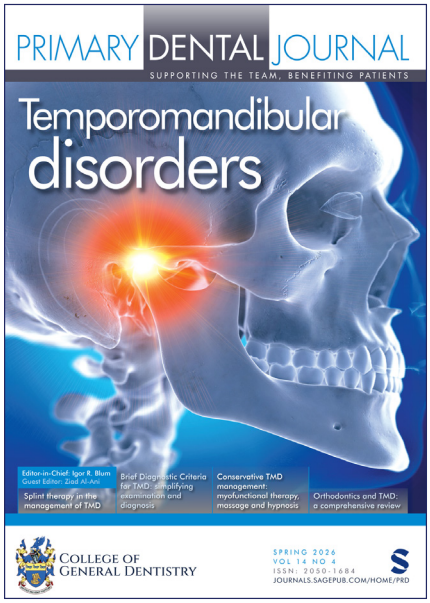
ADVERTISING RATES & SPECIFICATIONS - 2027



EDITOR-IN-CHIEF: Professor Igor Blum, King's College, London, UK

DESCRIPTION: Primary Dental Journal (PDJ) is the peer reviewed journal of the College of General Dentistry (formerly the Faculty of General Dental Practice). The professional development journal is aimed at the whole primary care team. Each issue focuses on a key topic in primary care dentistry and offers a combination of research, clinical best practice papers and scenario articles which allow the whole dental team to work together to improve standards of patient care.

AFFILIATION: College of General Dentistry

READERSHIP PROFILE: All members of the College of General Dentistry (CGDent)

IMPACT FACTOR: 1.3

***RANKING:** Peripheral Vascular Disease 76 out of 100

FREQUENCY: 4

CIRCULATION: 2,050

AVERAGE MONTHLY IMPRESSIONS: 12,175

AVERAGE MONTHLY PAGEVIEWS: 3,415

ADVERTISING RATES

FULL COLOR RATES

COLOR	1 INSERTION
• DOUBLE PAGE SPREAD	£2,099
• INSIDE FRONT COVER	£1,514
• OUTSIDE BACK COVER	£1,514
• FULL PAGE	£1,164
• HALF PAGE	£696
• QUARTER PAGE	£462

Rates based on total units earned during a 12-month period. Space purchased by a parent company and subsidiaries may be combined for an earned rate. Post-publication rate changes will not be accepted. Changes in frequency must be applied to future insertions.

AGENCY COMMISSION: 10%

PAYMENT TERMS: Terms for invoices are net 30. Publisher reserves the right to withhold advertising from delinquent advertisers

HIGH IMPACT advertising opportunities, including cover tips, inserts and outserts, are available. Contact your sales representative for pricing..

***RANKING:**
Cardiac & Cardiovascular Systems
184 out of 237

SCHEDULE

CLOSING DATES

ISSUE MONTH	SPACE RESERVATIONS	COPY DEADLINE
MARCH	26 JANUARY 2027	1 FEBRUARY 2027
JUNE	30 APRIL 2027	6 MAY 2027
SEPTEMBER	2 AUGUST 2027	6 AUGUST 2027
DECEMBER	1 NOVEMBER 2027	5 NOVEMBER 2027

MECHANICAL REQUIREMENTS

FULL PAGE		HALF PAGE	
FULL PAGE, BLEED	286MM (H) X 216MM (W)	HORIZONTAL, TYPE AREA	120MM (H) X 180MM (W)
FULL PAGE, TRIM SIZE	280MM (H) X 210MM (W)	HORIZONTAL, TRIM AREA	140MM (H) X 210MM (W)
FULL PAGE, TYPE AREA	250MM (H) X 180MM (W)	VERTICAL, TYPE AREA	250MM (H) X 85MM (W)
		VERTICAL, TRIM AREA	280MM (H) X 105MM (W)

FOR ARTWORK SUBMISSION:

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- **BANNER ADVERTISING REQUIREMENTS**
  - Acceptable file formats: GIF, Animated GIF, JPG, PNG, SWF
  - Maximum size of banners: 100KB
  - Geo-targeting is available (higher CPMs apply).
  - Third party ad tags accepted.
  - Video is accepted (higher CPMs may apply)

- **A high-resolution press-ready PDF is required for all electronic ad submissions.**
- **All fonts must be embedded.**
- **Minimum required image resolution is 300 dpi for color or grayscale images and 900-1200 dpi for line art (1-bit) images.**

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STANDARD Minimum of 10,000 impressions per month	**CPM/Cost Per Thousand**
STANDARD BANNERS	**£70**
GEOTARGETED BANNERS	**£80**
EXPANDABLE	**£90**
STICKY BANNERS	**£100**
PERSISTENT FOOTER	**£100**

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- Standard banner positions include:
  728 x 90 px; 160 x 600 px; 300 x 250 px; 300 x 600 px
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eARTICLE ADVERTISING		
DYNAMIC SUPER LEADERBOARD	Recommended size is 1237 x 250. Smaller banner sizes can be accepted but will not display optimally.	**MONTHLY SPONSORSHIP** **CONTACT YOUR SALES REPRESENTATIVE FOR PRICING**
FULL PAGE PDF	1237 X 1631 px	**MONTHLY SPONSORSHIP** **CONTACT YOUR SALES REPRESENTATIVE FOR PRICING**

eBLASTS

Email Alerts	728 X 90 px	**CONTACT YOUR SALES REPRESENTATIVE FOR PRICING**
Sponsored Emails	Custom HTML	**CONTACT YOUR SALES REPRESENTATIVE FOR PRICING**

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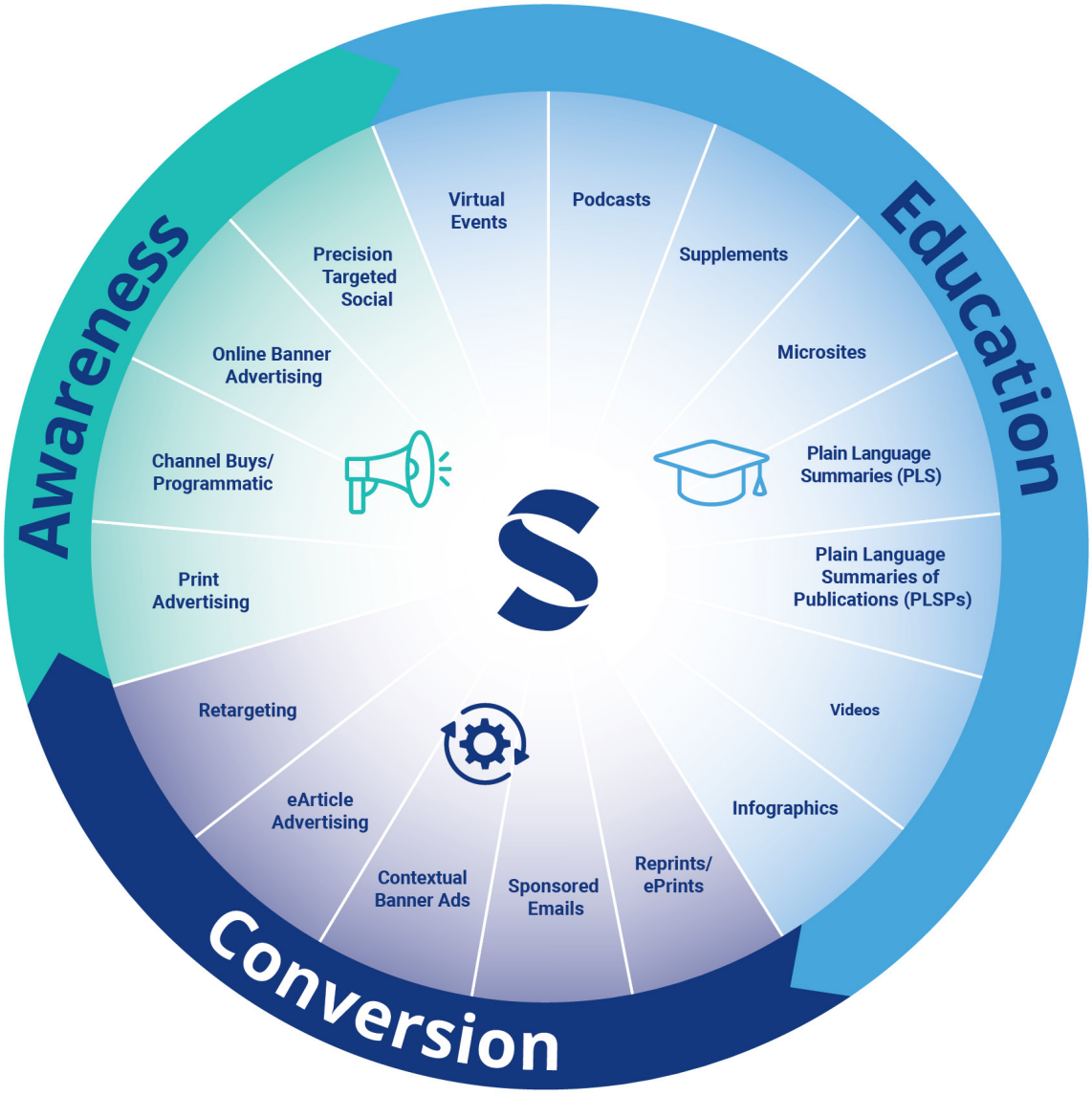
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