

Chairside®

2017 Media Kit

“You’ll be in good company while advertising in Chairside® magazine.”

– Siamak Abai, DDS, MMedSc, Editor-in-Chief/Clinical Editor, Chairside magazine



CIRCULATION
122,000
General Dentists

EDITORIAL FEATURES

Clinical Case Studies
Patient Photo Galleries
Dr. Abai's Clinical Tips
Clinical Techniques
Practice Management Articles
One-on-One with Dr. Siamak Abai
Patient Product Reviews



INTRO DESCRIPTION

Chairside® magazine is published quarterly by Glidewell Laboratories. With each issue, *Chairside* strives to create new ways of thinking and help restorative dentists take their techniques and knowledge to the next level. The magazine features clinical tips and techniques, case studies, practice management advice, product reviews and one-on-one Q&A interviews with prominent dental experts. Editor-in-Chief and Clinical Editor Dr. Siamak Abai offers his unique perspective as a dentist who practices inside one of the nation’s largest laboratories to guide practitioners through the challenging and rewarding tasks the dental profession has to offer. *Chairside* has a publication history spanning more than 10 years.

Issue	Publishing Schedule	Closing Dates	Final Ad Artwork
Volume 12, Issue 1	Winter 2017	1/19/2017	1/27/2017
Volume 12, Issue 2	Spring 2017	4/18/2017	4/26/2017
Volume 12, Issue 3	Summer 2017	7/18/2017	7/27/2017
Volume 12, Issue 4	Autumn 2017	9/19/2017	9/28/2017

* Publishing dates are subject to change without notice

ADVERTISING RATES

Chairside Ad Sizes and Rates

	1x	2x	4x
Full Page	\$4,997	\$4,697	\$4,397
¾ Page	\$3,997	\$3,797	\$3,597
½ Page Horizontal	\$2,499	\$2,399	\$2,299
½ Vertical	\$2,499	\$2,399	\$2,299

Insert Options

Bind In Insert With Perf	Paper Stock	Net Rate
6 x 4 (4/4)	Pubmatte 92 7pt	\$3,520
9 x 4 (4/4)	Pubmatte 92 7pt	\$3,815
9 x 6 (4/4)	Pubmatte 92 7pt	\$4,305
Full Page (4/4)	9 PT HID	\$6,753
Insert To Tip In	Paper Stock	Net Rate
9 x 6	80 pbgloss 88	\$6,343
Full Page	80 pbgloss 88	\$6,618

Custom Reprints

Number of Pages	Prints	Net Rate
8	1,000	\$1,623
	5,000	\$2,264
	10,000	\$3,186
12	1,000	\$1,957
	5,000	\$2,875
	10,000	\$4,970

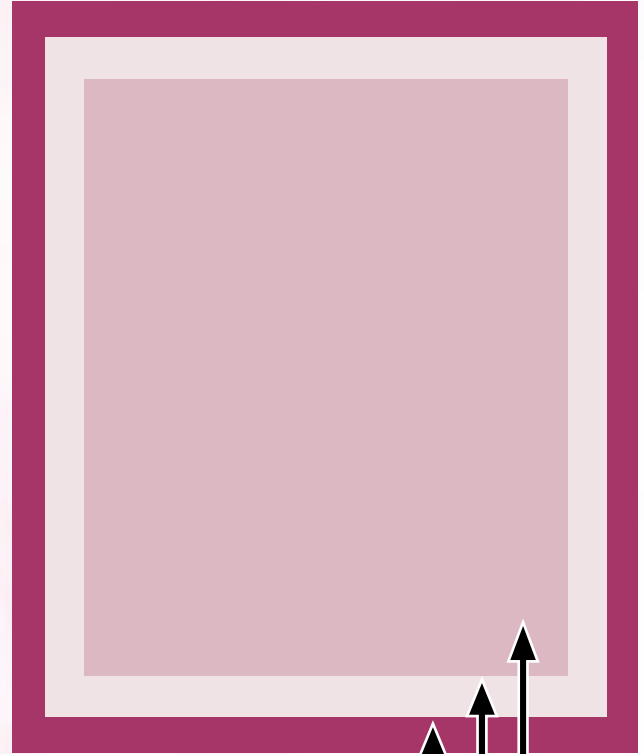
* All Custom Reprints will be saddle stitched



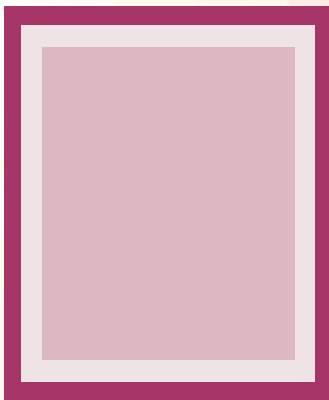
ADVERTISING SPECIFICATIONS

Layout:	Full Page/Full Color
Format:	Hi-Res PDF
Dimensions:	9" x 10.875"
Bleed:	Add 1/8" (0.125") on all sides
Safety:	1/2" (0.5) from trim

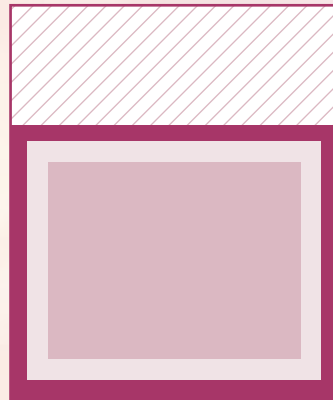
Note: Please include crop marks



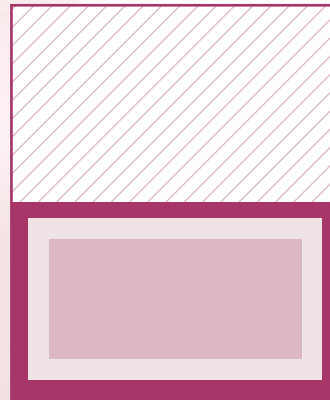
Bleed:	9.25" x 11.125"
Trim:	9" x 10.875"
Safety line:	7.75" x 9.625"
Live area:	8" x 9.875"



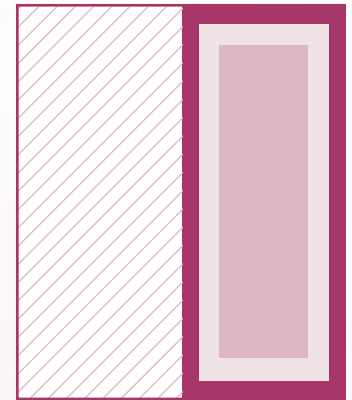
Full Page Ad
9" x 10 7/8"



3/4 Page Ad
9" x 8"



1/2 Page Horizontal Ad
9" x 5 1/16"

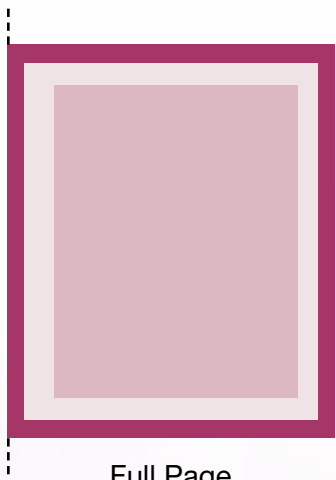
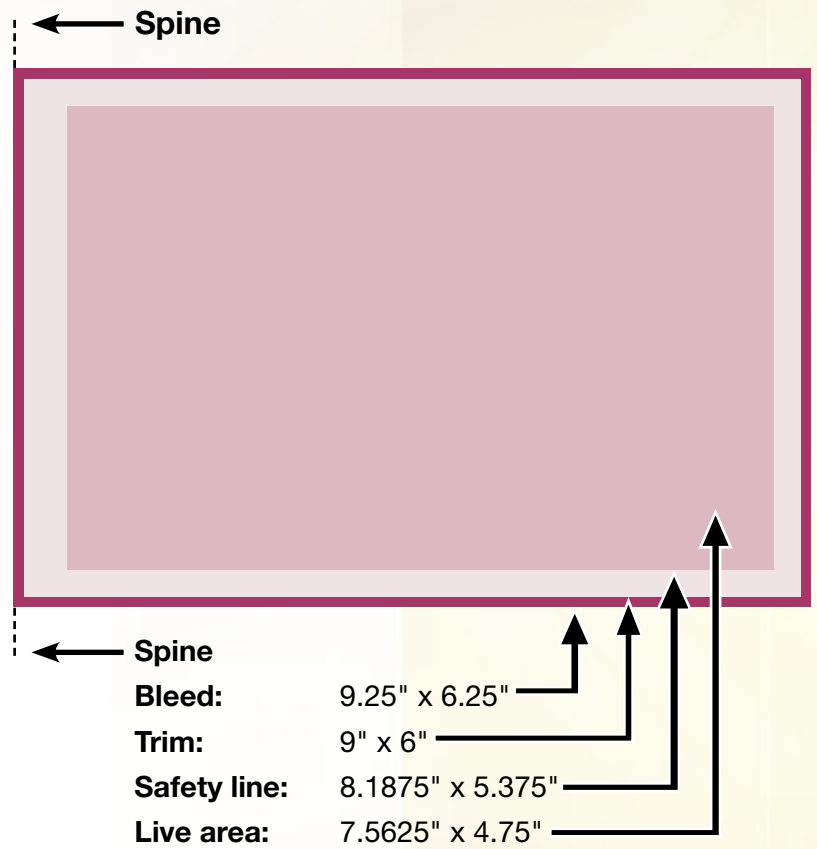


1/2 Page Vertical Ad
4 5/16" x 10 7/8"

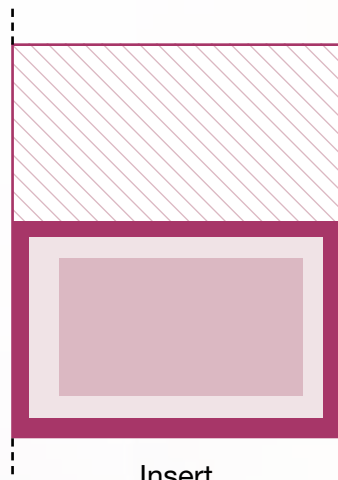
INSERT SPECIFICATIONS

Layout:	Insert
Format:	Hi-Res PDF
Dimensions:	9" x 6"
Bleed:	Add 1/8" (0.125") on all sides
Safety:	1/2" (0.5) from trim on left; 5/16" (0.3125) from trim on top, bottom and right

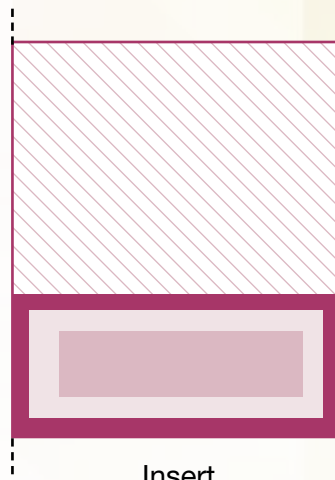
Note: Please include crop marks



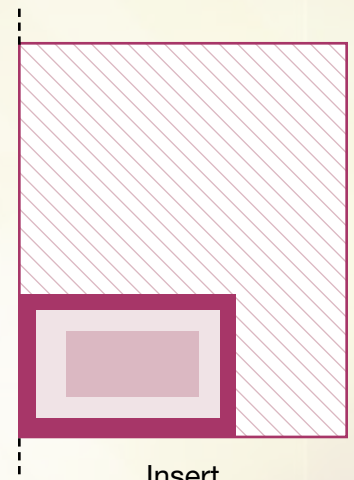
Full Page
9" x 10 7/8"



Insert
9" x 6"



Insert
9" x 4"



Insert
6" x 4"

COMPARE OUR VALUE

Publication Name	Full-Page 1x Ad	Circulation	CPM	Source
Chairside	\$4,997	122,000	\$39.97	
Dentaltown	\$8,900	122,862	\$72.44	Farran Media 2014 Media Kit
JADA	\$11,110	149,132	\$74.50	ADA Publishing 2014 Media Kit
ADA News	\$15,750	159,037	\$99.03	ADA Publishing 2014 Media Kit
Dental Products Report	\$15,440	140,000	\$110.29	Advanstar Dental Media 2014 Media Kit
DENTISTRY TODAY	\$16,120	133,515	\$120.74	Dentistry Today 2014 Media Kit
Dental Economics	\$13,179	100,000	\$131.79	Dental Economics 2013 Media Kit

WHY CHAIRSIDE?

Chairside® magazine features restorative dentistry, dental practice management and clinical tips. Started with the intent to guide dentists through routine clinical situations, *Chairside* has become a respected and trusted publication. As an informative aid best paired with confidence in the practice, *Chairside* is an unbiased magazine designed to provoke thought and help dentists take their techniques and knowledge one step further.





BRIEF DESCRIPTION OF INCLUSIVE

To increase your visibility with implant specialists, choose to be an advertiser in *Inclusive*[™] magazine. Reaching 122,000 general dentists and implant specialists, the technically minded publication is perfect for companies looking to grow in the implant dentistry market. With over five years of publication, *Inclusive* can serve as a vibrant, authoritative backdrop for your ad.

INSTRUCTIONS FOR AD SUBMISSION

Please send us your email address and we will email you Adobe Distiller PDF settings. The magazine ad dimensions are 9" x 10.875" (add 0.125" on all sides for bleeds). All images must be CMYK (no spot colors or grayscale images) and converted to PDF using the profile.

To use the settings, simply follow these instructions:

1. Save the file (PublishersPress.joboptions) on your desktop.
2. Open Adobe Distiller.
3. Go to Settings.
4. Click on Add Adobe PDF Setting and select the file (PublishersPress.joboptions) on your desktop.
5. Convert the file to PDF using this profile.

For file delivery instructions, please email Michael R. Martinez at michael.martinez@glidewelldental.com, or call 949-222-3549.

GENERAL TERMS

- *Chairside* may, at its sole discretion, edit, reject or cancel at any time any advertisement submitted by advertiser.
- *Chairside* shall have full positioning latitude on all advertisements except those with special rate guaranteed positions.

CONTACT US

If you would like to place an ad in an upcoming issue, or have any questions regarding our rates, please contact:

Advertising Coordinator

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Fax: 949-440-2644

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