New dentists leave school clinically competent, but woefully unprepared to build a profitable business. They are notoriously anxious about succeeding, paying down debt and developing the leadership skills needed to achieve their dreams.

For 21 years Dental Entrepreneur has been going to every dental school in the country and those practicing ten years or less. We deliver a mix of information from experts in the field that new dentists and hopeful practice owners crave to succeed now and in the future.

In 2013, we partnered with Dr. David Rice, founder of Ignite DDS, and recently with Dr. Lucas Shapiro to raise our profile and grow our digital presence across all platforms. Our following continues to soar!

This is the time to plant the seeds for strong relationships and future sales.

Dental Entrepreneur: Business beyond the Classroom is here to deliver your message, your products and your services to maximize the careers of the contemporary dental professional.
It was a summer day in July of 2016. I hung up the phone after a colleague in one of the big companies was telling me about how she was being bullied and unappreciated. It was the final straw and in that moment I decided to start a movement to raise all women in dentistry. We launched a sister publication called DeW Life Magazine to get the ball rolling. DeW stands for Dental entrepreneur Woman. Our stance is that all women are entrepreneurial, spinning at least 5 plates at time, wearing heels and dancing backwards:)

DeW Life is a lifestyle pub that rests on four pillars: Highlight, Inspire, Empower and Connect. It has become bigger than any one company or individual.

We have an amazing board of female influencers and 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 2020 are women and 98.4% of their teams are women, not to mention the speakers, consultants, sales, marketing, corporate leaders, attorneys, transition specialists, etc. Our audience will be roughly 1 million female dental professionals as we bring all women in dentistry together.

We unveiled our new website, dew.life, January 10, 2017 and the inaugural hard copy presented at the Hinman Dental Meeting in Atlanta. This was especially exciting as Dr. Jane Puskas was the first woman chair of the Hinman Dental Meeting.

I invite you to be part of Dental Entrepreneur’s family and the growing movement of DeW.Life.

I look forward to discussing this opportunity with your marketing department and forming a collaboration to reach this valuable audience of influencers.
Right now we are printing between 250 and 2,000 hard copies, depending on the shows we attend. We have a booth at the Hinman which is our largest run. We also ship magazines to all women-focused meetings that request it. We only ask for shipping and handling unless we need to reprint.

Digitally, we are at about 43,000 readers which is growing every week. Over 3,500 are organic signups and are members of DeW/DE either by signing up for the newsletter, the print and/or the movement. We have not bought any emails and believe the best way to build is at the grassroots level.
Creative Advertising Options with DE Media

Buying an ad isn’t the only way that you can get involved. Here are a few more creative ways to spread the love.

- Advertorial paid ½ price page, approximately 800 words (with additional purchase)
- Web banner paid advertising
- Blog on dew.life *
- Articles*
- Social Media giveaway*
- The Society Scholarships*
- Booth prizes or promos to give away at events we participate in. *

- Sponsor an event at a conference like either a speaker or a cocktail party*
- Magazine signing at your booth*
- Lunch and learn on FB LIVE*
- Video interview with Anne to be shown on FB*
- Gift subscriptions
- Event speaker*
- Newsletter ads for purchase*
- FB LIVE Sponsorship

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

* Available to those with a full year contract of paid advertising. Some items at additional cost to advertiser. Feel free to shoot us an email if you are interested in getting more involved.
FULL PAGE
No Bleed
7 in. x 10 in.
Full Bleed
8.375 in. x 11.125 in.
Trim Size
8.125 x 10.875

HALF PAGE
(Vertical)
3.25 in. x 9.375 in.

HALF PAGE
(Horizontal)
7 in. x 4.875 in.

THIRD PAGE
7 in. x 9.375 in.

QUARTER PAGE
3.25 in. x 4.875 in.

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

• Digital issue online at issuu.com and our websites.
• Digitally emailed to over 43,000 people

Trim Size: 8.125" x 10.875 "

Binding: Saddle Stitch

Safety: .5" from trim

Required Material: PDF/X1-A preferred. InDesign file with high res assets also accepted.

Submit ads to: AdDesign@dew.life

Publisher is not responsible for reproduction quality of ads not meeting printing specifications or for ads received after closing date.
### 2020-2021 Media Kit
PRINT ADVERTISING RATES

**DENTAL ENTREPRENEUR**
BUSINESS BEYOND THE CLASSROOM

**DeW**
Life

**Dentalentrepreneur Woman**

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>2x</th>
<th>3x</th>
<th>4x</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Full Page</strong></td>
<td>$3,200</td>
<td>$3,100</td>
<td>$3,000</td>
<td>$2,800</td>
</tr>
<tr>
<td><strong>1/2 Page</strong></td>
<td>$2,100</td>
<td>$2,000</td>
<td>$1,900</td>
<td>$1,800</td>
</tr>
<tr>
<td><strong>1/3 Page</strong></td>
<td>$1,600</td>
<td>$1,500</td>
<td>$1,300</td>
<td>$1,200</td>
</tr>
<tr>
<td><strong>1/4 Page</strong></td>
<td>$1,400</td>
<td>$1,300</td>
<td>$1,200</td>
<td>$999</td>
</tr>
<tr>
<td><strong>Front Cover</strong></td>
<td></td>
<td></td>
<td>$5,999</td>
<td></td>
</tr>
<tr>
<td><strong>Inside Front Cover</strong></td>
<td>n/a</td>
<td>$4,000</td>
<td>$3,900</td>
<td>$3,800</td>
</tr>
<tr>
<td><strong>Inside Back Cover</strong></td>
<td>n/a</td>
<td>$3,600</td>
<td>$3,500</td>
<td>$3,400</td>
</tr>
<tr>
<td><strong>Back Cover</strong></td>
<td>n/a</td>
<td>$5,300</td>
<td>$5,000</td>
<td>$4,700</td>
</tr>
</tbody>
</table>

**1 Page Advertorial** WITH purchase of 1/2 page or larger full price ad. $1600.
(Allowed 1x year in each magazine.)

**Other Advertising Options:**

- Ads in our weekly newsletter - $150
- Paid Facebook Shoutouts - $50
- Facebook LIVE Sponsorships - $100
- Retreat/Event Sponsorships from - $500
- Video Ad/Commercials in the digital magazine - $299 one time fee per issue

*With 1/4 pg minimum ad purchase for 1 year.*
2020-2021 Media Kit
Publication Schedules

Winter 2021
Art materials deadline: January 8, 2021
Publication date: February 1, 2021

Spring 2021
Art materials deadline: March 5, 2021
Publication date: April 2, 2021

Fall 2021
Art materials deadline: August 23, 2021
Publication date: September 20, 2021

Winter 2022
Art materials deadline: January 7, 2022
Publication date: January 31, 2022

Winter 2021
Art materials deadline: October 16, 2021
Publication date: January 1, 2021

Spring 2021
Art materials deadline: February 2, 2021
Publication date: March 8, 2021

Summer 2021
Art materials deadline: April 12, 2021
Publication date: May 24, 2021

Autumn 2021
Art materials deadline: July 12, 2021
Publication date: August 20, 2021

Winter 2022
Art materials deadline: November 1, 2021
Publication date: January 3, 2022

* Cancellation notices must be received in writing prior to closing dates

** Covers are non-cancelable.

DeW Magazine is the Leader in Women’s Dentistry Lifestyle News and Entertainment.

Dental Entrepreneur is the leader in providing business information beyond the classroom for the dental students and dental graduates as they navigate their first 10 years in dentistry.

Advertising Information:
Michelle Watkins - Director of Sales
Michelle@dew.life
208-731-8723

Editorial Office:
Anne Duffy
12233 Pine Valley Club Dr.
Charlotte NC 28277
Phone: 704-953-0261
Fax: 704-847-3315
AnneDuffy@dew.life

Send Materials to:
Dental Entrepreneur Magazine
8334 Pineville Matthews Rd., Ste. 103-201
Charlotte, NC 28226
2020 DeW Retreat Sponsorship Opportunities

DeWing Drinks $500 goes towards the House Party at Anne’s

- Your name and link on our Retreat landing page: www.dewliferetreats.com
- Name on a thank-you page in the Fall magazine. (With a link in the digital mag)
- A social media shoutout for sponsoring the welcome happy hour

Wings of DeW $750 covers a speaker or an attendee scholarship

- Your name and link on our Retreat landing page: www.dewliferetreats.com
- Name on a thank-you page in the Fall magazine. (With a link in the digital mag)
- Social media shoutouts
- First dibs on sponsoring next year

DeWing Lunch $1,000 goes towards lunches

- Your logo and link on our Retreat landing page: www.dewliferetreats.com
- Logo on a thank you page in the Fall magazine. (With a link in the digital mag)
- Social media shoutouts
- First dibs on sponsoring next year
- Opportunity to send a unique & memorable promotional item for the guest welcome bag
  (To be discussed with and approved by Anne.)

DeWing Media $1,500 goes towards all the AV, etc.

- Your logo and link on our Retreat landing page: www.dewliferetreats.com
- Logo on a thank you page in the Fall magazine. (With a link in the digital mag)
- Social media shoutouts
- First dibs on sponsoring next year
- Opportunity to send a unique & memorable promotional item for the guest welcome bag
to be discussed/approved by Anne.

DeWing it All $2,000 covers sponsorship of a speaker & a table sponsorship

- As a $1,500 table sponsor, you will receive the following publicity “thank yous.”
- Your logo and link on our Retreat landing page: www.dewliferetreats.com
- Logo on a thank you page in the Fall magazine. (With a link in the digital mag)
- Social media shoutouts
- Free newsletter banner ad
- First dibs on sponsoring next year
- Opportunity to send a unique & memorable promotional item for the guest welcome bag
- One ticket to the retreat itself

THANK YOU FOR YOUR SUPPORT OF WOMEN IN DENTISTRY!

For sponsorship info:
Michelle Watkins - Director of Sales
Michelle@dew.life
208-731-8723

Send materials to:
Anne Duffy
12233 Pine Valley Club Dr.
Charlotte NC 28277
704-953-0261