

LEADING THE PROFESSION FOR OVER 60 YEARS

THE PROBE





The Probe has an **ABC audited circulation of 14,458** delivering a **readership excess of 36,330.**

(ABC Jan 20 - Dec 21)

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

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:



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
- Advertorials
- Post-it notes



Instant* and long-lasting sensitivity pain relief starts with your recommendation

Colgate® Sensitive Pro-Relief™

- Blocks pathway to pain instantly** 60.5% reduction in sensitivity from the first use***
- Delivers long-lasting pain relief: 80.5% reduction in sensitivity after 8 weeks***
- Provides superior dentine tubule occlusion: 91% occlusion vs 67% with a stannous fluoride/sodium fluoride technology**

For further information visit www.colgateprorelief.co.uk

Colgate SENSITIVE PRO-RELIEF TECHNOLOGY

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.



it's smell of success

There's one thing all Colosseum Dental teams share and that's providing exceptional care for our patients - **at 750,000 of them**

...and we care for you, too. Times as well as hard times, we look after you for a more secure, great career pathway.

Colosseum Dental



THE DENTAL AWARDS 2021

ENTRY DEADLINE 4th DECEMBER

Why should you enter?

Win a £10,000 prize, receive an all-inclusive trip to the awards ceremony, gain national exposure and a guaranteed spot on the winners list.

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Colosseum Dental

CLASSIFIED

Advertise all dental related products and services, including equipment, computers, chairs, 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

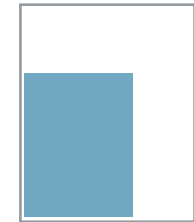
Advertisement sizes are illustrated below. Please ensure your artwork is the exact dimensions to avoid errors when your advert is printed. Files provided in the wrong size may be resized at our discretion.

Bleed

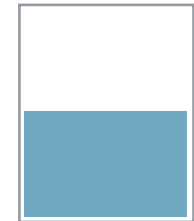
Please make sure all important information in your advertisement is at least 10mm from the trim edge. Full page and DPS spreads should have a 3mm bleed.



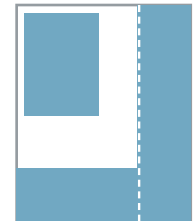
Full Page
Trim: 333mm x 244mm
Bleed: 344mm x 250mm



Junior Page
Trim: 240mm x 170mm
No bleed required



Half Page
Trim: 150mm x 228mm
Half Page Vertical
Trim: 305mm x 110mm



Quarter Page
Normal: 150mm x 111mm
Horizontal: 75mm x 225mm
Vertical: 305mm x 55mm

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:

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FEATURES 2021

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 2021
features list please contact
James Cooke

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KEY DATES 2021

JANUARY

Copy deadline: 13.12.21

FEBRUARY

Copy deadline: 16.01.21

MARCH

Copy deadline: 20.02.21

APRIL

Copy deadline: 19.03.21

MAY

Copy deadline: 12.04.21

JUNE

Copy deadline: 21.05.21

JULY

Copy deadline: 18.06.21

AUGUST

Copy deadline: 23.07.21

SEPTEMBER

Copy deadline: 16.08.21

OCTOBER

Copy deadline: 24.09.21

NOVEMBER

Copy deadline: 22.10.21

DECEMBER

Copy deadline: 19.11.21

JANUARY 2022

Copy deadline: 11.12.22

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