

Dentistry Journal Advertising Solutions

Because You Can't Manage What You Don't Measure



**Guide to Effective
Dentistry Journal Advertising**

PERQIHCI
RESEARCH

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PERQ/HCI

Guide to Effective Dentistry Journal Advertising

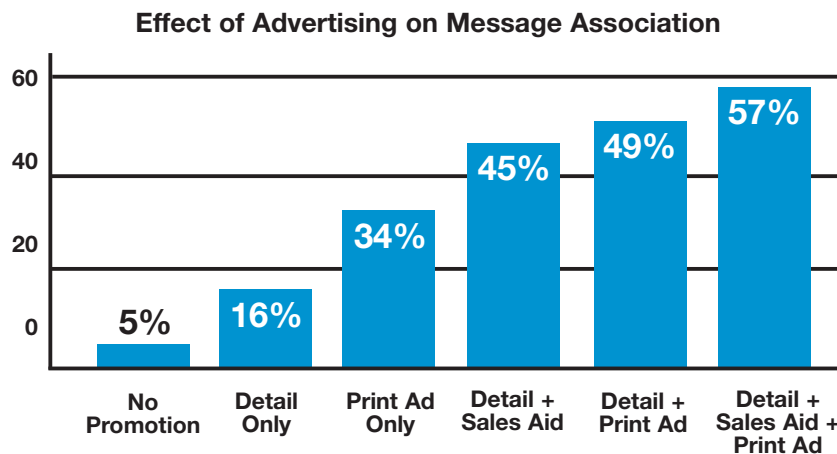
Because You Can't Manage What You Don't Measure

Comprehensive measurement of the dentistry marketplace is essential to managing an effective ad campaign. No matter how large or small your business, no matter what target within the dentistry marketplace your products reach, when you place an ad in dentistry journals you are entering into a diverse and crowded conversation. Conventional advertising wisdom dictates that you must “break through this clutter” to get your message heard. You already know some of the best ways to market your products, and you have achieved success with your creative strategies.



But are you using professional journals that deliver the most return on your substantial investment?

An analysis of promotional efforts to physicians in the pharmaceutical industry shows just how important effective print advertising can be as part of the overall media mix. When used in conjunction with sales efforts, print ads significantly added to physicians’ recall of particular marketing messages. Messages supported by print ads in conjunction with other efforts enjoyed greater overall market share as well.



Furthermore, a 2002 AC Nielsen HCI study concluded that effective advertising improves the ROI over sales detailing alone by 38%. Print advertising remains an essential component of your marketing mix, but for the most effective targeting, companies must ask: **How likely is it that my ad in a particular publication will reach my targets? Am I getting the most from my ad budget?**

increase your understanding of the dynamics at work in dental journal advertising, but to give you a more complete picture of how to measure the success of your marketing initiatives.

In the following pages, you will learn about various tools that exist to help you plan more intelligently and make more effective decisions—services from SRDS and PERQ/HCI, the widely acknowledged leaders in their respective fields.

By collecting the most detailed and accurate information possible from multiple objective sources, you can feel confident that your ad campaigns are backed by powerful knowledge of the environment in which they will be placed – resulting in better decision making, and measurably better campaigns.

As you read through this Guide to Effective Dentistry Journal Advertising, if you have any questions or would like to learn more about the solutions discussed, **please call Dave Emery at 800.243.2702 ext. 235.**



Journal Profiles, Circulation and Rates: Where to Start

The SRDS (Standard Rate and Data Service®) Business Publication Advertising Source® (BPAS) is a good starting point to help you better understand the options available to dental manufacturers for placing ads. SRDS' objective relationship with publishers ensures standardized, current information.

For over 85 years, media planners at advertising agencies of every size have used SRDS resources for gathering key information on media opportunities. Today, over 95% of advertising agencies use SRDS products to some extent. Media properties and advertisers like you also use SRDS daily to gather information and stay up-to-date on their marketplace.

SRDS' BPAS is a centralized source for all the essential data you'd need to start planning, including: editorial profiles, advertising rates, editorial calendars, links to publication Web sites and media kits and access to audit statements. SRDS is also the industry resource for reliable circulation data, detailed by controlled versus paid circulation.

Think of SRDS as your personal research assistants: SRDS data experts make over 21,000 listing updates every year, continuously updating the data online. With approximately 1,200 healthcare titles listed (part of a larger database of over 9,300 b-b publications), and 60 journals specifically serving the dentistry marketplace, you will likely find ad opportunities you had not previously considered.

SRDS listings include the following information:

- Publisher's Editorial Profile
- Personnel
- Representatives/Branch Offices
- Commission and Cash Discount
- General Rate Policy
- Black/White Rates
- Color Rates
- Covers
- Inserts
- Bleed
- Special Positions
- Classified/Mail Order Rates
- Split-Run
- Special Issue Rates and Data
- Geographic and/or Demographic Editions
- Contract and Copy Regulations
- General Requirements
- Issue and Closing Dates
- Special Services
- Circulation
- Electronic Products

The screenshot shows the Media Solutions website interface. The main content area displays a listing for 'Dental Professionals' under the 'Business Publication Advertising Source®'. The listing is for 'CONTEMPORARY ORAL HYGIENE', a Medical World Communications Publication. The page includes a navigation menu with options like 'Go To', 'New Search', 'Output Reports', 'Resources', 'Contact SRDS', 'Help', and 'Logout'. A sidebar on the left lists various dental-related categories such as 'ADA News', 'AGD Impact', 'American Journal of Orthodontics and Dentofacial Orthopedics', etc. The main content area provides detailed information about the publication, including its frequency (monthly), publisher (Medical World Communications), and contact information. It also lists key personnel (Teresa McCormick, Assoc Dir; Margaret Papet, Assoc Pub; Man Scheiner, East Coast Territory Mgr) and provides a 'PERSONNEL' section. A 'COMMISSION AND CASH DISCOUNT' section states a 15% discount for agencies if paid within 30 days of invoice date. The 'ADVERTISING RATES' section includes a table for 'BLACK/WHITE RATES' with columns for 'Tablets', 'Spd', and 'Banner' across different sizes (10, 30, 60, 120, 180). The table shows rates for various publications, with 'Spd' rates ranging from 13,755 to 13,350 and 'Banner' rates from 7,200 to 7,000. The 'Tablets' rates are 6,650, 6,645, and 6,615. The 'Spd' rates for 240, 360, 480, and 600 are 13,245, 12,950, 12,750, and 12,510 respectively. The 'Banner' rates for 6, 9, 12, and 15 are 6,915, 6,875, 6,800, and 6,715 respectively.

Publications in SRDS Classification H6 – Dental

- General Dentistry – 22 titles
- Dental Hygiene – 7 titles
- Dental Product Guides – 7 titles
- Dental Specialties & Technique – 18 titles
- Regional – 6 titles

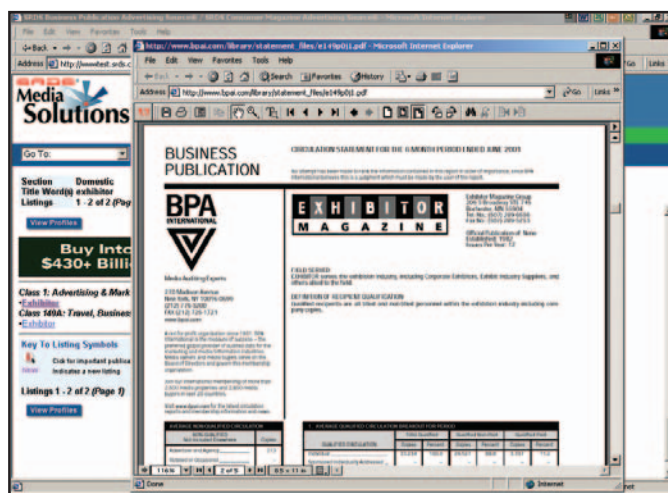
Audited and Non-Audited Publications

Some publications undergo a strict process of auditing the circulation figures they present to potential advertisers. It is important to note, however, based on their tightly controlled circulation, many specialized publications are not audited. For those that are audited, it is often very useful to examine the audit statements published by BPA International (Business of Performing Audits).

BPA International was founded in 1931 as an independent, not-for-profit, self-regulating organization to verify circulation claims. For business publications and consumer magazines, BPA International verifies all paid, all controlled, or any combination of paid and controlled circulation and reports it all in one concise document (which is instantly accessible via the www.SRDS.com Web site or www.bpai.com). For publications that are audited by BPA, audits are a useful source for objective baseline information.

In addition to verified circulation, one very useful feature of BPA reports is business/industry breakdowns – a detailed portrait of the market segments targeted by a particular publication (e.g., dental students vs. practicing endodontists). These details can be an important way to more precisely target your journal selection.

Obtaining circulation figures (whether from sworn publisher statements or from BPA audits) and the planning and contact data in SRDS are your best initial steps for gauging appropriate publications for your advertising, and for developing an overall plan for the media you wish to target. However, in order to help ensure that your message is seen by your targets, **you'll need more detailed information: receivership, average issue readership and ad exposure data from PERQ/HCI.**



For specific information on using the SRDS Business Publication Advertising Source, [please call Andy Spantiko at 800.851.7737 ext. 5122.](tel:8008517737)

For more information on Dentistry Journal Advertising Solutions, [please call Dave Emery at 800.243.2702 ext. 235.](tel:8002432702)

Journal Readership: A More Complete View of Ad Opportunities

Although understanding circulation is important, too often advertisers rely solely on the stated circulation of professional journals to choose where to place ads. Circulation can be viewed as the beginning of your advertising decisions, while more specific information should be used to further evaluate and select your media options.

Dentists and dental hygienists are busy professionals who may not take the time to read every journal they receive on a regular basis. Indeed, they might not even realize they are receiving the publication. Although a journal is delivered to a number of recipients (circulation), you still need information on what the audience actually does with the publication once they receive it (readership).

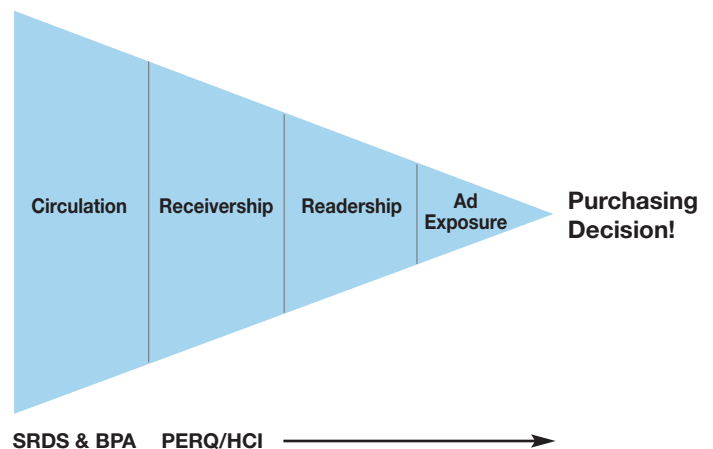
PERQ/HCI readership measurement delves deeper and gives you the detail on this behavior. PERQ/HCI surveys 1,000 randomly selected dentists from the American Dental Association's list of members and non-members, and 1,000 dental hygienists randomly selected from across the country.

The PERQ/HCI FOCUS™ study asks:

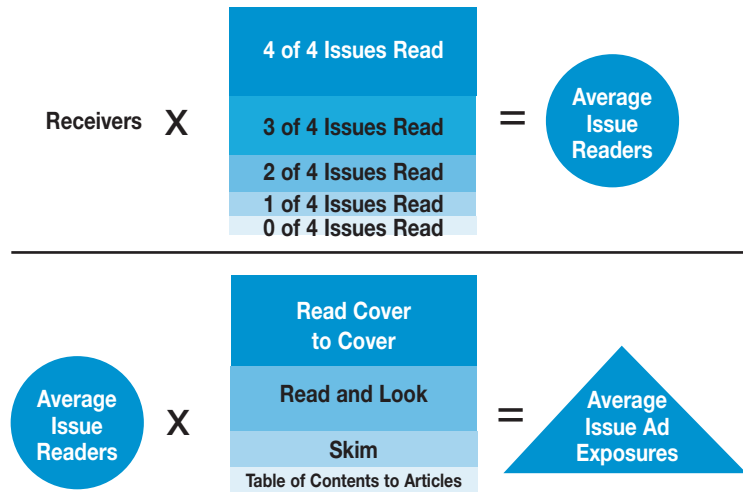
- How often do you read the journals you receive?
- How thoroughly do you read them?

These questions provide quantifiable measures that can be used to give a more detailed picture of readership behavior – and a clearer picture of the effectiveness of advertising placed in these journals.

- Find out how many dentists/hygienists are likely to read the issues they receive (Average Issue Readers)
- Identify how many dentists are likely to see an ad page in an average journal issue (Average Issue Ad Exposures)



Number of Readers x Reading Frequency = Average Issue Readers
Average Issue Readers x Reading Behavior = Average Issue Ad Exposure



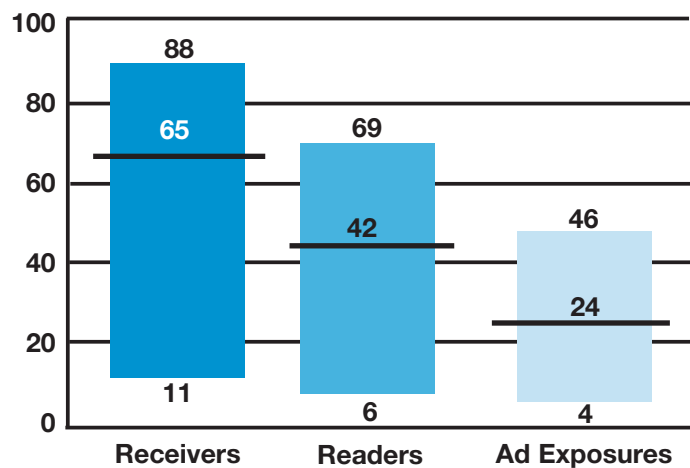
By measuring the frequency of readership (“what dentists read”) as well as thoroughness of reading (“how dentists read”), the PERQ/HCI FOCUS methodology delivers the most accurate estimate available of how likely it is your message will be seen.

Journal Readership in the Dental Industry

Focusing on readership, in contrast to circulation and receivership, helps protect your advertising investment from some of the most commonly cited advertising pitfalls: allocating dollars to publications that aren't being thoroughly read by your target audience and the decreased possibility that your message will be seen.

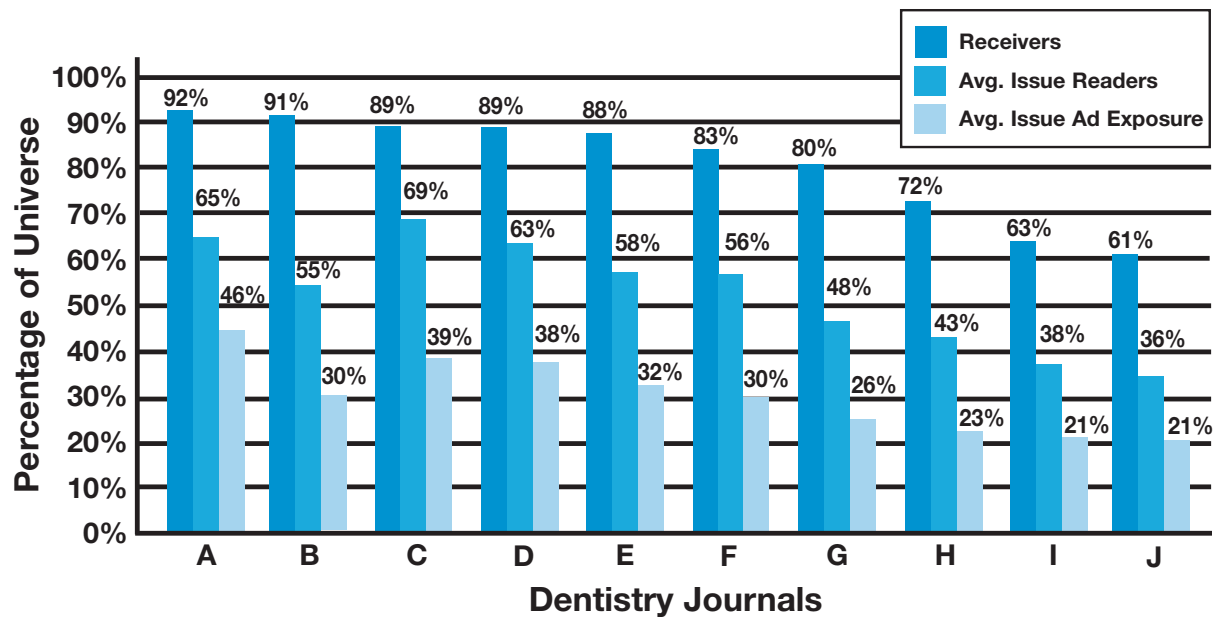
The dentistry marketplace is similar to other healthcare segments studied by PERQ/HCI, in that circulation does not directly correspond to average issue readership or average issue ad exposure. 2004 PERQ/HCI data indicate that among the professional journals that circulate to the entire universe of dentists, the average receivership is 65%. Certain journals are “read better” than others, resulting in a range of 6%-69% who read any given issue.

**High, Low & Average Scores
Dental Readership Scores**



Knowing the circulation and readership of a publication does not guarantee how many dental professionals will see your ad.

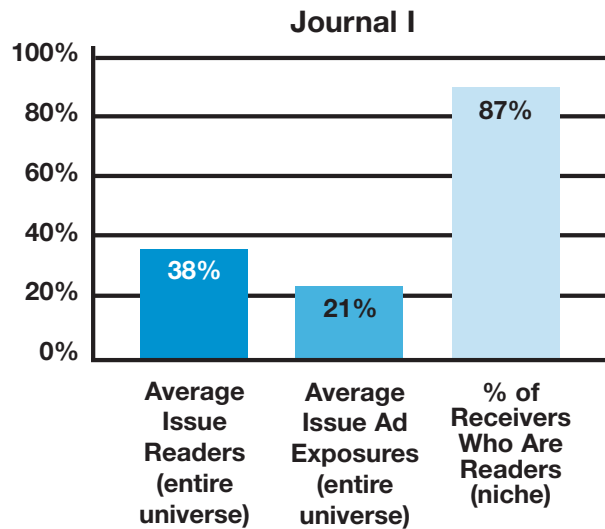
The PERQ/HCI FOCUS methodology also examines reading patterns. Study respondents are asked to identify whether they read a journal cover-to-cover, look through the publication and read articles of interest, skim through the publication, or look at the table of contents and go straight to articles of interest. Responses are then weighted to represent the likelihood of seeing an ad based on reading behavior. In the 2004 FOCUS Dentistry Readership Report, these scores range from 46% for the strongest journal to 4% of receivers seeing an ad in the lowest ranked publication.



The graph above clearly illustrates the difference in receivership, readership and ad exposure, based on 2004 FOCUS data for dentistry journals. Although Journal B is received by 91% of the universe of dentists, 55% of the universe reads the publication and 30% are likely to see an ad. Compare this to Journal C, whose circulation is lower, but is read by a higher percentage of dentists, thus making it likely to be a wiser buy.

Niche publications that are not delivered to the entire universe of dentists may appear to be penalized for their lower circulation; however, by looking at the journal receivers in these instances, you can see why circulation should not be your sole determination for media selection. If a journal only goes to a highly specialized audience, it is not going to have the circulation of a journal that is sent to all licensed dentists. However, because the content of these niche journals is targeted to a specific interest of the reader, they may be read more thoroughly.

For example, let's examine Journal I in the 2004 FOCUS Readership Study. Because of the specialized nature of its editorial content, Journal I's circulation is 57% of the dental universe. Consequently, its average issue reader and average issue ad exposure scores are comparatively low when projected to the entire universe (38% and 21% respectively).



However, by looking at the percentage of dentists that read Journal I (56%), and dividing it by the percentage of dentists who receive the publication (63%), you learn that among the niche audience that receives Journal I, 87% read the publication. Most of the specialized audience who receive Journal I are likely to read the publication. This presents a great opportunity to effectively invest advertising dollars to ensure your message is heard.

PERQ/HCI readership studies are an essential part of your decision-making when planning print advertising, helping you to understand the value of key publications and consider the benefits of niche journals. **By placing your advertising in the journals that your targets read regularly and thoroughly, you'll communicate your message more efficiently to its best audiences.**

While the advertising environment may be getting more complex, PERQ/HCI offers a variety of **measurement tools to enable better ad placement decisions.**

2004 FOCUS™ Dentistry Journal Readership Study

The FOCUS Dentist sample consists of 1,000 dentists randomly selected from the American Dental Association's list of member and non-member, active private practices. The Dental Hygienist sample consists of 1,000 randomly selected dental hygienists from the LISTS database of licensed dental hygienists across all 50 states.

Specialties Surveyed:

- General Practitioners
- Others, Reported as a Combined Group, Including:
 - Orthodontists
 - Oral Surgeons
 - Pedodontists
 - Periodontists
 - Endodontists
 - Prosthodontists

Data Is Reported By:

Dentists

- Total Universe of Dentists
- Dentists in Practice 15 years or less
- Dentists in Practice over 15 years
- Dentists in Practice 25 years or less
- Dentists in Practice over 25 years

Dental Hygienists

- Total Universe of Dental Hygienists
- Dental Hygienists in Practice 4 years or less
- Dental Hygienists in Practice over 4 years
- Dental Hygienists in Practice 10 years or less
- Dental Hygienists in Practice over 10 years

Dentists Readership Profile

Readership & Ad Exposure Data for Dentists Is Based on the Following Profiling Characteristics:

- Purchase of various supplies
- Intend to purchase various types of equipment in next 12 months
- Recommendations of brands of denture adhesive
- Recommendations of brands of mouthwash
- Recommendations of brands of toothbrushes
- Recommendations of brands of toothpaste
- Recommendations or samples of various dental supplies
- Prescribing in various drug categories
- Patients seen per week with various dental diagnoses
- Days worked per week
- Weeks worked per year

Hygienists Readership Profile

Readership & Ad Exposure Data for Dental Hygienists with the Following Profiling Characteristics:

- Patients seen per week
- Hours worked per week
- Days worked per week
- Weeks worked per year
- Years in practice
- Dispense or recommend various supplies

Publications Studied

Publications included in the PERQ/HCI FOCUS Dentistry Journal Readership Study must be issued at least quarterly, must contain editorial content and must include advertisements from multiple sponsors. To be included in the readership report, the publication must circulate to at least 20% of the specialty universe.

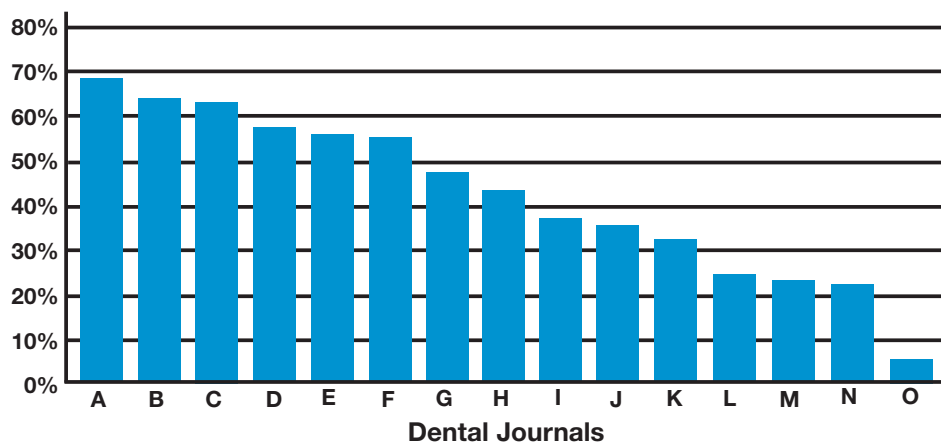
2004 Dentist Titles Reported

- ADA News
- AGD Impact
- Compendium of Continuing Education in Dentistry
- Contemporary Esthetics & Restorative Practice
- Dental Economics
- Dental Equipment & Materials
- Dental Practice Report
- Dental Products Report
- Dental Town
- Dentistry Today
- Dentist's Money Digest
- General Dentistry
- JADA – The Journal of the American Dental Association
- Practical Procedures & Aesthetic Dentistry
- Woman Dentist Journal

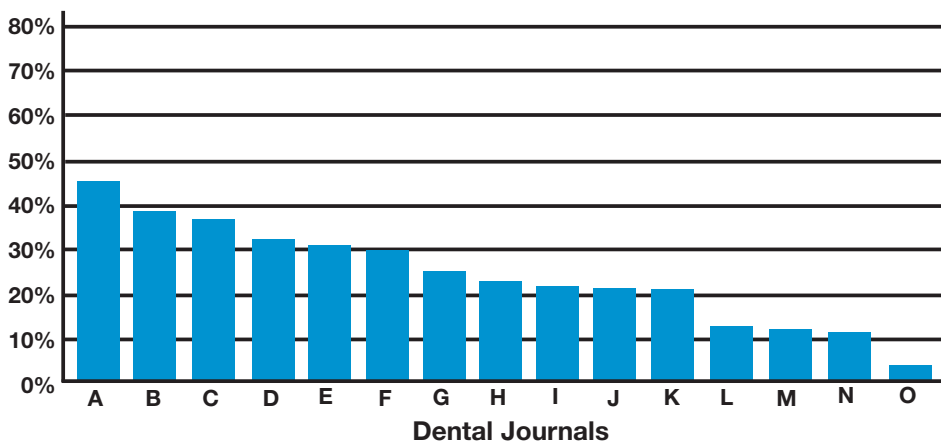
2004 Hygienist Titles Reported

- Access
- Contemporary Oral Hygiene
- Journal of Dental Hygiene
- Dimensions of Dental Hygiene
- The Journal of Practical Hygiene
- RDH

Average Issue Readership 2004



Average Issue Ad Exposure 2004



In addition to readership data, PERQ/HCI Dentistry Journal Advertising Solutions can give you important market share information from Journal Ad Review™.

For more information on journal readership in the dental industry, [please call Dave Emery at 800.243.2702 ext. 235.](tel:800.243.2702)

Journal Advertising Spending: The Measure of the Market

Without knowing the size of a market, the trend in spending and the players in it, advertisers cannot set a reasonable strategy to compete for message awareness.

To direct advertising resources most efficiently in a rapidly changing market like dentistry, it is critical to know which markets are growing and which are shrinking. In a large, growing market, you may want to hit hard with many larger advertising units. In an established market with few competitors, a quieter, less expensive presence may be adequate. In either case, you need an ongoing source of ad spending information to make the best-informed decisions.

Share of Voice, the percent of the total ad dollars your products account for in a category, is critical to successfully communicating to your target audience. If you own only 10% of the dollars being spent in your market and a competitor owns 50% you will have a difficult time impacting the potential buyer of your product.

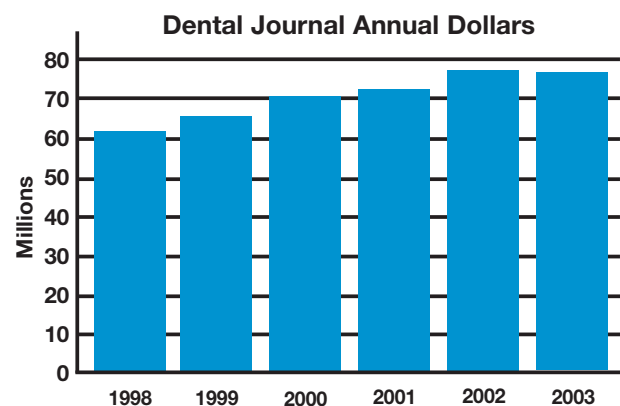
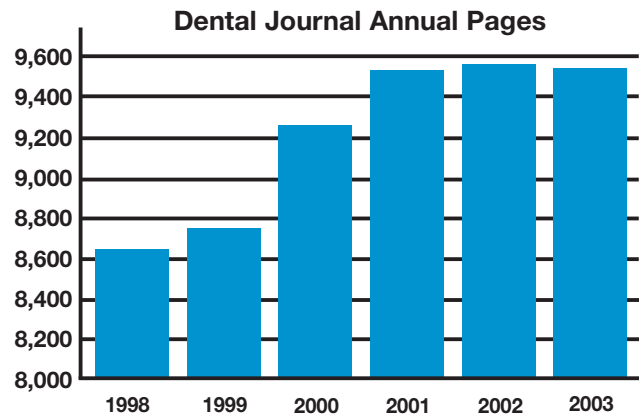
Do not assume that share of market equals share of voice. Because a product dominates the sales in a category does not mean that they are the heaviest advertiser as well. Market leaders often become complacent and can be effectively challenged by an aggressive, broad-based advertising campaign. Knowing what a competitor is spending on promotion is as crucial as knowing the sales revenue of their line.

Product life cycle also plays a major role in determining advertising spending. A new product, unless it is truly a “breakthrough” item, requires much heavier and more information-laden promotion than does a more established product. An introductory campaign needs to provide all the reasons to buy while an older product can just remind the buyer of who they are.

Competitive product life cycle also impacts the effective campaign strategy. Increasing promotion on an established product as a new competitor is being launched can help slow the erosion of market share to the newer product.

Finally, understanding how your competitors are spreading their promotion budgets across product lines can provide clues to their internal priorities. If a large portion of a company’s journal advertising is being placed in one area, other product lines of that competitor may be vulnerable to a promotional blitz.

JAR (Journal Ad Review™) is a detailed monthly report that tracks advertising in over 600 healthcare-related journals across the entire industry. Customized monthly reports specifically designed for use by companies in the dental marketplace are available, and document dollars spent, ad pages and insertions. These data are categorized and reported by company, product, classification, and journals where a product’s ads appear.



Understanding Market Share Using JAR Data

JAR data can also be used to track detailed information on the dentistry marketplace at large. PERQ/HCI tracks 100% of all the ads placed in the important publications in this market, so you can be assured that you receive a comprehensive overview of market share.

- Look at a particular journal before placing an ad to gauge the competitive environment.
- How many products are you really competing with for customer attention?
- How many ads are cluttering the sales environment, and from whom?
- How many ads appear for a given competitive product in one month?

PERQ/HCI Dentistry Market Share Reports outline every advertised product in 85 classifications, as well as detailed spending information for over 450 companies.

The Dental Market – At a Glance

Top Journals	Market Share 2003 (Based on Ad Spending)	Market Share 2003 (Based on Pages)
1. Dental Products Report	19.4%	14%
2. Dentistry Today	17.1%	12.9%
3. CERP	9.5%	7%
4. Dental Economics	9%	10%
5. Compendium of Continued Education	5.7%	5.2%

Top Advertising Companies	Market Share 2003 (Based on Ad Spending)
1. Ultradent Products, Inc.	3.2%
2. Dexcel Pharma, Inc.	2.3%
3. Discus Dental, Inc.	1.2%
4. Practice Works	1.9%
5. Glidewell Laboratories	1.8%

Top Advertised Products (2003)

1. Periochip
2. Ultradent
3. Waterlase For Hard & Soft Tissues
4. Tri-Temps Temporary Solution
5. Crest Whitening Expressions Toothpaste

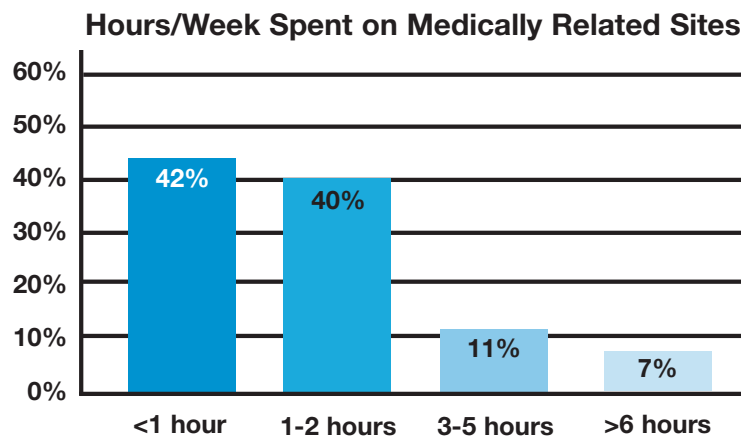
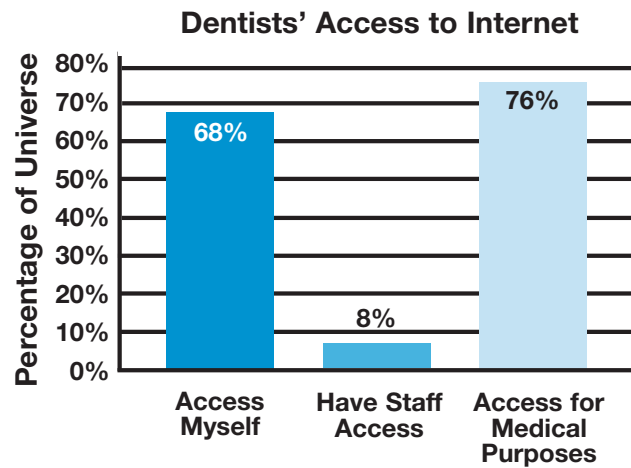
Source: PERQ/HCI Dental Market Advertising Placement Analysis; March 2004

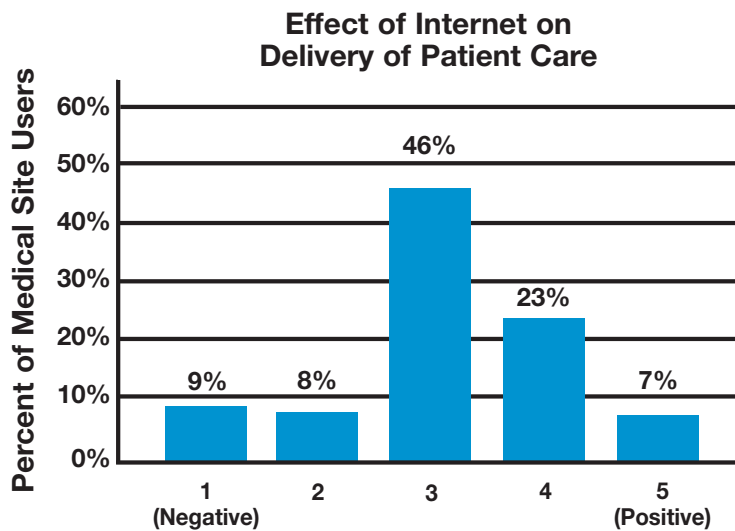
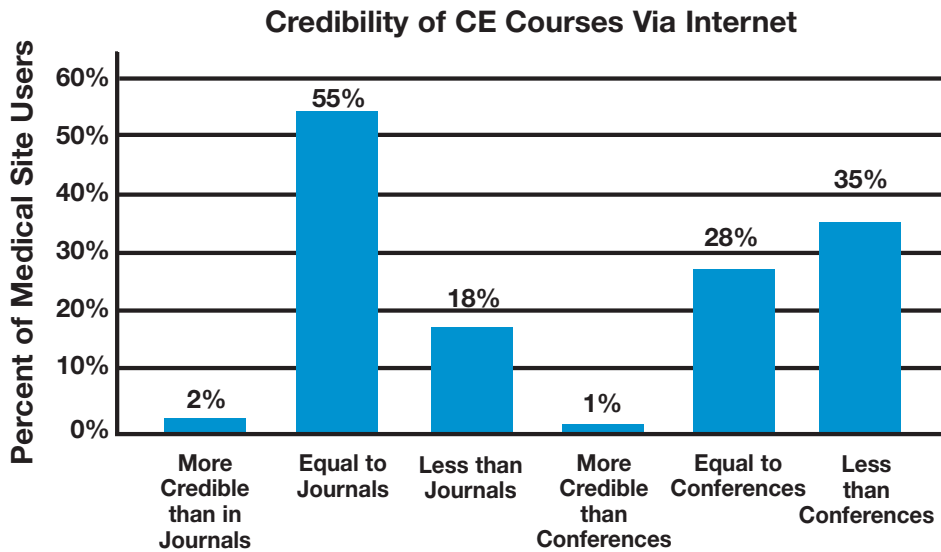
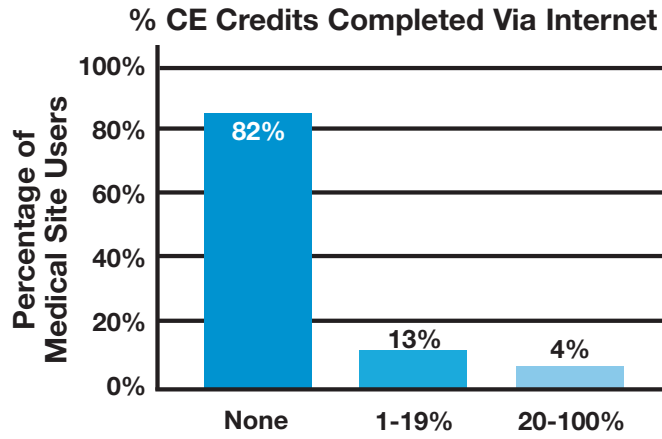
In addition to market share data, PERQ/HCI Dentistry Journal Advertising Solutions deliver data on using the Internet as part of your integrated campaign to reach dentistry professionals.

For more information on journal advertising spending and market share measurement in the dental industry, **please call Dave Emery at 800.243.2702 ext. 235.**

Internet Usage: How Your Targets View This Medium

While opinions abound on the effectiveness of the Internet as part of your marketing and promotional mix, PERQ/HCI gives you authoritative data. This information analyzes the extent of dentistry professionals' use of the Internet and the reasons they use it. Learn how dentists and dental hygienists use the Internet, for both professional advancement and enhancing patient care, and use the information to assess your own Internet marketing activities.





For more information on Internet usage in the dental industry, [please call Dave Emery at 800.243.2702 ext. 235.](tel:800.243.2702)

Conclusion: Making the Most of Your Advertising Budget

PERQ/HCI is committed to helping you make the most effective and high-value decisions for placing your advertising. We believe that more informed decisions would not only help your bottom line, but also invigorate and challenge the publishers of dentistry journals to better serve their audiences.

When meeting with dentistry journal publishers, ask them about the relationship between their circulation figures and their actual readership and ad exposure – how sure are they that your ads will reach the intended audience?

PERQ/HCI looks forward to meeting with you and talking about the state of dentistry journal advertising in more detail. Please call today at 800.243.2702 ext. 235 to schedule a customized consultation with PERQ/HCI. We welcome the opportunity to discuss the data in these reports as well as the other ways in which PERQ/HCI research can help empower your decision making.

Call 800.243.2702 ext. 235 for more information!

The PERQ/HCI Advantage

PERQ/HCI has reported on advertising in healthcare journals across a variety of healthcare market segments for over 35 years. PERQ/HCI survey techniques, sampling approaches and report formats are in use at **over 95%** of the nation's major healthcare advertising agencies. FOCUS readership studies are performed annually for the following specialties:

- Medical/Surgical
- Pharmacy
- Nurse Practitioner/Physician Assistant
- Managed Care
- Eyecare
- Dentistry
- Radiology
- Veterinary

Top companies such as Dentsply, Ultradent, Discus Dental, Oral-B, Procter & Gamble, Colgate Palmolive and more have used these data to create and leverage opportunities in the dentistry marketplace.

PERQ/HCI is a VNU business. VNU is a global information and media company with leading market positions and recognized brands in marketing information (AC Nielsen), media measurement and information (Nielsen Media Research), business information (Billboard, The Hollywood Reporter, Computing, Intermediar) and directory publishing (Golden Pages).

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