



Reaching more than 28,834 dental professionals every month

Source: Bite Magazine reader survey 2010

What is *Bite*?

Bite is the business magazine for dental professionals. We cover the ground where business and dentistry meets, providing practical content to help dentists build a better business. *Bite* is published monthly and is sent directly via controlled circulation to almost every dental practice in Australia.

Bite's content

A magazine specifically for dentists, *Bite* explores their industry, their world, their business and their life. It recognises that dentistry is a special profession and poses unique challenges which dentists aren't always trained to overcome. *Bite* aims to fill that knowledge gap.

"The world of dentistry is special—it's not like any other business, and it shouldn't be treated like one. By taking the business of dentistry as our beat, we recognise we're really talking about the art of dentistry, and its important place in our world as well. It's what makes *Bite* as unique as the profession it serves." - Rob Johnson, editor

The Australian Dental Industry

The dental industry is exhibiting exceptional growth, and dental practices are far more entrepreneurial in nature than most health-related small businesses.

- Expenditure on dental care has risen from \$1.9 billion in 1994-95 to over \$4.7 billion in 2004-05.*
- Around 5,000 dental practices in Australia.**
- Average profit margin in excess of 34%.**

*(Australian Institute of Health and Welfare, 'Health Expenditure in Australia', various years)

** (1997-98 ABS study 85551.0)

Circulation

- 7,927 copies are distributed nationally on a controlled monthly circulation.

(CAB Audited as at March 2012)



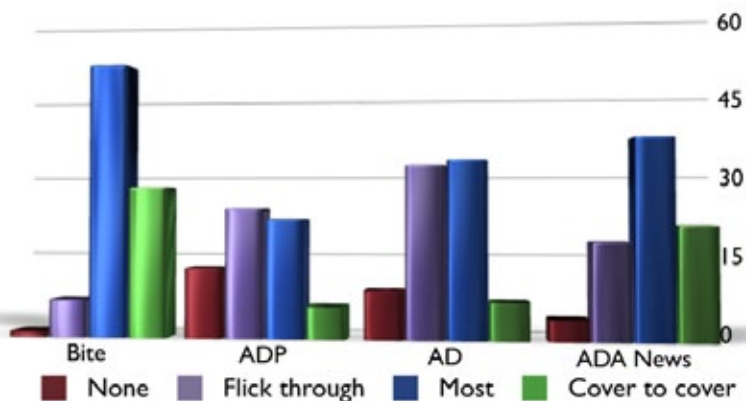
Distribution

- Private dental practices—GPs and specialists
- Dental hospitals
- Dental schools and universities

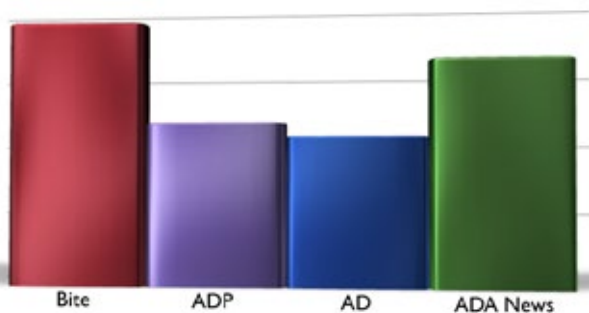




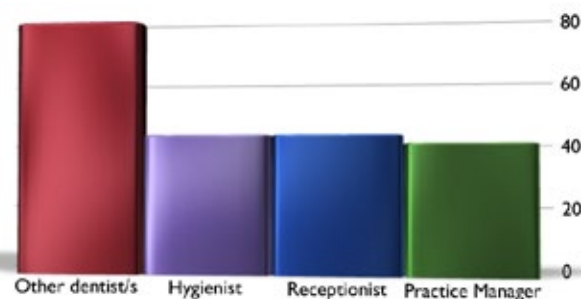
Of those magazines you receive, how much do you read?



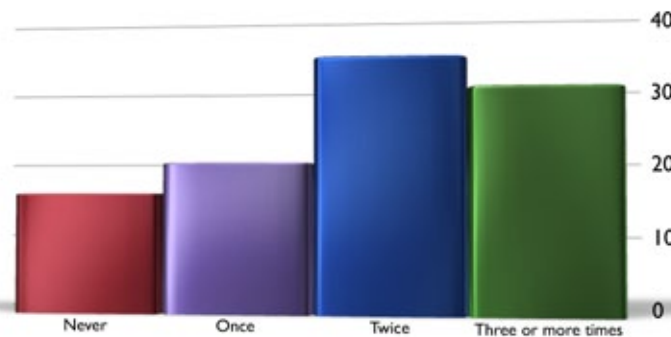
Please rate the industry magazines according to how informative and useful you find them.



Which other staff members read copies of *Bite* magazine?



Have you enquired about products or services you've seen in *Bite*?



"Bite is an entertaining, informative, and well presented professional magazine that is enjoyable to read."

*Dr Alla Saint,
Bassendean Dental Clinic*

"I have found Bite to be an excellent read. It has surprisingly a lot of information for a solo practitioner and is very easy to read. It is also not weighed down with advertising and biased views."

*Dr Barry Smith,
Barry Smith Dental*



RATES

	x1	x3	x6	x11
Double-Page Spread	\$4,930	\$4,440	\$4,190	\$3,950
Full Page	\$2,700	\$2,460	\$2,320	\$2,190
Half Page	\$1,680	\$1,510	\$1,430	\$1,340
Quarter Page	\$1,050	\$940	\$890	\$840

*All prices exclude GST

INSERTS

Bite limits the number of inserts per edition to two in order to maintain the effectiveness of inserts as a marketing vehicle. Inserts can be national or to your selected postcode range. Rates for inserts are available upon request.

LOADINGS

Inside Front Cover 25% **Outside Back Cover** 50% **Inside Back Cover** 20% **Specific Page** 10%

DEADLINES 2012

Issue	Booking	Material	On Sale
February	December 9	January 19	February 1
March	February 3	February 23	March 7
April	March 2	March 22	April 4
May	Mar 30	April 19	May 2
June	May 4	May 24	June 6
July	June 1	June 21	July 4
August	June 29	July 19	August 1
September	August 3	August 23	September 5
October	August 31	September 20	October 3
November	October 5	October 25	November 7
December	November 2	November 22	December 5

PRODUCT GUIDES

Advertise within the following product guides this the year and receive an equal amount of space to educate readers about the benefits of your product with an advertorial.

Product guides are also reproduced on our website giving you 12 months of online exposure. You can provide external links back to your site, video, and other digital content, to leverage this opportunity as well as drive your own SEO and digital marketing.

Feb – Ergonomics - [Click here for more info](#)

March – Chairs and Dental Units - [Click here for more info](#)

April – Radiography and Digital Imaging - [Click here for more info](#)

May – Infection Control - [Click here for more info](#)

June – Finance - [Click here for more info](#)

July – Practice Management Software - [Click here for more info](#)

August – Handpieces - [Click here for more info](#)

September – Education - [Click here for more info](#)

October – Implants - [Click here for more info](#)

November – Intra-oral Cameras and Magnification - [Click here for more info](#)

December – Website and Email Solutions - [Click here for more info](#)

[click here to view product guides online](#)

MATERIAL SPECIFICATIONS

PLEASE NOTE 5mm bleed for material that exceeds trim area). Dimensions are width x height in mm.

DPS: Trim size: 420 x 297 Bleed: 430 x 307

Full page: Trim size: 210 x 297 Bleed: 220 x 307

1/2 page horizontal: 185 x 127 **1/2 page vertical:** 87.5 x 268 **1/4 page** 87.5 x 127

Artwork to be supplied: via email in PDF format and as zipped or stuffed archives (up to 10Mb).

Emails should be addressed to ads@engagemedia.com.au

We prefer to receive ad material via Quickcut. Please contact www.adstream.com

Artwork must be supplied in high-res PDF format • All colour images must be supplied in CMYK format at a minimum resolution of 300dpi • All PMS colours will be converted to CMYK equivalents • All printer and screen fonts must be embedded in the PDF • We will endeavour to ensure printed ads conform as closely as possible to the PDF proofs provided, however we cannot take responsibility for any colour deviation in ads that may occur.

CONTACT INFORMATION

Booking/enquiries: (02) 9660 6995. **Fax:** (02) 9518 5600. **Mark Brown:** mark@engagemedia.com.au

Materials: ads@engagemedia.com.au. **Engage Custom Media** — Suite 4.08, The Cooperage,

56 Bowman St, Pyrmont, NSW 2009. **Ph:** (02) 9212 6995 **F:** (02) 9518 5600



Bite digital advertising

News Bites

News Bites is a weekly email newsletter keeping our readers abreast of the leading dental news stories from Australia and overseas.

News Bites - Banner

468 x 60 Banner
\$400 per edition or \$1,250 per month

News Bites + Website Skyscraper package

160 x 600 Skyscraper + Landing Pages
\$700 per edition or \$2,100 per month

Landing pages are the news article pages on our website that News Bites link to.

News Bites generally carries three to four new articles per weekly edition.

Deadlines

Ad placements are uploaded on Thursday nights and new material is required before 5pm on Wednesday before upload.

Material

Material must be jpeg or gif format with a maximum file size of no larger than 25k

**all prices are quoted ex GST*

News Bites

Landing pages

[click here to view our news pages](#)