

DATA REQUIREMENTS

Hi-Res PDF

PDFs should be distilled in Adobe Distiller. Settings can be supplied upon request.

Quark XPress

The "collect for output" feature should be used to ensure all fonts and images are collected.

Adobe Illustrator

Placed images should be supplied or embedded. Fonts should be supplied or outlined.

Adobe InDesign

The "package" feature should be used to ensure all fonts and images are collected.

Adobe Photoshop

Files should be saved as EPS or TIFF with LZW compression and be no less than 300dpi at actual size. Line Art images should be 1270dpi.

Disk Media: CD, DVD, 100/250/750Mb Zip



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GDP Media Pack 2011-12 with Features List

From the beginning, the Association always had a newsletter, which reflected the views of the members. In 1958 the newsletter was re-launched as a magazine and The GDP is now a journal of considerable influence.

READERSHIP

The GDP is the print publication of the Dental Professionals Association, which supports and represents primary dental care professionals in the UK. Since November 2009 membership has included nurses, hygienists, therapists and technicians. The GDP contains articles of relevance to primary dental care supported by advertising. It is seen by members as one of the major benefits. The purposes of the GDP are to inform and entertain DPA members and to influence dental policy in the UK. The GDP provides FREE CPD for members. The readership is predominantly younger professionals who are actively expanding their practices.

CIRCULATION

The magazine is printed bi-monthly (six issues each year), with a subscription-only readership of 4,000. It is also distributed free of charge to opinion-formers within the profession. A further 2,600 are downloaded from our Web site. As a subscription journal the GDP is better read than the (many) free publications. Members are favourably disposed to advertisers who are helping the association which helps them. Two special editions in February and October have a higher distribution of up to 8,000 practices.



ADVERTISING

The GDP is A4 full-colour throughout. Adverts vary from one quarter-page including image (popular for industry announcements and product launches), full-page or double-page display. Outside and inside front and back covers are also available. The magazine includes book and product reviews and advertorial by arrangement. We carry inserts at reasonable rates but not classified advertising or response cards. 10 per cent agency and series discounts are available. We are particularly keen to attract lifestyle advertising. There is no VAT to pay on advertising in the GDP (subject to change without notice).

CAMPAIGNS – OBJECTIVES AND CROSS-MEDIA

We will work with you to achieve the objectives in your marketing plan. Cross-media campaigns can include the DPA Web site (www.UK-Dentistry.org), Twitter feed ([Twitter.com/toothydides](https://twitter.com/toothydides)), the DPA Community Web site (www.UK-Dentistry.org/phpBB/), member mailings and e-mailings. The DPA produces www.iShowcase.mobi, a guide to the annual BDTA Dental Showcase optimised for viewing on iPhone and other Web-enabled smart phones.

MEDIA PACK

Proforma copies of the GDP can be obtained from our London office by telephoning +44 (0) 207 636 1072 or emailing Advertising@UK-Dentistry.org

GDP MAGAZINE FEATURES LIST 2010-12

Issue	Feature
August	Cross Infection
OCTOBER	Dental Showcase® Special Edition
December	Digital Imaging
2011 FEBRUARY	The Dentistry Show Special Edition
April	Technical Services
June	Implants
August	Lasers
OCTOBER	Dental Showcase Special Edition
December	Prevention
2012 FEBRUARY	The Dentistry Show Special Edition
April	Dental Plans
June	Aesthetic Dentistry
August	Endodontics
OCTOBER	Dental Showcase Special Edition

Contacts

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Mechanical Data (mm)

	Type Area	Trim Size	Bleed Size
Full Page	259 x 175	297 x 210	303 x 216
Double Page	259 x 380	297 x 420	303 x 426
Half-Page Horizontal	126 x 175	145 x 210	151 x 216
Half-Page Vertical	263 x 80	297 x 95	303 x 101
2-Column Full Page	116 x 240		
2-Column Half-Page	116 x 120		
Quarter Page	126 x 84	145 x 95	151 x 101

To advertise ring 07932 905 712

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