

Implant Dentistry

9,516
Total Subscribers

5,032
Average Monthly Visits

11,158
Emails

Formats



Website URL

<http://www.implantdent.org/>

Content Focus

Implant Dentistry is an interdisciplinary forum for general practitioners, specialists, educators, and researchers. The Journal publishes relevant clinical, educational, and research articles that document current concepts of oral implantology in sections on biomaterials, clinical reports, oral and maxillofacial surgery, oral pathology, periodontics, prosthodontics, and research. The Journal includes guest editorials, letters to the editor, book reviews, abstracts of current literature, and news of sponsoring societies. *Implant Dentistry* also provides up-to-date information and announcements regarding professional, educational, and legislative issues which impact on oral implantology. An outstanding editorial council, section editors, and reviewers ensure the quality of the Journal's contents. An objective of *Implant Dentistry* is to enhance the relationship of private practice, education, and research to advance oral implantology for the ultimate benefit of the patient.



Organizational Affiliation

The International Congress of Oral Implantologists and its component and affiliated societies.

Impact Factor

1.110

Impact Factor Ranking

Dentistry, Oral Surgery & Medicine 50/82

Editor-in-Chief

Morton L. Perel, DDS, MScD

Frequency

6 issues / year

Advertising Guidelines

Subject to approval by Editor. New copy must be received by the Publisher two weeks before closing date.

Distribution

| | |
|--------------------|-------|
| Print Circulation: | 9,516 |
| Total Subscribers: | 9,516 |

App Engagement

| | |
|--|-----|
| Average Monthly Visits: | 699 |
| Average Monthly Content Views Per Visit: | 18 |

Website Engagement

| | |
|---------------------------------------|-------|
| Average Monthly Visits: | 5,032 |
| Average Monthly Page Views Per Visit: | 2 |

Email Engagement

| | |
|-------------------|--------|
| eTOC Subscribers: | 11,158 |
| eTOC Open Rate: | 29% |

Run Of Journal Rates

Page rates apply to inclusion in Print and App issues.

| Volume | Full Page Color | Full Page B/W (PI) | 1/2 Page Color | 1/2 Page B/W (PI) |
|--------|-----------------|--------------------|----------------|-------------------|
| 1 x | \$3,490 | \$1,850 | \$2,910 | \$1,270 |
| 4 x | \$3,405 | \$1,765 | \$2,845 | \$1,205 |
| 8 x | \$3,345 | \$1,705 | \$2,810 | \$1,170 |
| 16 x | \$3,305 | \$1,665 | \$2,765 | \$1,125 |
| 24 x | \$3,260 | \$1,620 | \$2,740 | \$1,100 |
| 36 x | \$3,200 | \$1,560 | \$2,695 | \$1,055 |
| 48 x | \$3,175 | \$1,535 | \$2,660 | \$1,020 |

Cover and Preferred Position Rates

Cover 2: 50% of earned B/W (PI) page rate

Cover 3: 25% of earned B/W (PI) page rate

Cover 4: 35% of earned B/W (PI) page rate

Other Preferred Positions: 25% of earned B/W (PI) page rate

App Band Rates

Cover App Band: \$3,800

TOC App Band: \$3,000

App Digital Upgrades

Video Embedding Fee: \$250

HTML Quote: Total page equivalency to be determined with preview. Contact your Sales Representative.

Insert Rates

2-page: 2.5 times earned B/W (PI) page rate

6-page: 6.5 times earned B/W (PI) page rate

Larger units, gatefolds, BRCs: consult Sales Specialist.

Custom Projects

Supplements, cover tips/belly bands, outserts, webinars, learning centers and more. Contact your Sales Representative for details.

Agency Commission

15% agency discount should be applied. All prices shown as gross.

Career & Events Section Rates

Page rates apply to inclusion in Print and App issues and a HealthProfessionsJobsPlus 30-day Standard Job Posting. Contact your Recruiting Representative for volume discounts.

| Full Page | 1/2 Page | 1/4 Page | 1/8 Page |
|-----------|----------|----------|----------|
| \$2,450 | \$1,670 | \$1,110 | \$715 |

App Digital Upgrades

Video Embedding Fee: \$250

Agency Commission

15% agency discount should be applied. All prices shown as gross.

Online and Email Rates

Website Banner Rates

| | Global CPM | U.S. Only and Geo-Targeting CPM |
|--------------------|------------|---------------------------------|
| Banner Impressions | \$65 | \$90 |

Electronic Table of Contents (eTOC) Banner Rates

\$2,500 per eTOC

Agency Commission

Not applicable. All prices shown as net.

The minimum net buy is \$5,000 per online campaign.

Closing Dates

| Issue | Run of Journal Space | eTOC Banner Materials | Career & Events Section Space and Materials | Run of Journal Multi-Media App Materials | Run of Journal Print and PDF App Materials | Insert Materials | Approximate Mail Date |
|----------|----------------------|-----------------------|---|--|--|------------------|-----------------------|
| February | 1/5/2015 | 1/6/2015 | 1/8/2015 | 1/8/2015 | 1/15/2015 | 1/15/2015 | 2/3/2015 |
| April | 3/4/2015 | 3/5/2015 | 3/9/2015 | 3/9/2015 | 3/16/2015 | 3/16/2015 | 4/2/2015 |
| June | 5/4/2015 | 5/5/2015 | 5/7/2015 | 5/7/2015 | 5/14/2015 | 5/14/2015 | 6/3/2015 |
| August | 7/6/2015 | 7/7/2015 | 7/9/2015 | 7/9/2015 | 7/16/2015 | 7/16/2015 | 8/4/2015 |
| October | 9/2/2015 | 9/3/2015 | 9/8/2015 | 9/8/2015 | 9/15/2015 | 9/15/2015 | 10/2/2015 |
| December | 11/2/2015 | 11/3/2015 | 11/5/2015 | 11/5/2015 | 11/12/2015 | 11/12/2015 | 12/3/2015 |

To inquire about extension dates, please contact your [Sales Representative](#).

Online Specifications

[Download Online Advertising Specs](#)

Print Specifications

Type of Binding

Perfect.

Journal Trim Size

8 1/8" x 10 7/8"

Run of Journal Page Sizes

| | Non-Bleed Size | | | Bleed Size | | |
|----------------------|----------------|---|--------|------------|---|---------|
| | Width | | Height | Width | | Height |
| Full page: | 7" | x | 10" | 8 3/8" | x | 11 1/8" |
| 1/2 page horizontal: | 7" | x | 5" | 8 3/8" | x | 5 1/2" |
| 1/2 page vertical: | 3 1/2" | x | 10" | 4 1/4" | x | 11 1/8" |
| 1/4 page: | 3 1/2" | x | 5" | | x | |

Career & Events Section Page Sizes

| | Non-Bleed Size | | |
|----------------------|----------------|---|--------|
| | Width | | Height |
| Full page: | 7 1/4" | x | 9 7/8" |
| 1/2 page horizontal: | 7 1/4" | x | 4 3/4" |
| 1/2 page vertical: | 3 1/2" | x | 9 7/8" |
| 1/4 page: | 3 1/2" | x | 4 3/4" |
| 1/8 page: | 3 1/2" | x | 2 1/8" |

[Download Career & Events Section guidelines](#)

Submission of Ads

We prefer and strongly recommend the submission of ads via High-Resolution Digital Media as follows: Required format is PDF: Adobe Acrobat 6.0 + up. Electronic Transfer: Internet, FTP. Please contact your Production Associate for FTP information. Ads must be complete and sized at 100% (confirm final trim size of journal). Ad size needs to include necessary bleeds (minimum bleed allowance = 1/8" each side). All fonts and graphics must be embedded; Type 1 fonts are recommended. Ads must be saved as high resolution for print publication (minimum of 300 dpi for half tone times, 600 dpi for images containing pictures and text, 1200 dpi for line art). Four-color solids should not exceed SWOP density of 300%. Convert all RGB to CMYK.

Insert Requirements

Acceptance: Sample of insert must be submitted to Sales Representative for approval.

Sizes: 2 page inserts and 4 page inserts (after folding) 8 3/8" x 11 1/8". Larger sizes upon request. Multiple-leaf inserts to be supplied folded.

Trim: 3/16" off head, 1/8" bottom, gutter and outside edge: margin for live matter 5/8" inside all edges of untrimmed insert.

Paper Stock: 70 lb. minimum, 100 lb. text maximum.

Quantity: Consult Production Associate.

Packing Instructions: Carton packing preferred with publication, quantity and issue clearly indicated on outside of carton.

Shipping Address: Mike Murphy, Quad Graphics, 1700 James Savage Road, Midland, MI 48642

Disposition of Materials

Advertising Representative (U.S.)

Name: Mike Prinzi

Phone: 646-674-6643

Email: mike.prinzi@wolterskluwer.com

Advertising Representative (Europe)

Name: Megan Ball

Phone: +44 207 981 0646

Email: megan.ball@wolterskluwer.com

Recruiting Representative (U.S.)

Name: Keida Spurlock

Phone: 215-521-8501

Email: keida.spurlock@wolterskluwer.com

Recruiting Representative (Europe)

Name: Megan Ball

Phone: +44 207 981 0646

Email: megan.ball@wolterskluwer.com

Reprints Representative (U.S.)

Name: Bridget Quinn

Phone: 215-521-8807

Email: bridget.quinn@wolterskluwer.com

Reprints Representative (Europe)

Name: Megan Ball

Phone: +44 207 981 0646

Email: megan.ball@wolterskluwer.com

Advertising Coordinator

Name: Diane Shapiro

Phone: 215-521-8965

Email: diane.shapiro@wolterskluwer.com

Production Associate

Name: Debbie Moody

Phone: 410-361-8036

Email: debbie.moody@wolterskluwer.com