

THE UK'S BIGGEST DENTAL JOURNAL

THE PROBE



MEDIA PACK
2025

 PURPLE
media solutions



About us

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.



Why *The Probe*?

- The best response for advertisers
- The market leading monthly
- Reaches every practice in the UK
- Read by over 26,800* professionals



THE PROBE HAS AN ABC AUDITED CIRCULATION OF **26,849**

Promotional opportunities in print

A complete solution and bespoke packages

Advertising

The Probe and *Smile* offer 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
- • Advertorials
- • Post-it notes

CPD content

See next page for more information.

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 and product cover mounts.

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. Bespoke editorial packages are available.

PR

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

Bespoke publication

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.

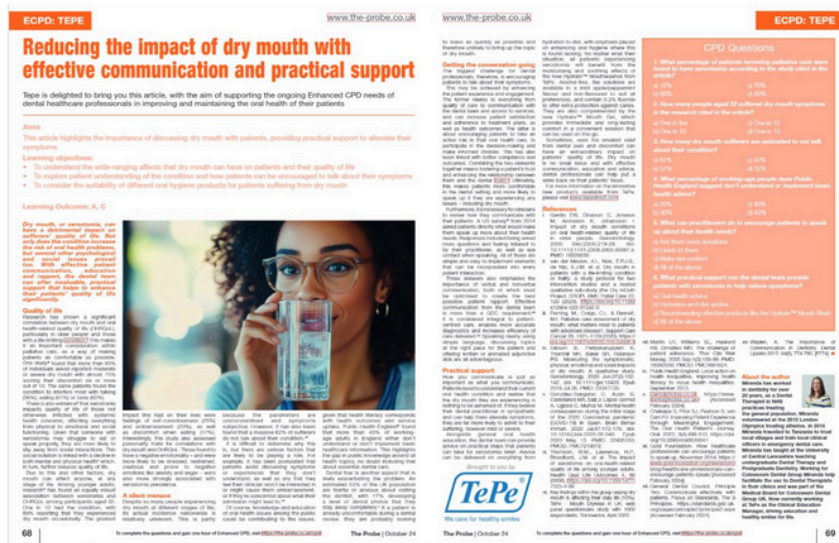
CPD

All dental professionals need to undertake CPD. It is a compulsory part of GDC registration.

***The Probe*, *Smile Oral Health Matters* and the *British Dental Nurses' Journal* all feature sponsored enhanced CPD content. Provide us with an article of approximately 1,000 words, along with a summary of the learning aims and objectives, GDC learning outcome*, and four multiple choice questions that can be answered from having read the article.**

Your CPD article will run as a double-page spread in the publication of your choice, and readers will log in to *The Probe's* CPD Portal (cpd.the-probe.co.uk) to answer the questions and obtain a certificate to log one hour of enhanced CPD. There, they will be met with your branding, a description of your company, products and services, as well as a link to your website or chosen web destination to find out more.

This also includes a follow-up e-shot to our database of more than 45,000 dental professionals, featuring your branding, to alert them of the new CPD content.



*<https://www.gdc-uk.org/education-cpd/cpd/enhanced-cpd-scheme-2018>

£2,600

Artwork specifications

Accepted files formats:

- PDF
- JPEG
- TIFF
- EPS

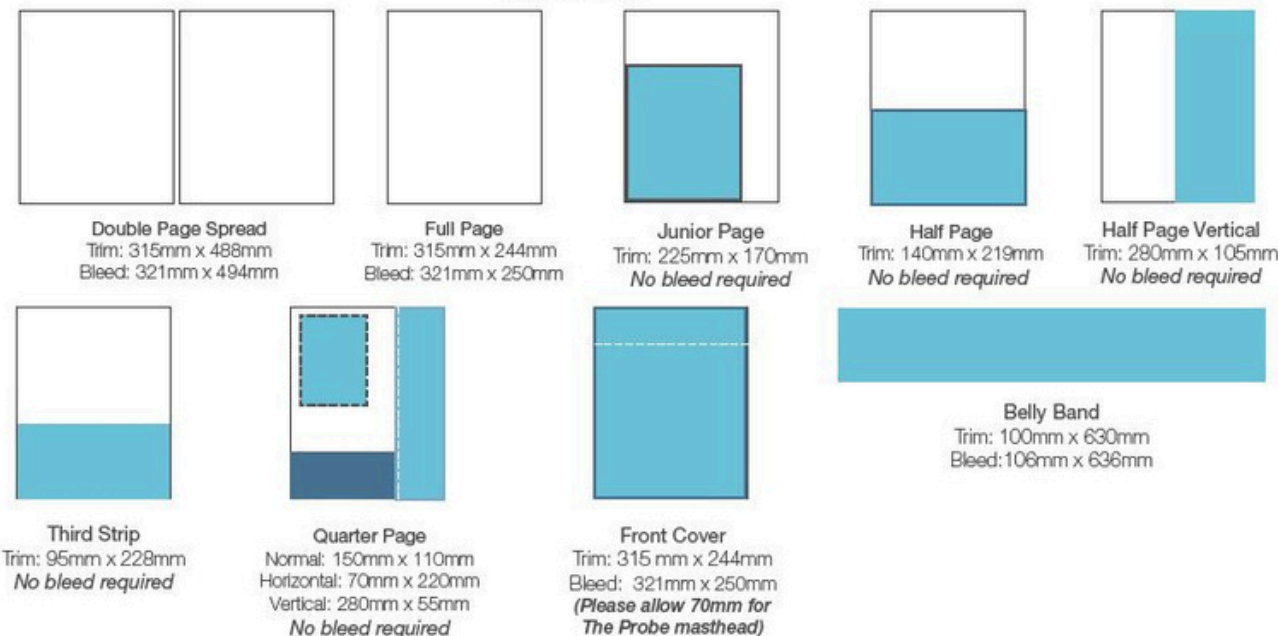
All artwork must be saved as 300dpi resolution and at least 100% of the final print size. Please ensure all text is converted to outlines prior to saving. All files must be CMYK – no RGB or Pantone spot colours will be accepted.

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, etc.

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.

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

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THE DENTAL AWARDS

Sponsorship opportunities

As the original and most respected awards programme in UK dentistry, *The Probe's* Dental Awards are judged by a panel of leading practitioners and KOLs, providing an unrivalled opportunity for practices and DCPs to shine a spotlight on the vast skill and talent that exist within their teams. 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.

Sponsorship includes:

- Your logo on all Dental Awards promotional material, including print, online, and e-shots.
- Brand presence accompanying monthly Dental Awards editorial in *The Probe*.
- Logo featured throughout the annual Dental Awards broadcast, watched by hundreds of dental professionals live and on-demand.
- Invitation to the Dental Awards winners' reception, where you will have the unique opportunity to network with the winners and our panel of judges in an intimate setting.

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the-probe.co.uk

The Probe's online home and virtual hub for the entire dental team.

- Attracts approximately 85,000 visitors per month*
- 6:20 average time spent on site
- Hosts news, promotional features, podcasts, video, CPD content, webinars, digital magazines, and more...

THE PROBE

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*Google analytics

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Website ads

the-probe.co.uk offers a variety of advertising options, from MPUs to pop-up ads and site background takeovers, in addition to sponsored editorial content and promotional features.



Dimensions

Leaderboard: 1200px x 90px

MPU: 300px x 250px

Pop-up: 900px x 500px

Takeover banner: 970px x 250px

Takeover background: 1650px x 877px

Digital opportunities

E-shots

Reach our database of more than 45,000 dental professionals or a selection targeted by job title or geography.

£2,500

The Friday Probe

THE FRIDAY PROBE
NEWSLETTER

The Probe's weekly e-newsletter, includes a round-up of the previous week's news, upcoming events, new products, and the coveted 'Blog of the Week' spot, as well as advertising space.

Banner ads: £175 per week for a minimum of 4 weeks

Podcasts



The Probe Dental Podcast is available on Spotify and YouTube, as well as via the-probe.co.uk. Opportunities are available for sponsored podcast content. Send us a pre-produced podcast, which we will upload to our network or schedule an interview in which we can discuss your product or service.

Pre-produced episode upload: £900
Interview and full production: £1,800

Webinars

What could be better than commanding the attention of your target audience for a full hour? Our webinar platform provides you with the opportunity to supply an hour-long video discussing a particular topic related to your company's area of expertise. Viewers will need to watch the full hour to answer related questions and earn their certificate confirming they have earned an hour of enhanced CPD.

£3,750

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Copy deadlines

January: 12/12/24

February: 17/01/25

March: 14/02/25

April: 19/03/25

May: 16/04/25

June: 16/05/25

July: 20/06/25

August: 17/07/25

September: 15/08/25

October: 18/09/25

November: 15/10/25

December: 12/11/25

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