Dental Entrepreneur

Dental Entrepreneur.com

DeW Life

DeW.Life Magazine Online
2019

MEDIA KIT

Dental Entrepreneur Woman

DeW Life Magazine

FOR Women ABOUT Women BY Women
We have been publishing *Dental Entrepreneur: Business Beyond the Classroom* for twenty years, going to every dental school in the country and now reaching those practicing ten years or less. We publish print copies 3 times a year. We also send our digital copy to our point person at the schools for them to send it to their listservs to reach all dental students and in some cases predental. Our open rate from our fall issue was 37.8%.

About 3 years ago we partnered with Dr. David Rice and became IgniteDDS’s print arm. This has proven a good partnership and we have gained quite a following!

We recently launched a sister publication for all dental entrepreneur women called *DeW.Life*. It is a lifestyle magazine, think *People, Vanity Fair, Real Simple* and the *Wall Street Journal* monthly magazine insert. Our initial editorial board consists of a dozen key opinion leaders in the dental industry. On top of that, we have a junior board that reflects the emerging leaders filled with passion for living life to the fullest, personally and professionally. More than 52% of the graduating dentists in 2019 are women and 97% of their teams are women, not to mention the speakers, consultants, sales, marketing, corporate leaders, etc. Our audience will be roughly 1 million women dental professionals as we bring all women in dentistry together.

I invite you to be part of *Dental Entrepreneur’s* family and our growing DeW Society of *DeW.Life*. We unveiled our new website, http://dew.life, January 10, 2017 and the inaugural hard copy presented at the Hinman Dental Meeting in Atlanta. This was especially exciting as the first women chair of the Hinman Dental Meeting is Dr. Jane Puskas. The movement of our DeW Society includes all women in dentistry. The four pillars of DeW Life are to inspire, highlight, empower and connect.

Our yummy print magazine publishes four times a year. There are opportunities in our print and digital space.

I look forward to discussing this opportunity with your marketing department and forming a collaboration to reach this valuable audience.

http://dew.life
Inserts

All inserts will be priced on an individual basis.
Contact advertising department for details.
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**Bleed Sizes**

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<td>Spread, gutter bleed only</td>
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</tbody>
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## Rate Card

Mechanical Requirements Standard page is three columns of 2 3/16" wide x 10" high.
Size is 8 1/8" x 10 7/8"; Type page is 7” x 10”.

We do not charge for bleeds. Material Reproduction: Most ads can be emailed. If you want to send a PDF on a CD file or the following: We prefer InDesign (with all associated fonts and high-resolution images). Every attempt will be made to reproduce ads per material sent. Publisher is not responsible for reproduction quality of ads not meeting printing specifications or for ads received after closing date.

<table>
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Publication Schedule & Closing

**Summer 19** Publication date July 1, 2019
Art materials deadline: May 20, 2019

**Autumn 19** Publication date: October 4, 2019
Art materials deadline: August 20, 2019

**Winter 2020** Publication date: January 1, 2020
Art materials deadline: October 14, 2019

**Spring 2020** Publication date March 16, 2020
Art materials deadline: February 1, 2020

Cancellation notice must be received in writing prior to closing date.
**** Covers are non-cancelable. ****

**Editorial Office:**
Anne Duffy
12233 Pine Valley Club Drive
Charlotte NC 28277
Phone 704/953-0261 Fax 704/847-3315
anneduffyde@gmail.com

**Send Materials to:**
Dental Entrepreneur Magazine
8334 Pineville Matthews Road Ste. 103-201
Charlotte, NC 28226
Our Advertisers & Past Advertisers

PNC

Crest + Oral-B

a-dec

SHOFU

D5

EYE ZOOM®
By ORASC OPTIC®

inspired hygiene

WELLS FARGO

HENRY SCHEIN®
NATIONWIDE DENTAL OPPORTUNITIES

FUSE®

Benco Dental

HENRY SCHEIN®
PRACTICE SOLUTIONS

DENTRIX®

Wonderfill

ORASC OPTIC

waterpik®

ADA American Dental Association®
America’s leading advocate for oral health

MacPractice
Simplicity in practice

CareCredit®
DeW.Life
Dental Entrepreneur Woman

A website FOR women, ABOUT women and BY women
About DeW

We have been publishing *Dental Entrepreneur: Business Beyond the Classroom* for seventeen years, going to every dental school in the country (except Connecticut:) and now reaching those practicing ten years or less. We publish print copies 3 times a year and have given the digital summer copy as an add on for our sponsors at no charge. We wanted to have 4 touch points a year with our audience. We also send our digital copy to our point person at the schools for them to send it to their listserv. This is so they can send it to all dental students and in some cases pre-dental.

Several years ago we partnered with Dr. David Rice and became IgniteDDS’s print arm. He is out there speaking at ASDA meetings and conferences on a regular basis, across the country. This has proven a good partnership and we have gained quite a following!

We launched a sister publication for all dental entrepreneur women called DeW.Life. It is a lifestyle magazine, think *People, Vanity Fair, Real Simple* and the *Wall Street Journal* monthly magazine insert. Our editorial board consists of a dozen key opinion leaders in the dental industry. On top of that, we have a junior board that reflects the emerging leaders filled with passion for living life to the fullest and really having it all. More than 50% of the graduating dentists are women and 95% of their teams are women, not to mention the speakers, consultants, sales, marketing, corporate leaders, etc. Our audience will be roughly 1 million women dental professionals.

I invite you to be part of *Dental Entrepreneur’s* family and *DeW.Life*. We unveiled our website, January 10, 2017 and the Inaugural hard copy unveiled at the Hinman Dental Meeting in Atlanta. This was especially exciting as the first female chair of the Hinman Dental Meeting was Dr. Jane Puskas. We had a booth and huge champagne party during the event. Seven of our board members were speaking at the conference and many of our contributors were in attendance. Our plan is to grow our DeW community to inspire and highlight all women in dentistry. Our print magazine publishes four times a year. There are opportunities in our print and digital spaces.

I look forward to discussing this opportunity with your marketing department and forming a collaboration to reach this valuable audience.

http://DeW.Life
Ad Specs

The ad sizes are as follows

728x90 Banner Ad (the ads in the header area and in the footer)
300x250 (the ads on the side)

Rate Card 2017

728 x 90 Banner Ad
350.00 Per Month
1000.00 Quarterly

$450.00 Per Month
$1,250.00 Quarterly  located on
side of page

300 x 250
Blogs need to be a minimum of 300-700 words and there is honestly no maximum limit. It is important that it be new material. As you know Google is very strict regarding content. Another thing we look for is 2.5- to 3.5-percent keyword density. What that means is if we were targeting the keyword “Women in Dentistry” we would want that to appear in approximately 2.5 percent of the copy. There are some simple tools for that such as http://www.live-keyword-analysis.com/ that makes that very easy to figure out. As they start coming in we can help with final edits and possibly insert keywords to get more traction to push our message.

Please send a blog to post when you finalize it. Make it fun and write from your heart. We want to hear your story first and from that point write about your experiences out in the world that you think would inspire other DeWers. Please keep in mind that since we are subscription-based, preference is given to subscribers and we will typically only post one blog for a non-subscriber. But, of course, why would you not want to join our crew of fabulous DeWs? Please include a headshot and a brief bio with your blog. Feel free to also include high resolution photos that enhance your blog. Please send to Rebecca@dewlife.net and CC: AnneDuffy@dewlife.net and write DeW blog in the subject line.

Make it fun & FAB!

DeW ideas

- What did you DeW on spring break?
- How does your daycare situation work?
- How are your aging parents/patients?
- How DeW you get ready for work and get out the door every day?
- What DeW you listen to on the way to work? On the way home?
- What is the latest inspiring movie, book or article you read?
- DeW you have any airline tickets in your top draw?
- How did you meet your partner in work and in life?
- What does sports have to Dew with it?
- How DeW you relax and recharge?
- What is your go to “dinner for 4?”
- What diet are you on now?
- What exercise routine DeW you have?
- How DeW you make learning fun?

Welcome to the DeW Crew!
DeW.Life Magazine is the Leader in Women's Dentistry Lifestyle News and Entertainment.

Contact us: info@Dew.Life
MEDIA KIT
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About 3 years ago we partnered with Dr. David Rice and became IgniteDDS's print arm. He is out there speaking at ASDA meetings and conferences on a regular basis, across the country. This has proven a good partnership and we have gained quite a following!
# RATE CARD

**Four-color**: Add $600 We do not charge for bleeds.

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Publication Schedule and Closing

**Fall** publication date: October 15, 2019
Art materials deadline: August 25, 2019

**Winter 2020** Publication date: February 15, 2020
Art materials deadline: January 15, 2020

**Spring** Publication date May 1, 2020
Art materials deadline: March 16, 2020

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*Covers are non-cancelable.*

**Editorial Office:**
Anne Duffy
12233 Pine Valley Club Drive
Charlotte NC 28277
Phone 704/953-0261   Fax 704/847-3315
anneduffyde@gmail.com

**Send Materials to:**
Dental Entrepreneur Magazine
8334 Pineville Matthews Road
Ste. 103-201
Charlotte, NC 28226
Our Recent Contributors

Jayme Amos and
Dr. Thomas Larkin
Dr. Christiana Blatchford
   Gary Kadi
Dr. Wayne Kerr
Jane C. Puskas, DMD
Dr. David Rice

Dr. Sam Shamardi COVER STORY
   Gavin Shea
   Bob Speil
Dr. Thomas Snyder
   Dr. David Rice
Dr. Earl Douglas
Jordan Thomas
Mike Pederson
Dale Wagman, DDS
   Bruce Bryen

Neha Garge, DMD  COVER STORY
   Brian Swilling
   Ryan Whitley
   Lindy Benton
Shanna Morales, CPA
Ryder Waldron DDS
   Mark Hollis
www.DentalEntrepreneur.com advertising is priced monthly.

Welcome

As I type this editorial, I am in the hospital with my husband. His colon decided to rupture last week, and now he has an abcess that is blocking things. The moral of this story is that abcesses can shut down the body. An abcess in the mouth is as serious as an abcess in the colon, and both require medical attention. Dentistry and medicine have to tie the knot. They have to stay married when they do finally accept the conditions. For better or for worse, richer or poorer, and in sickness and in health.

What I do know is that good care is priceless when you are trusting someone with your health. Knowing the mouth is the gateway to the body, you must keep learning, collaborating, connecting. As dental professionals, we must trust each other and believe in the fact that we are the people that others trust with their healthcare.

Just like our wonderful cover docs, Drs. Dirk Fleischman and John Zaleisky! They understood that early their special mentor/mentee relationship. It’s so awesome that they didn’t drop this relationship at graduation. And even as Dr. Zaleisky continued to progress out of a special mentor/mentee relationship with Dr. Dirk Fleischman when he was younger into a new career, he still considers Dr. Fleischman a close confidant. This is their journey, and you will love their update. Who are your mentors?

There is no better time than now to seek them out and carry them with you moving forward. It will make you a better everything, as Dr. Dale Wagman states when you read his article about the friends you need in your dental career. Who is your best friend going to be? Dale delivers an excellent message, as I have seen first-hand the downside of not taking this to heart.

I’m excited to include Klara Larson in this issue. She breaks down some of the misconceptions surrounding DDSs. If that is the path you choose to go down, Kim discusses some of the tough questions that you’ll need to ask to find the right one. And finally, we have the incredible David Rice anchoring Dental Entrepreneur once again. David’s advice will help you be accountable as you figure out where you want to go and how to get there.

To wrap up on an amazing note, we are uber excited for our spring edition. So many deserving candidates have been nominated for our remarkable cover contest. Get your votes in ASAP. We will celebrate our winner soon, so be on the lookout! Go giddy and our DE family! Notify your colleagues and clear for the next edition, because it could be you!

Cheers to your success,
Anne M. Duffy Publisher

PS: If you would like to write for us, please reach out. Send us cover-to-cover, and please do us a favor — share this on your social media pages with your dental teammates and classmates.

How about we continue this conversation? Hit me up at anneduffy@dental Silva.

Sign up for FREE digital editions of Dental Entrepreneur

Rectangular ad is
1170 x 410
$499 monthly

Both ad sizes are click to link enabled to website of your choice.

Square box ad is
300 x 300
$350 monthly