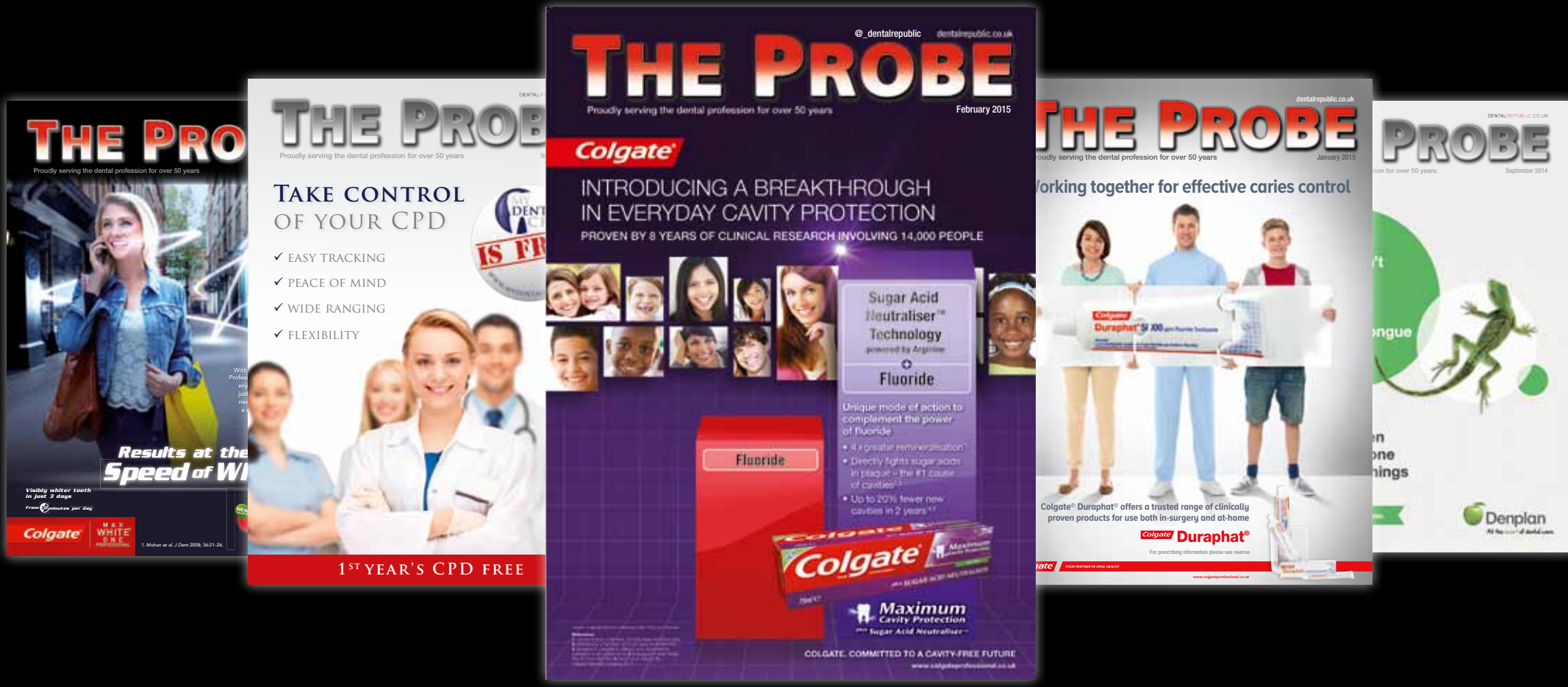
The Probe

Media Information 2015



Proudly serving the dental profession for over 50 years

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 36,330* professionals

The Probe has an ABC audited circulation of 14,494 (ABC Jan 13 - Dec 13) delivering a readership excess of 36,330.

*Probe readership survey 2006

Industry leading editorial

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.

Our other dental publications include:

Smile

The Dental Awards

BDNJ

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 **The Probe** 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

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.

Classfied

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.

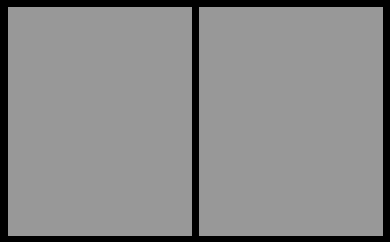
Awards Sponsorship

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.

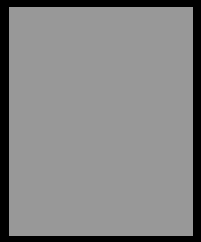
Bespoke Contract Publishing

The Probe publishes numerous supplements to help achieve particular client objectives. Our supplements are written inconjunction with a designated supplier offering detailed advice on a specific aspect of the dental trade.

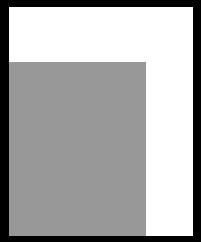
Technical spec



Double Page Spread
Trim: 334mm x 490mm
Bleed: 340mm x 496mm

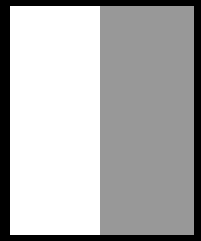


Full Page
Trim: 334mm x 245mm
Bleed: 340mm x 251mm



Junior Page
Trim: 240mm x 170mm

Junior Page Spread
Trim: 245mm x 340mm
(Please leave 5mm on the spine to allow for bounding)



Half Page Vertical
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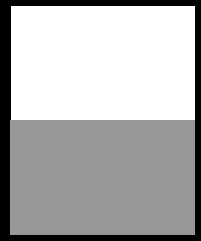
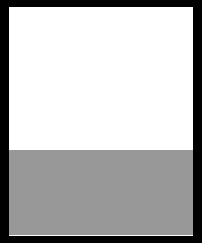
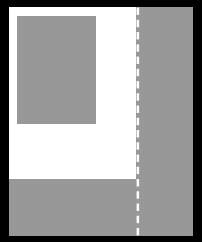


Half Page Horizontal
Trim: 150mm x 230mm



Third Strip
Trim: 100mm x 230mm



Quarter Page
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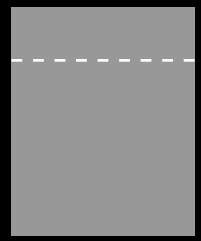
Horizontal: 75mm x 230mm
Vertical: 310mm x 55mm



Front Cover
Trimm: 334mm x 245mm
Bleed: 340mm x 251mm
(Please allow 60mm x 245mm for The Probe masthead)

Software Accepted: InDesign, Photoshop & Illustrator CS5

ALL ADVERTISEMENT COPY TO ARRIVE
10 DAYS PRIOR TO PUBLICATION DATE

Please send all copy materials to Sophia Kerby
Tel:01732 371 584 or Email: sophia.kerby@purplems.com

Rates

Full Page	£2,995
Half Page	£2,135
Junior Page	£2,125
Quater Page	£1,360

Special Positions

Front Cover	P.O.A.
Outside Back Cover	£3140
Inside Back Cover	£2,975
Cover Mounts	P.O.A. & example being supplied
Inserts	Full circulaton & regional beakdowns available. P.O.A. & example being supplied

Volume discounts available on request

For more information please contact: Ed Hunt Director, Haydon Rainsford Deputy Sales Manager. Email: haydon.rainsford@purplems.com or Tel: 01732 371 572