12 Regional Groups that span the UK. Each Regional Group has 2 Study Days a year, in Spring and Autumn. Members attend to meet trade and find out the latest product news and innovations and gain CPD from talks by key players within the industry.

The Regional Groups invite Exhibitors to have a stand at these meetings, enabling them to interact with Dental Hygienists and Dental Therapists who attend the meetings. Regional Groups also invite Exhibitors to provide and sponsor speakers for these meetings.

The attendees are the key people who discuss maintenance of oral health, treatment options and are at the forefront of product recommendations and technique instruction. As such, Dental Hygienists and Dental Therapists are strategically important in recommending your products and increasing brand awareness to both the general public and the practice product buyer. In addition, they purchase product lines to be sold within practice, or specify to the practice buyer which products they will be recommending, so that these can be held in stock for purchase by patients at reception. With such power at their disposal, you can't afford not to come and meet them!

## FEES

### **Companies can attend as:**

**General Exhibitor:** The cost of a stand at one Regional Group study day is £220 plus VAT (one TM attending. £25 cost pp if more) and are booked on a 'Pay as You Go' basis. An additional cost will be added on to a stand when the speaker is promoting a product via a product pitch.

### **Pool Sponsor:**

Attend 10 or more Spring and Autumn regional meetings, and you are charged a fixed rate on all the meetings at £165 plus VAT per event. This is a discounted rate over a General Exhibitor. Terms of sponsorship will be supplied to you upon booking.



## REGIONAL GROUPS

If you would like to send sample packs, then please contact the Trade Liaison Officer to arrange. Charge is £50 plus VAT per group. You will be responsible for shipping the packs to the nominated person in good time before the event.

Please note that once your booking is confirmed, our cancellation terms & conditions apply.

### Contact:

Sales and Marketing Executive - Fay Higgin, [Fay@bsdht.org.uk](mailto:Fay@bsdht.org.uk)

Regional Group	Trade Liaison	Contact Email
Eastern	Anna Charters	<a href="mailto:easterntlo@bsdht.org.uk">easterntlo@bsdht.org.uk</a>
London	(VACANT)	<a href="mailto:londontlo@bsdht.org.uk">londontlo@bsdht.org.uk</a>
Midlands	Jenny Whittaker	<a href="mailto:midlandstlo@bsdht.org.uk">midlandstlo@bsdht.org.uk</a>
North East	Liz Powell	<a href="mailto:northeasttlo@bsdht.org.uk">northeasttlo@bsdht.org.uk</a>
North West	Kathryn Mayo	<a href="mailto:northwesttlo@bsdht.org.uk">northwesttlo@bsdht.org.uk</a>
Northern Ireland	Niamh Adair	<a href="mailto:northernirelandtlo@bsdht.org.uk">northernirelandtlo@bsdht.org.uk</a>
Scottish	Emma Hutchinson	<a href="mailto:scottishtlo@bsdht.org.uk">scottishtlo@bsdht.org.uk</a>
South East	Sarah Breslin	<a href="mailto:southeasttlo@bsdht.org.uk">southeasttlo@bsdht.org.uk</a>
Southern	Jessica Davies	<a href="mailto:southerntlo@bsdht.org.uk">southerntlo@bsdht.org.uk</a>
South West & South Wales	Jennifer Jenkins	<a href="mailto:swswtlo@bsdht.org.uk">swswtlo@bsdht.org.uk</a>
South West Peninsula	Bianca Webber	<a href="mailto:southwesttlo@bsdht.org.uk">southwesttlo@bsdht.org.uk</a>
Thames Valley	Sarah Turnbull	<a href="mailto:thamesvalleytlo@bsdht.org.uk">thamesvalleytlo@bsdht.org.uk</a>

## JOBS

Our website has an excellent 'Find a Job' facility that works by postcode. Adverts appear in print, in member communications and online on our social media pages, for more information go to:

<https://www.bsdht.org.uk/advertise-your-dental-hygienist-dental-therapist-role/>

Job vacancies are advertised to all members, which might tempt someone to apply even if they were not considering job hunting! A great way to reach all hygienists and therapists in their world and showcase your practice and what it can offer.

