

# Smile

Healthy mouths, healthy lives

## Something to smile about

*Smile* magazine is about helping people maintain their perfect smile—because a healthy mouth leads to a healthy body and a healthy life.

It is informed by a holistic approach to oral health, without following any particular dogma.

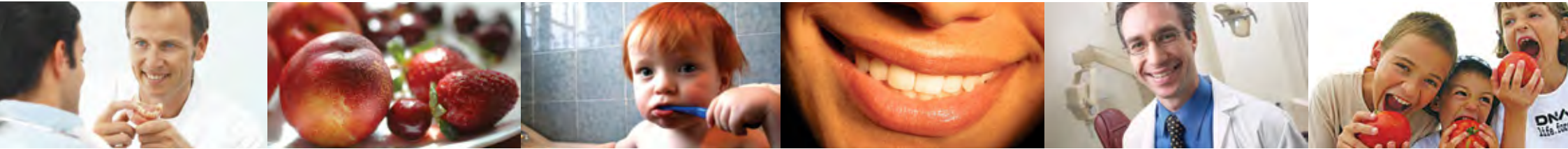
Pretty much everything you put into your body goes via your mouth—so paying attention to your oral health is the first step in paying attention to your health generally.



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## Readership

The core target for *Smile* is 35-44 year-old AB women. The logic behind this is:

- women in this demographic are generally more receptive to magazines as a medium;
- as primary caregivers and keepers of the household budget, women are more likely to make spending decisions about health matters for their children, running the gamut from direct health expenditure to diet, health and lifestyle purchases;
- women in this demographic are more receptive to potential health “outcomes” than male readers, and also more interested in general health issues.



## Distribution

*Smile* is distributed to dental practices alongside *Bite* magazine, and is designed to reach patients in the waiting room or via the dentist’s mail-out.

Dentists, dental therapists and hygienists—whose job involves communicating basic oral health and disease prevention messages to patients—embrace the idea of a magazine like *Smile*. In fact, we are supported by the ADA’s Oral Health Committee.

The overwhelming majority of therapists and hygienists are females within the target demographic, so they understand the ideas behind the magazine.

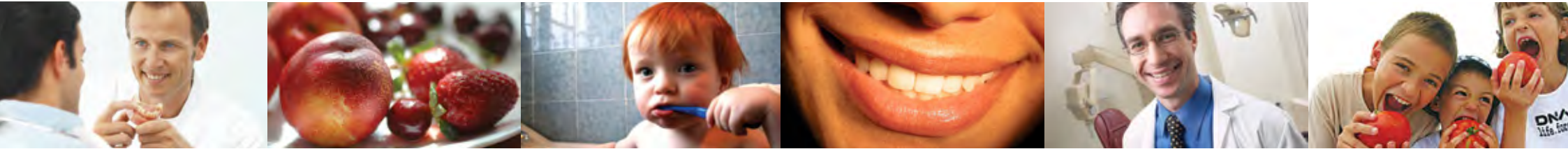
There is a well documented demographic shift within the dentistry profession towards a higher number of young female dentists. We see this shift as supporting the magazine’s reach.



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## Content

Each issue of *Smile* will be built around a core theme, which will be evident in one or two linked articles. The theme determines the cover imagery, but not every article in the issue will be linked to it. These themes will be:

**Issue one**—Holistic oral health

**Issue two**—Children's oral health

**Issue three**—Senior's oral health

**Issue four**—Pregnancy and oral health

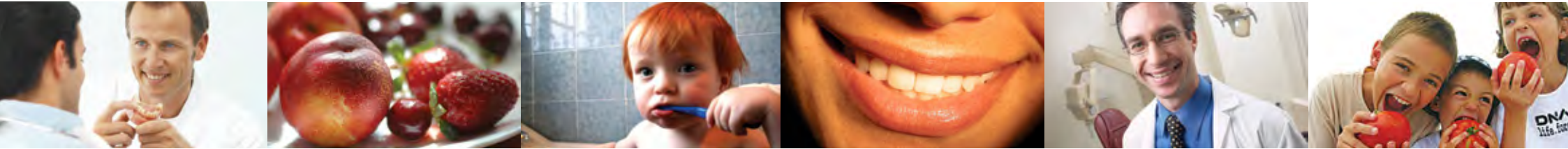
Each issue of *Smile* will also cover aspects of aesthetic dentistry—including whitening treatments, implants and veneers—as well as topical dental services such as sleep dentistry or adult orthodontics.



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## Smile works for readers...

November 11

*Smile* is friendly, fun and an ideal source of information about how to get the perfect smile. It is the only magazine in Australia primarily concerned with patients' oral health, and which targets them where they most want the information—at the dentist.



***Smile* targets a massive number of consumers for:**

- Oral health brands at the consumer level;
- Professional products that harness consumer demand and ultimately boost the take-up of these treatments in dental surgeries;
- Health foods, supplements and sugar-free products;
- General wellbeing products;
- Cosmetic procedures.

## Readers are concerned about their oral health

- Australians spent approximately \$360m on oral hygiene products in 1998-99.
- Total dental services expenditure for 2004-05 was estimated at \$5.1 billion.\*
- Annual visits to dentists will grow to 37.5 million by 2010 at current trends.\*\*
- The average dentist sees around eight patients per day.

## Circulation and Readership

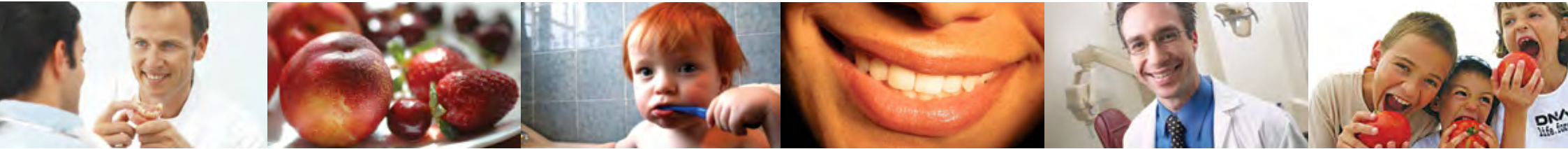
- Copies of *Smile* reach the waiting rooms of 7,500 dental practices across Australia four times a year.
- 10 million dental patients per year delivers *Smile* a potential readership of more than 800,000 per issue.\*\*\*
- Dental practices can order additional copies to keep in the waiting room.

\* Bureau of Statistics. \*\*(AIHW Dental Statistics, Report No.8, Demand for Dental Care, Table 9). \*\*\* (Carter KD & Stewart JF 2003. National Dental Telephone Survey 2002. AIHW cat. No. DEN 128. Adelaide: AIHW Dental Statistics and Research Unit.)

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***Smile* works for advertisers.**

**68%** of *Bite* magazine readers have been placing *Smile* magazine in their waiting room.

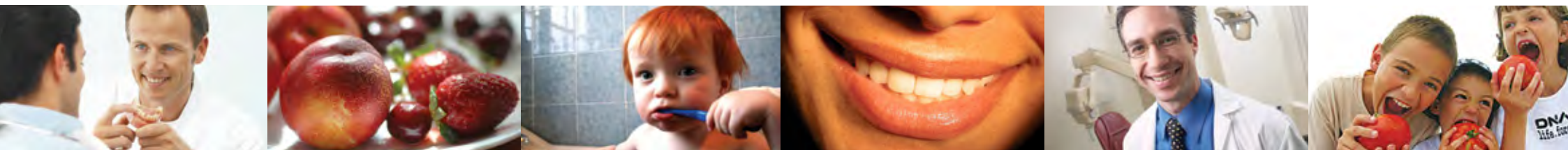
Of those, **59%** have had a patient ask a question about something they have read in *Smile* magazine.

Source: *Bite* magazine Reader Survey 2006

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Partnership opportunities available. For further information contact Maxine.

## RATES

	x1	x2	x4
Double-page spread	\$7,900	\$7,700	\$7,300
Full-page	\$4,100	\$3,900	\$3,700
Half-page	\$2,700	\$2,500	\$2,300

\*All prices exclude GST

## LOADINGS

Inside front cover: 25%      Outside back cover: 50%      Specific page: 10%

## DEADLINES

Issue	Booking	Material	On Sale
March	February 3	February 23	March 7
June	May 4	May 24	June 6
September	August 3	August 23	September 5
December	November 2	November 22	December 5

## MATERIAL SPECIFICATIONS (all measurements are in millimetres — width x height)

	Image area	Trim size	Bleed size*
Double-page spread	395 x 268	420 x 297	430 x 307
Full-page	185 x 268	210 x 297	220 x 307
Half-page vertical	87.5 x 268	na	na
Half-page horizontal	185 x 127	na	na

\*Only full-page and double-page spreads require bleed.

## Contact

**Engage Custom Media**  
 Suite 4.08, The Cooperage  
 56 Bowman Street  
 Pyrmont, NSW 2009  
**Phone: (02) 9660 6995**  
**Fax: (02) 9518 5600**

## Booking enquiries

**Mark Brown:** mark@bitemagazine.com.au  
**Materials:** ads@bitemagazine.com.au

**All artwork to be supplied via email as zipped or stuffed archives, no more than 10Mb in size.**

**Emails should be addressed to tim@engagemedia.com.au or alternatively mailed on CD-ROM.**

• 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 • A 3DAP colour proof is preferred for all artwork. 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.

