

#1 in readership — Research USA Study

2026

Media Kit

Celebrating **45 years of clinical excellence** — the nation's leading clinical news magazine for dentists, with award-winning editorial, peer-reviewed CE, and trusted product coverage across print, web, and multimedia.



45

YEARS IN
PRINT · 1981-
2026

130K⁺

MONTHLY
UNIQUE
VISITORS

80K⁺

OPT-IN E-
NEWSLETTER
LIST

32%

LARGER
TRIM
FORMAT



Contents

Print, digital, and multimedia advertising opportunities reaching 130,000+ dental professionals every month.



Dentistry Today, Inc.

165 Passaic Avenue, Suite 202

Fairfield, NJ 07004

(973) 882-4700 · dentistrytoday.com

IN THIS KIT

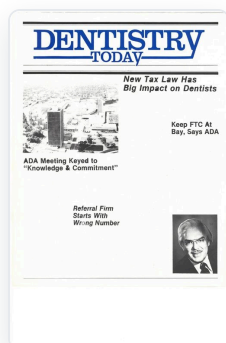
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The clinical voice dentists trust

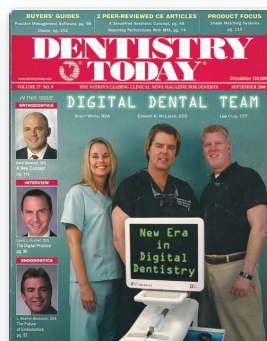
Each month, Dentistry Today presents **case reports, clinical articles, and product spotlights** that clinicians can apply immediately in practice — written for general practitioners, specialists, educators, and students alike.

As dentistry evolves with innovations in artificial intelligence, digital workflows, and advanced materials, Dentistry Today remains committed to delivering timely, peer-reviewed content in both print and digital formats. Our redesigned website, robust social channels, and multimedia offerings ensure advertisers benefit from maximum visibility across every platform.

- ✓ Peer-reviewed CE and unbiased product coverage
- ✓ Leading coverage of AI, digital workflows, and advanced materials
- ✓ Maximum visibility across print, web, social, and multimedia



1981 · VOLUME 1



2008



2026



Paul Feuerstein, DMD
EDITOR-IN-CHIEF

“Every month, I am amazed to read about new techniques I would never have dreamed of in my early days of practice. 3D printing, artificial intelligence, digital scanning, and CBCT are rapidly becoming must-have technologies — and our contributors bring readers both clinical expertise and real-world perspective.

3×

WEEKLY E-NEWSLETTER
DISTRIBUTION

47

EDITORIAL BOARD CLINICIANS

Forty-seven of the profession's most respected voices

Distinguished clinicians, educators, and researchers who contribute knowledge, review content, and ensure the highest standards of clinical accuracy — one of the many reasons Dentistry Today remains the most read and most relied-upon clinical news magazine in the nation.

Scott Benjamin

DDS

David Clark

DDS

Thomas E. Dudney

DMD

Robert H. Gregg II

DDS

Trish Jones

RDH

V. Kim Kutsch

DMD

Elliot Mechanic

DDS

Ara Nazarian

DDS

John M. Powers

PhD

Clifford J. Ruddle

DDS

Cherilyn Sheets

DDS

Lisa Wadsworth

RDH

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DDS, MS

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DDS

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DMD

Stewart P. Rosenberg

DDS

Todd E. Shatkin

DDS

Lee H. Silverstein

DDS

Where clinical dentistry meets digital innovation

130,000+

MONTHLY UNIQUE VISITORS

178,000+

PAGE VIEWS PER MONTH

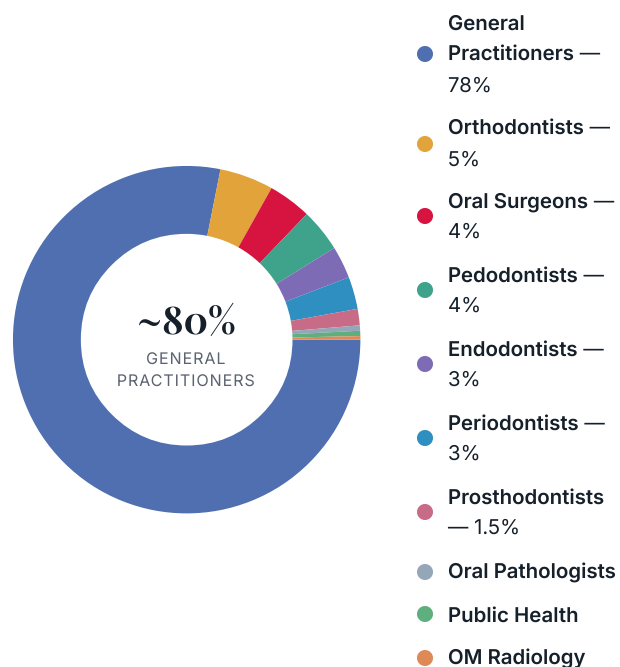
4,800+

DAILY VISITORS

80,000+

VERIFIED OPT-IN SUBSCRIBERS

U.S. dentists by specialty



Proportions reflect the U.S. dentist population (ADA workforce estimates).

Social media following

LinkedIn 59,812

X (Twitter) 57,600

Facebook 42,466

YouTube 11,981

A combined audience of more than 171,000 followers across platforms.

How readers visit

52%
DESKTOP

38%
MOBILE

10%
TABLET

Demographics

61%

39%

Male · 60–62% Female · 38–40%

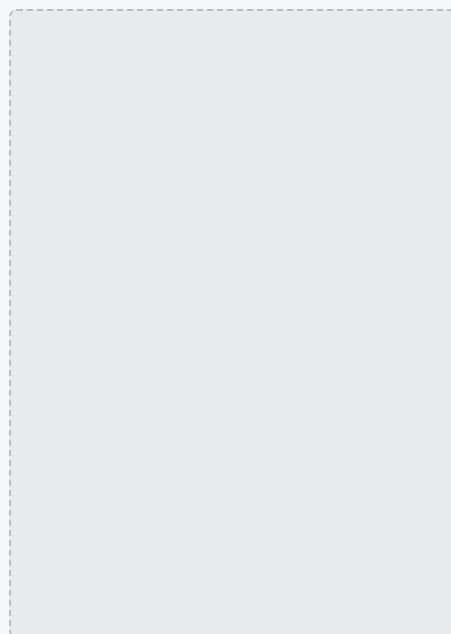
Audience also includes specialists, educators, dental students, and practice executives.

32% larger. 100% greater impact.

Dentistry Today is printed **32% larger** than the average dental publication — giving your ad more space, more presence, and more stopping power.

- 1 Maximum visibility**
Your message commands attention on the page.
- 2 Stronger reader engagement**
Larger layouts invite longer viewing times.
- 3 Greater brand impact**
Bold creative deserves a platform that showcases it best.

With Dentistry Today's premium size, your advertising investment delivers unmatched exposure and a lasting impression.



Industry average

~7.5" × 10.5"



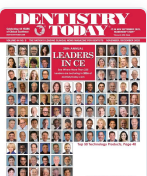
Dentistry Today

May 2026 issue · 10" × 12" trim

2026 editorial calendar — nine issues, one trusted voice

ISSUE	MONTH / SPECIAL	CLINICAL FOCUS	BUYERS' GUIDE	PRODUCT FOCUS	BONUS DISTRIBUTION
	Jan / Feb FUTURE OF DENTISTRY — DR. GORDON CHRISTENSEN	Restorative — aesthetic, restorative & minimally invasive dentistry	33rd Dental Equipment Buyers' Guide	Top Innovative Products — 10th Annual	BONUS Chicago Midwinter Meeting · Feb 19–21
	March	Implants — grafting, guided surgery, planning · Digital Treatment Planning for the GP	Digital Radiography–Intraoral · Electric Handpieces	Readers' Choice Top 25 Implant Products · Regenerative Materials	BONUS Thomas P. Hinman Meeting, Atlanta · Mar 12–14
	April 40 UNDER 40	Orthodontics — clear aligners & 3D printing · Endodontics	3D Imaging / CBCT · Dental Lasers	Top 25 Endodontic Products · Ortho Software · Matrix Systems	BONUS AACD, Aventura FL · Apr 16–18 AAE, Boston · Apr 15–18
	May	Pediatrics — case studies & considerations	Whitening Systems & Cosmetic Products	Top 25 Aesthetic / Restorative · CAD/CAM Systems · Loupes	BONUS CDA South, Anaheim · May 14–16
	June WOMEN IN DENTISTRY	3D Printing — faster, more cost-effective patient care	Milling Units · 3D Printers · CAD/CAM Blocks & Materials	Top Dental Laboratories · Oral Care · Composites & Adhesives	BONUS Florida Dental Convention, Orlando · Jun 25–27

July through December 2026

ISSUE	MONTH / SPECIAL	CLINICAL FOCUS	BUYERS' GUIDE	PRODUCT FOCUS	BONUS DISTRIBUTION
	Jul / Aug 40TH ANNUAL TOP 100 PRODUCTS	Practice Management — efficient care & business growth	Practice Mgmt Software · Scheduling · Teledentistry	40th Annual Top 100 Products · Metal Refining	BONUS AAED 51st Annual, Carlsbad CA · Aug 12–14
	September	Artificial Intelligence — better patient outcomes	Disposable Supplies · Infection Control · Digital Impressions	20th Annual DENTAL ADVISOR Top Products · AI in Dentistry	BONUS Dentsply Sirona World, Las Vegas · Sept 24–26
	October	Prosthodontics & Periodontics	Prosthodontics & Removable · Chairs & Operatory Equipment	4th Annual Editors' Choice Awards · Diamonds / Carbide Burs	BONUS American Society for Dental Aesthetics · TBD
	Nov / Dec LEADERS IN CE DIRECTORY	Technology Update — what's coming in 2027	Dental Implant Systems · Intraoral Cameras	Readers' Choice Top 50 Technology Products · Dental Materials	BONUS DTA, Arizona · Nov 2–5 GNYDM, Manhattan · Nov 29–Dec 2

Print rate card

All rates include 4-color printing on quality paper. Frequency discounts reward 6× and 10× commitments.

AD UNIT	1× OPEN RATE	6× RATE	10× RATE
Banner Spread	\$24,000	\$22,000	\$20,000
Full Page (Banner)	\$14,000	\$13,000	\$12,000
3/4 Banner	\$12,800	\$11,800	\$11,000
Junior Banner	\$11,600	\$10,800	\$10,000
1/2 Banner	\$11,000	\$10,250	\$9,500
2/3 Horizontal	\$9,860	\$9,180	\$8,500
2/3 Vertical	\$8,700	\$8,100	\$7,500
2/3 Square	\$8,120	\$7,560	\$7,000
1/2 Vertical	\$7,660	\$7,130	\$6,600
1/2 Horizontal	\$7,540	\$7,020	\$6,500

Ad creation available at **\$100 / hour**. Preferred positions are billed at open rate plus premium.

Preferred positions

Cover 2

Cover 3

Cover 4

Page 1

Opposite TOC 1

Opposite TOC 2

Facing masthead

Facing monthly features

Contact your sales representative for preferred-position pricing.

BANNER SPREAD · BEST VALUE AT 10×

\$20,000

Two full pages of uninterrupted creative in the industry's largest trim format.

Ad creation service

Don't have creative ready? Our design team builds customized, print-ready ads at **\$100 / hour** — sized to spec for any unit on this page.

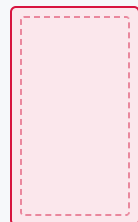
Why print with us

- ✓ 32% larger trim than the average dental publication
- ✓ #1 in readership — Research USA Study
- ✓ 45 years of trusted clinical editorial

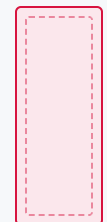
Advertising sizes & production specs



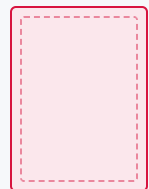
Banner
Full page · 10"×12"



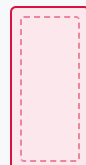
3/4 Banner
7.06" × 12"



1/2 Banner
4.82" × 12"



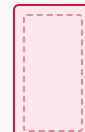
Junior Banner
7.5" × 10.15"



2/3 Vertical
4.32" × 9"



2/3 Square
6.56" × 7.5"



1/2 Vertical
4.32" × 7.5"



2/3 Horizontal
10" × 6.25"



1/2 Horizontal
6.56" × 5.5"

UNIT	BLEED	TRIM	LIVE / SIZE
Banner (Full Page)	10.25" × 12.5"	10" × 12"	9.3875" × 11.375"
3/4 Banner	7.308" × 12.5"	7.0583" × 12"	6.7458" × 11.375"
1/2 Banner	5.0667" × 12.5"	4.8167" × 12"	4.5042" × 11.375"
Junior Banner	7.75" × 10.4"	7.5" × 10.15"	7.1875" × 9.8375"
2/3 Horizontal	10.25" × 6.5"	10" × 6.25"	9.125" × 5.9375"
2/3 Vertical	—	—	4.316" × 9"
2/3 Square	—	—	6.5583" × 7.5"
1/2 Vertical	—	—	4.3167" × 7.5"
1/2 Horizontal	—	—	6.558" × 5.5"

Trim size: 10" × 12"	Binding: Perfect binding
Live area: ≥ .3125" from trim, all sides	Halftones: 133 lpi min · 150 lpi recommended
Resolution: 266 dpi minimum, all ads	Tone density: ≤ 270%
Printing: Web offset	Files: PDF/X-1A:2001 or EPS preferred
Color: CMYK only — no spot, RGB, LAB, ICC	Embedding: All fonts & images embedded
Delivery: FTP upload · supply at 100% size	Tolerance: ±10% of spec cannot be reproduced

Submit ads to your sales rep or prepress — see Sales & Contacts. High-resolution PDF/X-1A with crop marks preferred.

Command attention. Create interaction.

Specialty tactile formats designed to break the page flow and engage readers in memorable, multi-sensory ways.

Belly bands

Wrap the cover of each issue for instant interaction — perfect for bold launches.

Outserts & tip-ons

Attach product cards, offers, or mini-brochures directly to the cover or interior.

Inserts (stitched or loose)

Deliver a multi-page brochure on glossy, matte, or specialty stock.

Bind-in reply cards

Encourage direct engagement — ideal for promotions and event sign-ups.

Gatefolds

A dramatic full-spread reveal that showcases your innovation in full detail.

Cover wraps & tip-on covers

Transform the issue into your own branded showcase with total message control.

False Cover Tip — the first thing every reader sees

- ✓ **100% engagement** — every reader interacts with your ad before opening the issue.
- ✓ **Exclusive** — only one advertiser per issue.
- ✓ Perfect for major launches, rebrands, and high-exposure campaigns.
- ✓ Extend with optional newsletter & digital bundles.

COVER TIP SIZE

9.75" × 11.75" (trim)

FORMAT

Four-color · two-sided

INVESTMENT

Varies by stock & quantity

AVAILABILITY

Limited — reserve early

dentistrytoday.com — decision-driven readers

More than a website — the **digital heartbeat of clinical dentistry**. Daily updates, technique videos, webinars, news briefs, and product features engage dentists while they're actively searching, comparing, and deciding — not passively scrolling.

- ✓ Responsive desktop & mobile placements
- ✓ Native & display: leaderboards, in-article, interstitials
- ✓ Sponsored content & advertorial storytelling
- ✓ Video & webinar sponsorships
- ✓ Email & newsletter tie-ins

130,000+

MONTHLY UNIQUE VISITORS

178,000+

PAGE VIEWS PER MONTH

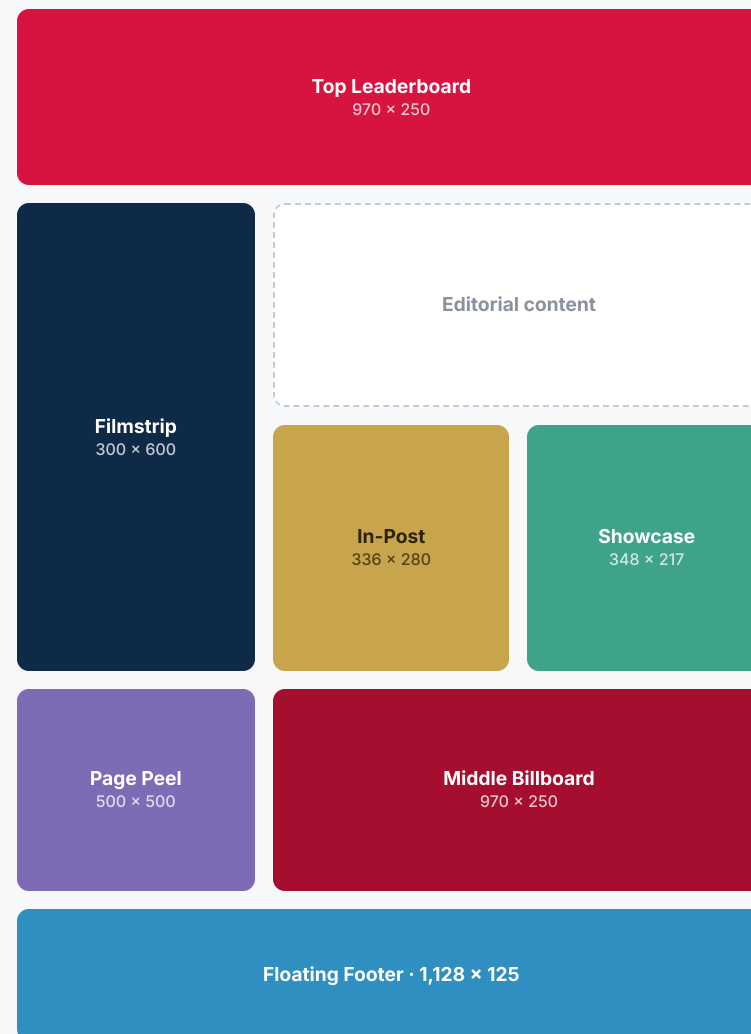
4,800+

DAILY VISITORS

80,000+

VERIFIED OPT-IN SUBSCRIBERS

Placement map · dentistrytoday.com



Plus Interstitial (800 × 800), Slide-Out (400 × 625), and full Page Skin takeover.

Website rates & rich media

Ad rates are sold monthly and subject to availability — contact your sales representative for a customized proposal.

RICH MEDIA UNIT	RATE	DIMENSIONS (PX)
Interstitial	\$8,250	800 × 800
Slide-Out	\$7,750	400 × 625
Floating Footer	\$7,000	1,128 × 125
Leaderboard (Top)	\$6,500	970 × 250
Filmstrip	\$6,000	300 × 600
Middle Leaderboard	\$5,250	970 × 250
Bottom Leaderboard	\$5,250	970 × 250
Page Skin Takeover	\$4,750	235 × 900
Page Peel	\$4,500	500 × 500
Showcase	\$4,000	348 × 217
In-Post	\$3,750	336 × 280

Sponsored sections

Technique of the Month **\$4,500** 752 × 90

Videos **\$7,500** —

Creative guidelines

- ✓ Animation ≤ 15 seconds · 18–24 fps
- ✓ Impression & click-through tracking supported
- ✓ Standard units rotate with up to 3 advertisers
- ✓ Premium units (Page Peel, Showcase, Footer) are exclusive

Integrated exposure. Proven results.

Custom bundles combining print, digital, and multimedia — built to align with your marketing goals for greater reach and stronger ROI.

MOST POPULAR

Clinical Case + Webinar + e-Book

Combine a clinical case-study article with a CE-accredited webinar and a downloadable e-Book — ideal for long-form engagement and lead generation.

INVESTMENT

\$18,500

SPOTLIGHT

Quick Technique + Homepage Video

A short, high-impact print feature with a companion video hosted on the dentistrytoday.com homepage for maximum visibility.

INVESTMENT

\$15,500

THOUGHT LEADERSHIP

Q&A + TEN@10 Podcast

An editorial Q&A with Editor-in-Chief Dr. Paul Feuerstein across print and audio — positioning your company as a trusted thought leader.

INVESTMENT

\$15,500

DUAL FORMAT

First Impressions w/ Dr. George Freedman

Pair your print feature with an exclusive podcast episode from the author of 900+ First Impression articles.

INVESTMENT

\$15,500

from \$11,000 · 2/3 Horizontal

BRAND STORY

Company Profile + Stan Goff Podcast

A full-page profile plus a featured video with Stan Goff, amplified through homepage and e-Newsletter placements.

INVESTMENT

\$15,500

from \$11,000 · 2/3 Horizontal

LAUNCH

Product Spotlight + Newsletter + Social

Launch your product with a print or digital spotlight, homepage promotion, e-Newsletter exposure, and coordinated social coverage.

INVESTMENT

\$8,500

Speaking of Dentistry — the podcast series

The Dentistry Today Podcast Series connects leading voices in dentistry with an audience of practicing professionals eager to stay informed and inspired.



TEN@10 with Dr. Paul Feuerstein

Concise 10-minute episodes that educate and inspire a nationwide audience of practicing dentists — introduce a new product, share expert insights, or elevate your thought leadership across all major podcast platforms.



First Impressions by Dr. George Freedman

A dual-format print + podcast spotlight from a trusted name in dental product evaluation — author of 900+ First Impression articles — highlighting your innovation in a credible, engaging way.



Speaking of Dentistry... The Editor's Cut with Stan Goff

Company and product profile podcast videos hosted by our Senior Managing Editor — engaging, conversational interviews that bring your company's innovations, mission, and people to life.

Every podcast package includes

- ✓ Your company & product featured in the episode
- ✓ Option to include your KOL, clinician, or executive as guest
- ✓ e-Blast promoting the podcast to 80,000+ dentists
- ✓ Featured placement in a weekly e-Newsletter
- ✓ Promotion across all Dentistry Today social channels
- ✓ Featured on dentistrytoday.com + on-demand access

INVESTMENT

\$7,500

per package

On-site video & sponsored webinars



Trade Show & Convention Video

OPTIONAL ON-SITE INTERVIEW WITH DR. PAUL FEUERSTEIN

Our production team films and produces high-quality video segments on location at major dental meetings — highlighting your newest innovations, company updates, or clinician partnerships, distributed across all Dentistry Today platforms.

- ✓ Two professionally produced videos (4–7 min each)
- ✓ Multi-camera filming, editing, your logos, graphics & CTAs
- ✓ Editorial feature or product mention in the magazine
- ✓ Dedicated email blast to 80,000+ dental professionals
- ✓ Digital coverage on dentistrytoday.com and YouTube
- ✓ Final HD files delivered for unlimited future use

Exclusive opportunity: Advertisers may request a one-on-one interview conducted by Dr. Paul Feuerstein — Editor-in-Chief, nationally recognized speaker, and one of the profession's most respected technology voices. His participation adds editorial credibility and trusted clinical perspective.

INVESTMENT

\$6,500

per package · two videos



Webinars & Continuing Education

EDUCATE. ENGAGE. CONVERT.

Position your brand as an educational leader. Each webinar is hosted by Dentistry Today and features your company's key opinion leader, clinician, or product expert — we handle all logistics, from registration and marketing to technical support and post-event lead delivery.

- ✓ Professional production & hosting on dentistrytoday.com
- ✓ Dedicated email blast to 80,000+ dentists
- ✓ Homepage and e-Newsletter promotion before the event
- ✓ Social media coverage on all platforms
- ✓ Live + on-demand viewing with real-time lead capture
- ✓ Detailed report: attendee names, titles & engagement

CE add-on: Optional CE accreditation through Dental CE Today — attendees earn CE credit immediately after viewing, boosting participation and extending your content's life. *PACE Provider #309062*

INVESTMENT

\$12,000

+ possible honorarium

Inbox influence — newsletters, campaigns & e-Books

80,000+ verified, opt-in dental professionals. Deliverability + engagement = results.

e-Newsletters

DELIVERED MON • WED • FRI

Reach more than 80,000+ opt-in dental professionals with high-performing newsletters delivered three times per week — Monday, Wednesday, and Friday.

Today's Dental News

Clinical updates, product innovations, and expert commentary shaping the future of dentistry.

Today's Top Products

New product launches and technologies — connecting your innovations with clinicians actively seeking solutions.

- ✓ Billboard ad (970 × 250) at top & bottom of each send
- ✓ Featured editorial spotlight available
- ✓ .jpeg or .gif (max 3 animation cycles)
- ✓ Post-campaign report: opens, clicks & engagement

INVESTMENT

\$4,500

per send • \$12,000 / month (4 sends)

Email Campaigns

SEGMENTED BY REGION, STATE, OR CITY

More than 80,000+ dental professionals segmented by region, state, or city. Market to all dentists or target the exact area where you'll be lecturing — from seminars to webinars.

- ✓ Full HTML responsive design (text + images + CTA)
- ✓ Subject line ≤ 12 words / 150 characters
- ✓ Test & final-deployment seed lists included
- ✓ Creative due 3 business days before deployment

INVESTMENT

\$6,500

per send

Sponsored e-Books

LONG-FORM AUTHORITY + LEAD GENERATION

Sponsored e-Books deliver valuable insights directly to practicing professionals — from clinical advancements to practice management — with optional CE-driven formats that earn credits while engaging your brand.

- ✓ 1-month promotion on dentistrytoday.com & dentalcetoday.com
- ✓ Email campaign to 80,000+ dentists + print coverage (1 issue)
- ✓ Four weekly e-Newsletter features + ongoing social promotion
- ✓ Full lead report: name, address, phone & email of every downloader

INVESTMENT

\$6,500

net • sponsor supplies content

What readers say about Dentistry Today

“

Dental professionals need a **reliable, dependable source** of information on products, techniques, and industry news. For over forty-five years, Dentistry Today has been one of those sources the profession relies on — always providing a wealth of information.

JF

John Flucke, DDS
Reader

“

A heartfelt thank you for highlighting **top technologies, innovative products, the educators, and industry leaders** who elevate our profession. You've been a trusted voice and a true champion in amplifying female voices.

SL

Setareh Lavasani, DDS
Reader

“

Since I was a young dentist, I loved reading Dentistry Today — the articles were **clinically relevant**, easy to read, and far more informative than most journals. It's always been a great place to publish.

JR

Jose-Luis Ruiz, DDS, FAGD
Reader & Editorial Board

“

For my entire career, Dentistry Today has provided a **quick, reliable, and easily available source** of clinical information for the 'dentist in the trenches.' Congratulations on 45 years.

CG

Cherilyn G. Sheets, DDS
Reader

“

Good information relating to a **variety of products**.

BJ

Barbara J. Lack, DDS
Northridge, CA

“

Great publication, especially for **new products**.

KC

Karen Cook, DMD
Bethlehem, PA

Let's build your 2026 plan

We'll tailor a custom proposal to your campaign objectives across print, digital, and multimedia.



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