Proudly serving the **dental profession** for over 60 years
Established in 1959, The Probe is the leading monthly dental magazine dedicated to keeping the profession informed with up-to-date news and features, as well as information on everything from business and finance to dental technology and product launches.

With a target audience of dentists, practice managers, hygienists, nurses, dental receptionists, final year dental students and laboratory staff, The Probe is an essential read for the whole dental team.

The Probe has an ABC audited circulation of 14,458 delivering a readership excess of 36,330. (ABC Jan 19 - Dec 20)
Through campaigning editorial, The Probe represents the interests of dental teams who often work in relative isolation and rely on The Probe as a key source of support, business information and advice.

The Probe is committed to fighting for the rights of dental teams. They trust and rely on the title to help them run their businesses. The magazine focuses on identifying new trading opportunities and provides must have information to help dentists improve their practices.

THE PORTFOLIO

Dentistry...we’ve got it covered

In addition to the recognised market leader of dental information - The Probe - the Purple Media dental portfolio has an unsurpassed range of products dedicated to the development of the dental sector as a whole, providing clinical, product & business information to professionals in every part of the dental industry.

To find out more about our impressive portfolio of products and discover how we can help you maximise the return on your marketing investment please contact us on the details found at the end of this media pack.
PROMOTIONAL OPPORTUNITIES

The complete solution. Create a bespoke package to suit your needs

ADVERTISING

The Probe offers premium advertising sites opposite its editorial content. If you are planning a new campaign, there are various opportunities. Smile can offer to convey your message to the people that matter. Options include:

- Page Advertising
- Polybag Sponsorship
- False Front Covers
- Gatefolds
- Tip-on/Cover mounts
- Advertisials
- Post-it notes

SPONSORSHIPS

The Probe offers many opportunities to sponsor articles and columns. These can be linked to your marketing campaign and are a cost effective way of raising your company profile with regular coverage in every issue.

- Feature sponsorship - includes ad page, comment and logos
- Column/page sponsorship - buyers guide, Letters from OZ & Diary Dates
- Bespoke editorial initiatives

INSERTS

Through the investment made in our ABC profile, we are able to target specific parts of the circulation, maximising your ROI. We have run everything from single page fliers to 16 page supplements to product cover mounts.

CLASSIFIED

Advertise all dental related products and services, including equipment, computers, chair, x-rays & instruments, as well as the latest property news. The classified section is available for promotion of new products and initiatives.

AWARDS SPONSORSHIP

The Dental Awards recognise excellence within the dental industry - regarded as the ‘Oscars’ of dentistry, they acknowledge achievements in all sectors of the industry. Becoming a sponsor of the highly respected and influential Dental Awards is a guaranteed way to be seen as one of the major players in the dental industry. Gain maximum exposure to the people that matter - your customers.

BESPOKE CONTRACT PUBLISHING

The Probe publishes numerous supplements to help achieve particular client objectives. Our supplements are written in conjunction with a designated supplier offering detailed advice on a specific aspect of the dental trade.
Artwork Specifications
Please follow the guidelines below when supplying your artwork.

Accepted Files & Format
We accept the following file formats:
• PDF
• JPEG
• TIFF
• EPS
All artwork must be saved as 300dpi resolution and at least 100% of the final print size. Please ensure all text is converted to outlines prior to saving. All files must be CMYK – no RGB or Pantone spot colours will be accepted.

Providing your artwork
We will accept your artwork by any of the following delivery methods:
• Email: Please email you files (under 5MB) to lorna.reekie@purplems.com
• Web File Transfer: WeTransfer, Dropbox & Mailbigfile
• On CD or DVD: Please post to: Lorna Reekie Purple Media Solutions Ltd The Old School House St Stephen’s Street Tonbridge Kent TN9 2AD

Artwork Sizes
Advertisement sizes are illustrated below. Please ensure your artwork is the exact dimensions to avoid errors when your advert is printed. Files provided in the wrong size may be resized at our discretion.

Bleed
Please make sure all important information in your advertisement is at least 10mm from the trim edge. Full page and DPS spreads should have a 3mm bleed.

Rates
Front Cover Package P.O.A
Inside Back Cover £2,975
Outside Back Cover £3,140
Full Page £2,995
Junior Page £2,125
Half Page £2,135
Quarter Page £1,360
Cover Mounts P.O.A
Inserts P.O.A

For more information please contact:
Ed Hunt Director
Email: ed.hunt@purplems.com
Michelle McHutchison
Email: michelle.mchutchison@purplems.com or Tel: 0796 102 6682
JANUARY
SUBJECT
Converting to Private Practice
Equipment and Digital Imaging

SPECIAL FEATURE
Counterfeits

FEBRUARY
SUBJECT
Oral Health
Endodontics and Magnification,
Pins and Posts

SPECIAL FEATURE
Packaging

MARCH
SUBJECT
Cross Infection Control
Prosthodontics

SPECIAL FEATURE
Community dentistry

APRIL
SUBJECT
Orthodontics
Practice and Surgery Design
and Planning

SPECIAL FEATURE
BDIA Preview

MAY
SUBJECT
Tooth Whitening
Patient Finance

JUNE
SUBJECT
Handpieces and Equipment
Endodontics

SPECIAL FEATURE
Travelling for treatment/BDIA Review

SUPPLEMENT
Travelling for treatment/BDIA Review

JULY
SUBJECT
Aesthetics, Facial Aesthetics
CAD/CAM and High Technology
Dentistry

SUPPLEMENT
Paediatric dentistry

AUGUST
SUBJECT
Tooth Whitening

SPECIAL FEATURE
Bleachorexia

SEPTEMBER
SUBJECT
Periodontics
Orthodontics

OCTOBER
SUBJECT
Oral Health
Handpieces and Equipment

SPECIAL FEATURES
Sugar-free treats/BDIA Showcase
Review

NOVEMBER
SUBJECT
Aesthetics, Facial Aesthetics
Practice Management

SPECIAL FEATURE
Show Specials – BACD Preview, BDIA
review, BSDHT Conference

DECEMBER
SUBJECT
Tooth whitening
Cross Infection Control

For more information on the 2020 features list please contact
Holly Payne

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Holly Payne
T: +44 (0)1732 371 581
E: holly.payne@purplems.com
**KEY DATES 2020**

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