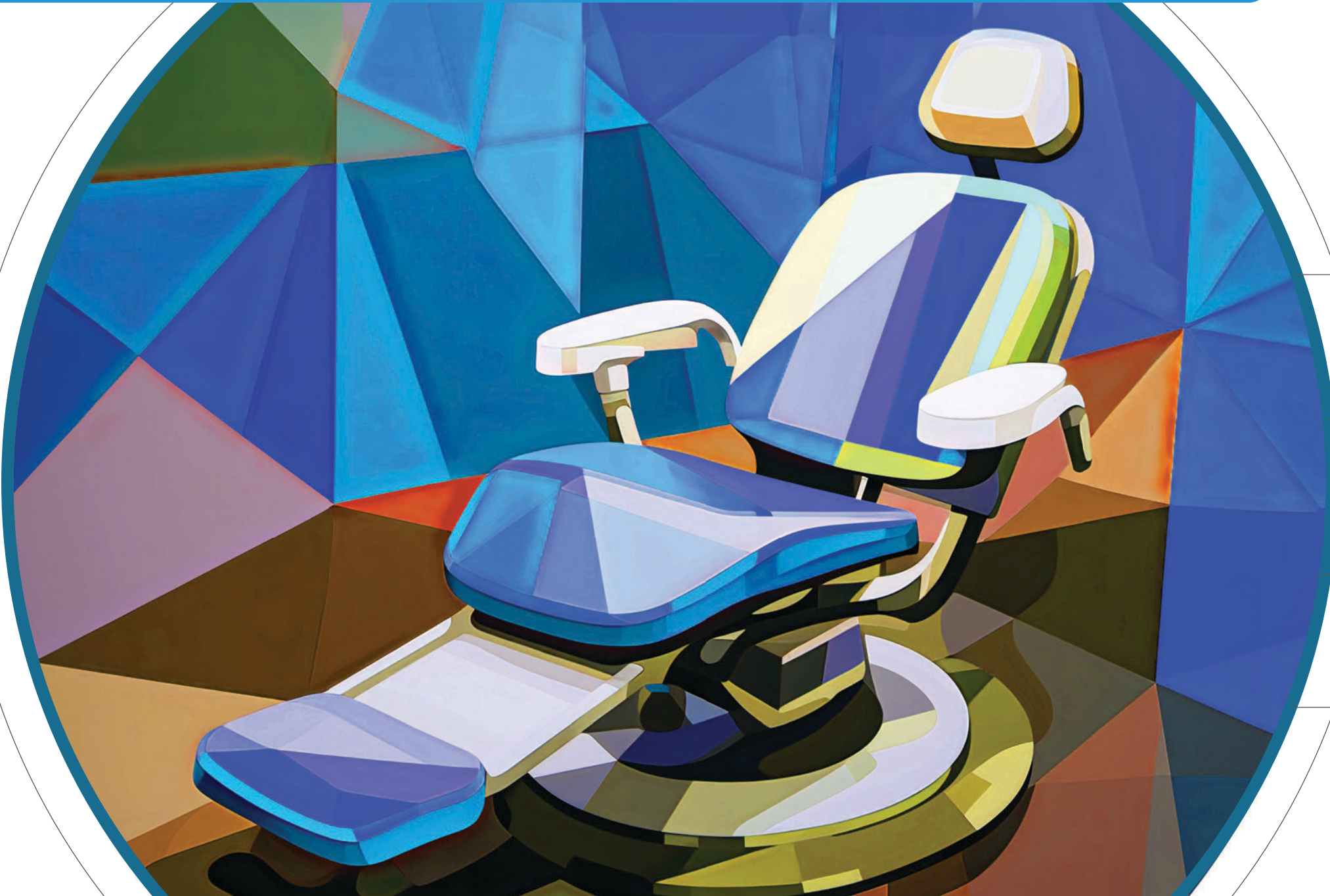


MEDIA KIT 2025





We connect dental professionals with today's leading manufacturers and service providers for the dental industry.

Our content is intended to inform, educate, and guide Dentists, Dental Hygienists, Dental Office Managers, and Dental Assistants.

The Endeavor Business Media (EBM) Dental Group is the definitive resource for dental professionals. We offer the most comprehensive multi-media platform and reach for the entire dental industry. Our award-winning content offers marketers the opportunity to connect with dental business owners, and clinically practicing dental professionals. As a leading dental industry resource, our key pillars include educating and informing dental professionals about market trends, new products, business and finance, and clinical techniques and procedures.

Our brands, events, and educational programs ensure advertisers receive maximum ROI by connecting dental professionals using a multi-pronged media strategy.

We look forward to achieving your goals in 2025!

Chris Driscoll
Dental Group Publisher

We Know the Dental Industry

To best serve the entire dental sector we have expanded our market-leading coverage to include the following brands:

Media

- Dental Economics
- RDH Magazine
- DentistryIQ

Events

- RDH Under One Roof
- UOR Extended
- RDH Evolution
- RDH Educator

Education

- Dental Academy of Continuing Education (DACE)

Plus, the unmatched portfolio of EBM Marketing Solutions services provides opportunities to engage and educate for generating awareness, creating marketing pipelines, and delivering high quality leads for your organization.



OUR BRANDS



The Dental Group brands have more than 200 years of collective existence in the marketplace. This staying power, along with the experience of our editors, sales professionals and staff, make the Endeavor Dental Group uniquely qualified to reach professionals throughout the dental industry. With marketing options designed specifically to reinforce your message to qualified industry professionals throughout the buying process, we can help you create a winning marketing mix for today and the future.



Dentistry iQ

Dentistry IQ is a comprehensive all-dental website, providing the entire dental community with information, resources, products, and more to help members of the team do their jobs more efficiently and effectively. Content includes industry and research news, entertaining and informative video, practical clinical tips, oral-systemic and wellness articles, and much more.
dentistryiq.com



DE
DENTAL ECONOMICS®

Dental Economics is the leading business journal for the dental profession. For more than 100 years, *DE* has helped dentists improve their practices through sound business advice and updates on new dental products, techniques, and technologies.
dentaleconomics.com



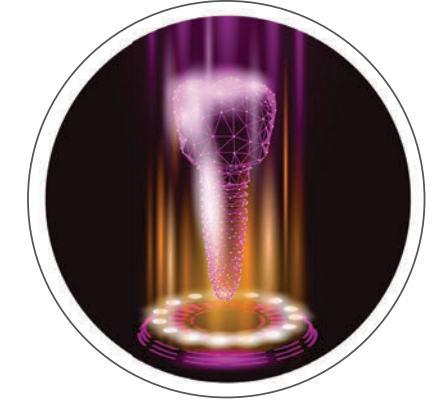
RDH

RDH is the top magazine for dental hygiene professionals. *RDH* provides hygienists with key information on professional growth, including clinical analysis, practice management advice, continuing education opportunities, career strategies, and more.
rdhmag.com



DACE
DENTAL ACADEMY OF CONTINUING EDUCATION™

The Dental Academy of Continuing Education is a website for world-class dental education, delivering high-quality, cutting-edge CE courses, authored by highly dedicated and credentialed researchers, educators, and key opinion leaders in all areas of dentistry.
dentalacademyofce.com



PERIO-IMPLANT
ADVISORY

Perio-Implant Advisory is a chairside resource for dentists and dental hygienists, bringing a clinical and academic perspective to the world of dental implants, periodontics, restorative dentistry, oral-systemics, team treatment planning, surgical techniques, dental hygiene, and practice management.
perioimplantadvisory.com

[View the DIQ website »](#)



DIQ CHIEF EDITOR

David Rice, DDS

Founder of igniteDDS, the nation's largest student and new dentist community, Dr. Rice travels the world speaking, writing and connecting today's top young dentists with tomorrow's most successful dental practices. Dr. Rice is also editor-in-chief of Dentistry IQ and leads a team-centered, restorative and implant practice in East Amherst, NY. With 27 years of practice, Dr. Rice has trained at The Pankey Institute, The Dawson Academy, Spear and most prolifically, at the school of hard-knocks.

Please contact Dr. Rice at drice@endeavorb2b.com

ABOUT DENTISTRY IQ

At DentistryIQ, we empower dentists and their teams by providing comprehensive resources and insights to enhance financial management, streamline systems, and elevate clinical practice. We serve as a hub for in-depth clinical content, product evaluations, and technology reviews, catering to general dentists, specialists, and their teams. Our commitment is to support your growth and success through expert knowledge and innovative solutions.



AUDIENCE ENGAGEMENT



[View the DIQ website »](#)

[View our **Audience Engagement Report**] 

DentistryIQ is an oral health-care comprehensive website that provides the entire dental professional team with the information they need to do their jobs well and help patients thrive. Our content includes important industry and research news, entertaining and informative video series, practical clinical tips, oral-systemic and wellness articles, and more.

441,267
AVERAGE MONTHLY REACH

SOCIAL FOLLOWERS

121,138
COMBINED



NEWSLETTER RECIPIENTS



148,185

Newsletter Reach



44.11%

Average Total Open Rate



1.89%

Average Total CTR

Morning Briefing M-F	55,489
Clinical Insights 3x/wk	53,433
Perio-Implant Advisory 1x/mo	39,263

WEBSITE ENGAGEMENT



264,351

Average Monthly Views



136,345

Average Unique Monthly Visitors



171,944

Average Monthly Sessions



74

Avg Monthly New Site Registrations



41% Average Monthly Desktop Visitors

59% Average Monthly Mobile Visitors

The data provided within is obtained via internal and third party sources, including Google Analytics and Omeda.
Due to Apple's iOS 15 update, measured open rates have increased and should not be compared to previous reports.

2025 EDITORIAL COVERAGE



WHAT DO WE COVER?

DentistryIQ delivers real-time and immediately actionable financial, systems, and clinical controls for today's dental practice ecosystem.

HOW DO WE COVER IT?

Omni-channel coverage spans 12 daily dental challenges over 12 months, including long and short form videos, podcasts, articles and blogs, social media reels and posts, and brings in the power of DE and RDH collaboration. As a bonus, our Chief Editors drive extensive messaging via their own personal social channels.

WHY IS IT IMPORTANT?

The dental landscape is full of noise and always changing. DIQ keeps you front and center with dentist and team peers around the profession.



JANUARY

Building a self-determined future:
Planning to fail by failing to plan?



FEBRUARY

Big case dentistry, and why it should
NOT be your focus!



MARCH

Digital vs Analog: Is digital really
worth the investment?



APRIL

Team Turmoil is killing your case
acceptance!



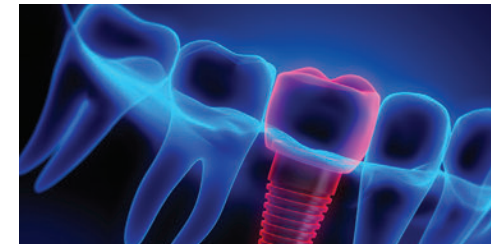
MAY

Dental Caries & today's greatest
diagnostic tools



JUNE

PPOs & the \$12 million dollars you're
losing over your career!



JULY

The Periocentric Practice: What it
takes & how to win



AUGUST

Zirconia: It's NOT what you think it
is!



SEPTEMBER

Generational wealth: How to build it
in dentistry



OCTOBER

Hygienist, or hygiene-less practice:
What makes the most sense in 2025?



NOVEMBER

Financial control: Master 2 concepts
and you can have it in 2026



DECEMBER

Finish strong without the holiday
bonus!

EDITORIAL EXPERTISE



Delivering technical and editorial expertise that ensures content is accurate, engaging and focused on the topics that professionals need to know in today's rapidly changing dental business environment.



DE CHIEF EDITOR

Pamela M. Maragliano-Muniz **DMD, FACP**

Dr. Maragliano-Muniz began her clinical career as a dental hygienist. She went on to attend Tufts University School of Dental Medicine, where she earned her doctorate in dental medicine. She then attended the University of California, Los Angeles, School of Dental Medicine, where she became board-certified in prosthodontics.

Dr. Maragliano-Muniz owns a private practice in Massachusetts, Salem Dental Arts, and lectures on a variety of clinical topics, worldwide.

You may contact her at
pmuniz@endeavorb2b.com

[View our **Contributor Guidelines**] 

DENTAL ECONOMICS **2025 ADVISORY BOARD**

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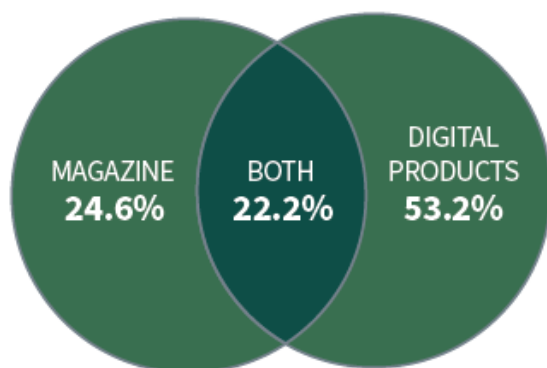
AUDIENCE ENGAGEMENT



[View our **Audience Engagement Report**] 

Dental Economics serves dentists and the dental profession as a whole, such as students, educators, and industry professionals. Dental Economics gives insights for building successful dental practices, delivering exceptional experiences, and providing first-rate clinical care.

392,528
AVERAGE MONTHLY REACH



MAGAZINE SUBSCRIBERS



92,005

NEWSLETTER RECIPIENTS



35,899

Newsletter Reach



39.75%

Average Total Open Rate



1.64%

Average Total CTR

SOCIAL FOLLOWERS

191,227

COMBINED REACH



WEBSITE ENGAGEMENT



114,087

Average Monthly Page Views



55,896

Average Monthly Unique Visitors



73,400

Average Monthly Sessions



232

Avg Monthly New Site Registrations



51% Average Monthly Desktop Visitors

49% Average Monthly Mobile Visitors

The data provided within is obtained via internal and third party sources, including Google Analytics and Omeda.
Due to Apple's iOS 15 update, measured open rates have increased and should not be compared to previous reports.

KEY FOCUS AREAS



MACRO

- Rising overhead costs
- Economic challenges; what to expect in the near future
- Are we practicing post-pandemic dentistry?
- Financial benefits of cosmetic dental procedures
- Will office design affect your bottom line?
- Staff shortages
- The generation gap between practice owner and staff
- Physical longevity of dental professionals
- Women in Dentistry/ Diversity in Dentistry
- Dental school graduate demographics
- Women in leadership positions
- Diversity and leadership
- Women-owned dental practices
- Diversity / Women and DSOs
- Implant dentistry stats
- Prevalence of unmet dental needs
- The aging population
- Access to care challenges
- KPIs
- Dental economics on a global scale



MONEY

- Strategies to reduce overhead
- Impact of recession on dental practices
- Maximizing reimbursements from 3rd party payers
- Fee-for-service vs. PPO for high-end cosmetic procedures
- Financing office design upgrades
- Is there an ROI on updating a dental practice?
- The cost of hiring or not during this economy
- Temp agencies
- Disability Insurance
- Cost of lost wages
- Inequities in wages
- Family planning
- Retirement
- Divorce
- ROI of implant procedures
- Referring to specialists vs. keeping procedures in-house
- Budgeting for marketing
- Practice metrics that confirm success
- Tax savings
- When to invest in technology
- Depreciation
- Investments



PRACTICE

- Scheduling solutions
- Digital dentistry
- Esthetic dentistry
- Tips for skill enhancement
- Marketing
- Attracting new patients
- Staff recruitment and engagement
- Compliance
- Teledentistry
- Ergonomics
- Anterior implant aesthetics
- Social media marketing
- Internal marketing
- Membership plans
- Embezzlement protection
- Cybersecurity
- Practice management software systems
- Startup vs. acquiring your first practice
- Scaling practice ownership
- Selling your practice
- DSO partnerships



SCIENCE & TECH

- Monthly column: Pearls for Your Practice
- Monthly column: I have it, you need it
- Improving efficiencies
- Enhancing cosmetic outcomes/ predictability
- Tech for shade selection
- Dental photography
- Loupes
- Can technology reduce the need for staff?
- The science of wellness
- Breathing techniques
- Practicing mindfulness
- Ergonomic handpieces/ equipment
- Implant failures
- Digital workflows for implant guided surgeries
- Digital workflows for implant restorations
- Marketing tech
- Best of class tech awards
- New product launches
- Dental implants
- Zirconia
- Digital dentures
- Lithium disilicate
- Composite restorations

2025 EDITORIAL CALENDAR



[Months, themes, and topics are subject to change at the editors' discretion]

JANUARY Ad Deadline: 12/4/24 Material Due: 12/12/24	FEBRUARY Ad Deadline: 1/13 Material Due: 1/22	MARCH Ad Deadline: 2/4 Material Due: 2/12
THEME Goal Setting	THEME Full-mouth Rehabilitations	THEME Digital vs. Analog
SPOTLIGHT Creating a strong start for the year / Crushing production goals / Team motivation	SPOTLIGHT Is this the ultimate in dental procedures or a last resort?	SPOTLIGHT Is digital always better? Is analog a friend we used to know?
PRACTICE Offering new services	PRACTICE Education for complex cases, new skill sets	PRACTICE Team onboarding / Does digital = enhanced profits or outcomes?
SCIENCE & TECH Smart tech purchases / AI	SCIENCE & TECH Tech to enhance case acceptance or outcomes	SCIENCE & TECH Streamlined workflows / Tech advancements
MONEY Forecasting for 2025: What's in store for us?	MONEY Tips for making these procedures "worth it" for a practice	MONEY Practice updates that increase practice valuation
DSO/PRACTICE TRANSITIONS Planning for a sale / Purchase vs. startup / Maximizing value	DSO/PRACTICE TRANSITIONS Transitioning care / Informing patients / Finding the right fit when selling your practice	DSO/PRACTICE TRANSITIONS Systems across multiple locations
SHOW BONUS Yankee Dental Congress	SHOW BONUS Chicago Mid-Winter	AD BONUS Free Signet Ad Study with half or full-page ad
APRIL Ad Deadline: 3/4 Material Due: 3/12	MAY Ad Deadline: 3/31 Material Due: 4/8	JUNE Ad Deadline: 5/5 Material Due: 5/13
THEME Staffing	THEME Dental Caries	THEME Dental insurance
SPOTLIGHT The problem that's 5 years old...and counting	SPOTLIGHT Modern approaches to manage / Mitigate risk for a centuries-old disease	SPOTLIGHT Dropping poorly-reimbursing plans, profitability with PPO practice model vs. FFS
PRACTICE Attracting quality team members / The cost of being understaffed / Benefits	PRACTICE Oral-systemic health, caries risk management, restorative solutions	PRACTICE When to stay or go / Coding / Medical billing / Membership plans
SCIENCE & TECH Online job boards / Virtual offices / Virtual team members	SCIENCE & TECH Materials updates / Learning streamlined systems / AI for caries diagnosis	SCIENCE & TECH Tech that networks between locations
MONEY How to know your practice can support a new associate / Are you paying your hygienist too much? / Embezzlement	MONEY Budgeting / Retirement saving while managing debt	MONEY Are write-offs necessary for making money or a waste of money?
DSO/PRACTICE TRANSITIONS Calibration / Retention / Creating leadership opportunities within the team	DSO/PRACTICE TRANSITIONS The right mentor / Finding the right associate position / Associates with intentions of transitioning into ownership	DSO/PRACTICE TRANSITIONS Mid year updates regarding DSOs in the industry / Different types of investors for DSOs
		SHOW BONUS ADHA Conference

2025 EDITORIAL CALENDAR

[Months, themes, and topics are subject to change at the editors' discretion]



JULY AUGUST Ad Deadline: 7/8 Material Due: 7/16	
THEME	Periodontal Disease
SPOTLIGHT	How management impacts patients and dental practices
PRACTICE	Interdisciplinary care, best practices, oral systemic health
SCIENCE & TECH	Updates in biofilm science, tech advancements
MONEY	Revenue opportunities, tech investments
DSO/PRACTICE TRANSITIONS	When are DSOs NOT an option? Requirements for consolidation
SHOW BONUS	Under One Roof

OCTOBER Ad Deadline: 9/9 Material Due: 9/17	
THEME	Dental Hygienists vs. Dentists
SPOTLIGHT	Can't we all just get along?
PRACTICE	Dental hygiene updates, myofunctional therapy, performance reviews, salary
SCIENCE & TECH	Hygiene material / Technology updates
MONEY	KPIs / Metrics / Production goals, hygiene salaries / Bonus plans
DSO/PRACTICE TRANSITIONS	DSOs: The good, the bad and the ugly- stories from dentists that sold.
AD BONUS	Free Signet Ad Study with half or full-page ad




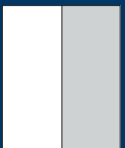

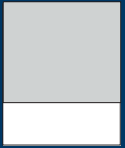
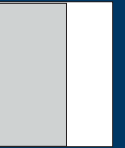
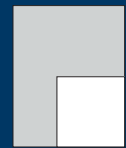

SEPTEMBER Ad Deadline: 8/4 Material Due: 8/12	
THEME	Generational Wealth
SPOTLIGHT	Achievable for dentists or just a buzzword?
PRACTICE	DSO consolidation / Partnership scenarios
SCIENCE & TECH	Tech that enhances revenues, efficiencies, production
MONEY	Maximizing EBIDTA, long-term vs. short term investment strategies
DSO/PRACTICE TRANSITIONS	Updates in consolidation, transitions, DSO partnerships: What happens when you own real estate?

NOVEMBER DECEMBER Ad Deadline: 10/31 Material Due: 11/10	
THEME	End of Year: Finish Strong!
SPOTLIGHT	Planning, what to buy / Goal setting for 2026 / Is the tax savings worth the purchase?
PRACTICE	Holiday parties, annual raises
SCIENCE & TECH	EOY purchases with an ROI
MONEY	Saving all year for EOY, 401k contributions, Holiday bonuses / Gifts
DSO/PRACTICE TRANSITIONS	Forecasting transitions for the upcoming year
SHOW BONUS	Greater New York Meeting



PRINT RATES & SPECS



	FULL PAGE SPREAD	FULL PAGE	1/2 PAGE			1/3 PAGE			1/4 PAGE
RATE	\$16,500	\$12, 500	\$7,500			\$6,250			\$5,148
Gross /4Color			HORIZONTAL	VERTICAL	ISLAND	HORIZONTAL	VERTICAL	SQUARE	
AD SIZE									
BLEED	15.25" x 10.75"	7.75" x 10.75"	7.75" x 5.5"	4" x 10.75"	5.125" x 8.125"	===	2.8125"x10.75"	===	===
TRIM	15" x 10.50"	7.50" x 10.50"	7.50" x 5.25"	3.75" x 10.50"	4.875" x 7.875"	===	2.5625"x 10.5"	===	===
LIVE	14.50" x 10"	7" x 10"	7"x 4.875"	3.375" x 10"	4.50" x 7.50"	===	2.3125"x10"	===	===
NON-BLEED	-----	-----	7x 4.625"	3.375" x 9.75"	4.5" x 7.25"	7" x 2.875"	2.3125" x 9.75"	4.5" x 4.625"	3.375" x 4.625"

PLEASE SEND YOUR AD NO LATER THAN THE MATERIAL DUE DATE ON THE EDITORIAL CALENDAR

CREATIVE SPECIFICATIONS

Native files are not accepted. EBM is not responsible for PDF files prepared incorrectly. Publisher does not assume responsibility for color accuracy.

ADDITIONAL CHARGES: Creative services and ad alterations are available at \$85 per hour.

MATERIALS SUBMISSION: Email PDF, or request FTP access.

MECHANICAL PREPARATION: Final trim: 7.5" w x 10.5" h.
300 DPI or higher for all images and artwork. No JPEG, PNG, or BMP images.
Use CMYK color profile, Web coated SWOP – no RGB.
Use 100% Rich Black. Do not use Registration Black.
Embed fonts in the final PDF file.
Create final file in PDF format: PDF/x-1a. Crop marks for bleed area are acceptable if offset by .125". Remove color bars and registration marks.

+ RICH MEDIA OPTIONS AVAILABLE FOR DIGITAL VERSION OF MAGAZINE.

View our **MAGAZINE ARCHIVE**



Delivering editorial expertise that ensures content is accurate, engaging and focused on the topics that professionals need to know in today's rapidly changing dental hygienist environment.



RDH CHIEF EDITOR

Jackie Sanders MBA, RDH

Jackie has over four decades of evolving dental experience and continual career development. As the Chief Editor of RDH magazine since 2019, she strives to remain a proactive personality in the constant advancement of the dental profession. She has been defined as a motivated trend setter, dependable colleague and is inspired by her true passion of helping others to achieve their personal goals.

Please contact Jackie at
jsanders@endeavorb2b.com

[View our Contributor Guidelines]



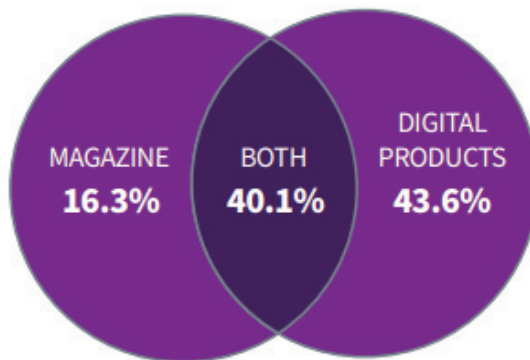
AUDIENCE ENGAGEMENT

RDH

[View our **Audience Engagement Report**] 

RDH serves the dental hygienist and dental profession as a whole, providing key information on professional growth, including clinical analysis, practice management advice, continuing education opportunities, career strategies, and more.

485,290
AVERAGE MONTHLY REACH



MAGAZINE SUBSCRIBERS

65,006

SOCIAL FOLLOWERS

196,269

COMBINED



NEWSLETTER RECIPIENTS

82,794

Newsletter Reach



49.8%

Average Total Open Rate



2.2%

Average Total CTR



WEBSITE ENGAGEMENT



201,104

Average Monthly Views



109,189

Average Unique Monthly Visitors



140,119

Average Monthly Sessions



157

Avg Monthly New Site Registrations



38% Average Monthly Desktop Visitors

62% Average Monthly Mobile Visitors

The data provided within is obtained via internal and third party sources, including Google Analytics and Omeda. Due to Apple's iOS 15 update, measured open rates have increased and should not be compared to previous reports.

KEY FOCUS AREAS

RDH



At RDH our mission is to empower, educate, and elevate dental hygienists worldwide by providing comprehensive content, clinical insights, career strategies and a vibrant community platform. We are dedicated to advancing the practice of dental hygiene through professional development and a commitment to the highest standards of oral health care. Our goal is to inspire and support dental hygienists and our partner clients in their vital role of promoting patient wellness and advancing the field of dentistry.

- 1. INFECTION CONTROL** Numerous companies are promoting PPE and infection control products. Several are marketing new products and new research post COVID, and the dental professional is eager to learn about more effective, easier-to-use products.
- 2. PATIENT CARE** These articles feature tips and tricks to keep the clinical dental hygienist on top of their game and abreast of trending topics. Some articles are more research-based, while others are more practical. This topic may cover product and well as techniques benefiting the audience and the customer's needs.
- 3. ERGONOMICS** Post-pandemic, the dental hygiene professional is seeing more patients daily to catch up on past due patient care. Considering this factor, ergonomics are most important and chairs, loupes, and instrumentation have a heightened focus.
- 4. PATHOLOGY** Oral cancer awareness continues to gain recognition in the profession. With the increasing concern, oral pathology knowledge and visual learning are important elements for educational growth. Imagery will be a focus within these articles.
- 5. CAREER & PROFESSION** Dental hygiene professionals are continual learners. As they advance in their roles, they look for growth opportunities. The content may include alternative career paths, tips and tricks to avoid burnout, or advice on making their clinical time more satisfying and productive.
- 6. INTER-PROFESSIONAL** Content expands the focus of the dental hygiene professional into other health care roles, and covers how oral health awareness is expanding into relationships with other health care disciplines. These articles define inter-professional teams and where the dental hygienist is finding new roles and responsibilities.

2025 EDITORIAL CALENDAR



ISSUE	JANUARY FEBRUARY Reserve by: 12/9/24 Material by: 12/18/24		MARCH Reserve by: 1/27 Material by: 2/5		APRIL-MAY Reserve by: 3/10 Material by: 3/19		JUNE Reserve by: 4/24 Material by: 5/6	
Cover	RDH UOR 2025 in Dallas		Clinical Hygiene		Heart to Hands Recognition		Oral Systemic Health	
Awareness Month	National Children's Oral Health / Heart Health		Developmental Disabilities Awareness, National Nutrition		Mental Health / Melanoma / Geriatric/ Autism Awareness		Alzheimer's Awareness	
Featured Content	Pediatric Care, Sealants, First Visits, SDF		Nutrition and Patient's Health		Patient Care and Medical Review		Oral Rinse Review	
DEFINED MONTHLY COLUMNS								
Oral Systemic Pathology	Oral Systemic		Oral Systemic		Oral Systemic		Oral Systemic	
Root Cause Hygiene			Root Cause				Root Cause	
Clinical Tips	Testing Oral pH		Periodontal Desiccation		Benefits of Disclosing Solution		High and Low Volume Suction Aids	
Pathology	Oral Pathology				Oral Pathology			
Infection Control	Cleaning and Disinfection Products		Breaking the Chain of Infection		Waterline Maintenance		Aerosols	
UOR: In Case You Missed It	The Dental Lab Unveiled		Human Trafficking		Airway Management			
Ergonomics	Stools		Loupes		Exercise		Hand Health	
CDT Coding					Coding			
SPONSORED OPPORTUNITIES								
Chairside Impact	4 Product Editorial Reviews available		4 Product Editorial Reviews available		4 Product Editorial Reviews available		4 Product Editorial Reviews available	
Full Page Ad Bonus	Product Focus		Product Focus		Free Signet Ad Study Product Focus		Product Focus	
SHOW DISTRIBUTION	Yankee Dental Congress Meeting Chicago Mid-Winter							
OTHER TOPICS FOR EDITORIAL or SPONSORED ARTICLES								
<div><div><div>• HVE</div><div>• Barriers</div><div>• Xylitol</div></div><div><div>• Waterline Products</div><div>• Hypersensitivity</div><div>• Ultrasonics</div></div><div><div>• Toothbrushes</div><div>• Toothpastes</div><div>• Periodontics</div></div><div><div>• Sharpening</div><div>• Remineralization</div><div>• Caries</div></div><div><div>• Interproximal Products</div><div>• SDF</div><div>• Varnish Whitening</div></div><div><div>• GBT</div><div>• Esthetic Dentistry</div><div>• Coronal Polishing</div></div><div><div>• Radiography</div><div>• IntraOral Imaging</div><div>• Implant Maintenance</div></div><div><div>• Air Polishing</div><div>• Disclosing</div></div></div>								

2025 EDITORIAL CALENDAR



ISSUE	JULY Reserve by: 5/29 Material by: 6/9	AUGUST SEPTEMBER Reserve by: 7/14 Material by: 7/23	OCTOBER Reserve by: 8/29 Material by: 9/10	NOVEMBER / DECEMBER Reserve by: 10/13 Material by: 10/22			
Cover	Ergonomic Health	RDH Community	AOD Recipients Nat'l Dental Hygienist Month	2025 New Products			
Awareness Month		Infection Control / Deaf Awareness	National Dental Hygienist Month Breast Cancer Awareness	Diabetes Awareness			
Featured Content	From head to toe ergonomic review	Intraoral cameras and the purpose of imaging	RDH clinical alternatives	Review of Cellerant winners and new product presentations at UOR 2025			
DEFINED MONTHLY COLUMNS							
Oral Systemic	Oral Systemic	Oral Systemic	Oral Systemic	Oral Systemic			
Root Cause Hygiene		Root Cause		Root Cause			
Clinical Tips	Varnishes (fluoride and nHA)	Microscopy your perio protocol	Salivary diagnostics	Perfection your sealant placement			
Pathology		Oral Pathology					
Infection Control	Instrument Processing	Monitoring Sterilizers	Infections most commonly spread in office	Patient safety with infection control			
UOR: In Case You Missed It	Chronic Disease						
Ergonomics	Stools	Lights	Instrumentation	Day in review of ergonomics			
CDT Coding		Coding					
SPONSORED OPPORTUNITIES							
Chairside Impact	4 Product Editorial Reviews available Reserve by May 1	4 Product Editorial Reviews available Reserve by Jun 15	4 Product Editorial Reviews available Reserve by Aug 1	4 Product Editorial Reviews available Reserve by Sep 15			
Full Page Ad Bonus	Product Focus	Free Signet Ad Study Product Focus	Product Focus	Product Focus			
SHOW DISTRIBUTION	RDH Under One Roof Conference		ADHA Annual Conference	Greater New York Dental Meeting			
SUGGESTED TOPICS FOR EDITORIAL or SPONSORED ARTICLES							
<ul style="list-style-type: none">• HVE• Barriers• Xylitol	<ul style="list-style-type: none">• Waterline Products• Hypersensitivity• Ultrasonics	<ul style="list-style-type: none">• Toothbrushes• Toothpastes• Periodontics	<ul style="list-style-type: none">• Sharpening• Remineralization• Caries	<ul style="list-style-type: none">• Interproximal Products• SDF• Varnish Whitening	<ul style="list-style-type: none">• GBT• Esthetic Dentistry• Coronal Polishing	<ul style="list-style-type: none">• Radiography• IntraOral Imaging• Implant Maintenance	<ul style="list-style-type: none">• Air Polishing• Disclosing

PRINT RATES & SPECS



View our **MAGAZINE**
ARCHIVE]

	FULL PAGE	1/2 PAGE			1/3 PAGE			1/4 PAGE
RATE	\$9,158	\$6,375			\$5,314			\$4,579
Gross 4/C		HORIZONTAL	VERTICAL	ISLAND	HORIZONTAL	VERTICAL	SQUARE	
AD SIZE								
BLEED	7.75" x 10.75"	7.75" x 5.5"	4" x 10.75"	5.125" x 8.125"	===	2.8125"x10.75"	===	===
TRIM	7.50" x 10.50"	7.50" x 5.25"	3.75" x 10.50"	4.875" x 7.875"	===	2.5625"x 10.50"	===	===
LIVE	7" x 10"	7"x 4.875"	3.375" x 10"	4.50" x 7.50"	===	2.3125"x10"	===	===
NON- BLEED	-----	7"x 4.625"	3.375" x 9.75"	4.50" x 7.25"	7" x 2.875"	2.3125" x 9.75"	4.5" x 4.625"	3.375" x 4.625"

PLEASE SEND YOUR AD NO LATER THAN THE MATERIAL
DUE DATE ON THE EDITORIAL CALENDAR

CREATIVE SPECIFICATIONS

Native files are not accepted. EBM is not responsible for PDF files prepared incorrectly.
Publisher does not assume responsibility for color accuracy.

ADDITIONAL CHARGES: Creative services and ad alterations are available at \$85 per hour.

MATERIALS SUBMISSION: Email PDF, or request FTP access.

MECHANICAL PREPARATION: Final trim: 7.5" w x 10.5" h.
300 DPI or higher for all images and artwork. No JPEG, PNG, or BMP images.
Use CMYK color profile, Web coated SWOP – no RGB.
Use 100% Rich Black. Do not use Registration Black.
Embed fonts in the final PDF file.
Create final file in PDF format: PDF/x-1a. Crop marks for bleed area are acceptable if offset by .125". Remove color bars and registration marks.

RICH MEDIA OPTIONS AVAILABLE FOR DIGITAL VERSION OF MAGAZINE.





DACE CHIEF EDITOR

Amisha Singh, DDS

A Denver native, Dr. Singh is a dentist by training and an educator at heart. She is on the faculty at the University of Colorado School of Dental Medicine serving as the Director of Diversity and Inclusion after building her own private practice in Parker, Colorado.

Dr. Singh is exceptionally passionate about leadership, service, wellness and the alignment of professional and personal identity. She has used these passions to become a national speaker, a writer and an engaged member of the dental profession.

Please contact Dr. Singh at asingh@endeavorb2b.com

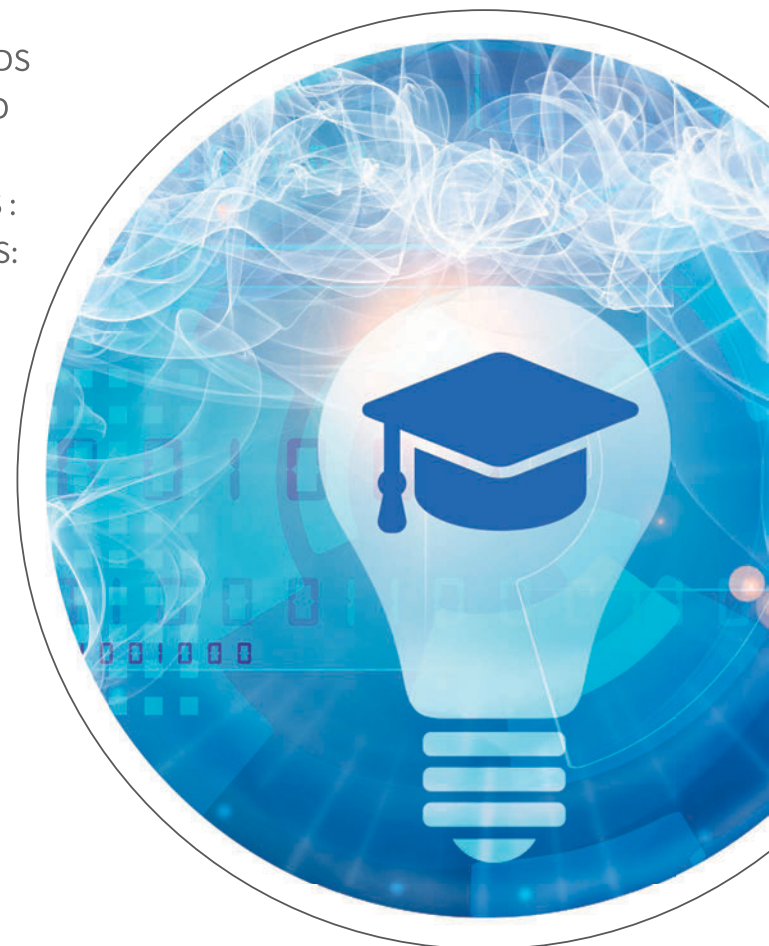
ABOUT DACE

DACE - Dental Academy of CE is the industry leader on providing cutting edge and innovative peer-reviewed continuing education for all dental practitioners.

We specialize in accessible and high quality content via print and digital formats which help dentists, hygienists and assistants provide exceptional care at the top of their license.

DACE ADVISORY BOARD

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CE SPONSORSHIPS



[View the DACE website »](#)

ACCREDITED BY

ADA C-E-R-P® Continuing Education Recognition Program



Self-Paced Continuing Education for Dental Professionals

Position your company as a forward-thinking education partner to an active, engaged audience of dentists and hygienists with decision making power through written featured courses and live/on-demand webinars. Sponsorship includes promotional emails to our audience, social media promotion, lead generation reporting for three years and the sponsor's logo on all marketing materials.

DACE WEBINARS Align your company with educational content for the dental industry with an engaging video webinar, that we have peer-reviewed to qualify for 1 CEU. Sponsorship includes promotional emails to our audience, social media promotion, lead generation reporting for three years and the sponsor's logo on all marketing material.

DACE SYMPOSIUMS Take a leadership role in this new educational series. Instead of a written CE course or webinar, this series provides an interactive experience for dental professionals to receive high-level educational information while earning mandatory CEs. Each online live event should last approximately 3 hours and qualify for 3 accredited CEUs. The DACE SYMPOSIUM will include three speakers discussing a single topic of choice, each with a 45-minute presentation. Speakers may include company-provided key opinion leaders or KOLs provided by DACE. Following the three presentations there will be a 45-minute Q&A session for optimal participation by viewers. 500+ leads

DACE WHITE LABEL Looking for an easy way to offer your customers CE credits without the hassle of building a website with course & webinar content, images, accreditation approvals and reporting? Take advantage with our exclusive DACE CE website, by white labeling the website with your own brand. We do all the work while you get the educational industry recognition!



DACE SALES: BRIAN ROSEBROOK brosebrook@endeavorb2b.com 918.728.5321

DIGITAL & NATIVE ADS



Advertising that reaches decision-makers in the moment

Showcase your brand to highly targeted audiences in popular channels with our portfolio of display and rich media banners.

Digital Banners

Banners appear on the homepage and article pages. Our websites are responsive, and most ads serve on desktop, tablet and mobile.

AD TYPE
Leaderboard
Sticky Leaderboard
Billboard
Rectangle
Reskin
Welcome Ad
In-banner Video
In-article video
In-article Premium
In-article Flex
Native ad

ALL OUR SITES DELIVER ROS ADS

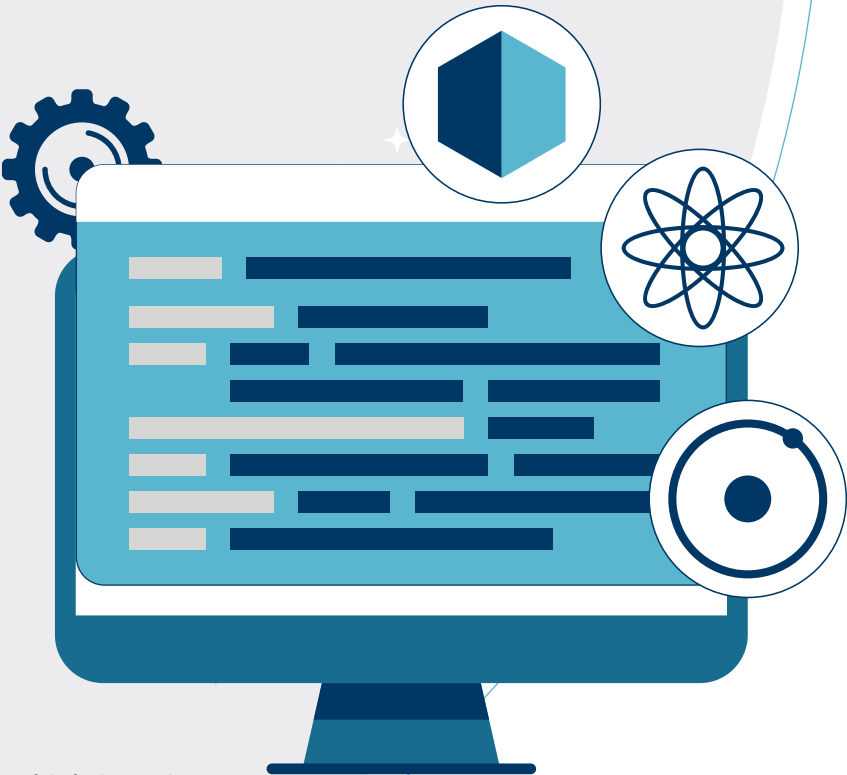
Dental Economics

RDH

Perio Implant Advisory

Dentistry IQ:

- Practice Management, Wellness, Front Office, Dental Assisting
- Dentistry [available for sponsorship]
- Hygiene [available for sponsorship]



Native Article or Video Post

Showcase your content in our channels with a sponsored content native program. Your content replicates our form and function, attracting and engaging audiences. Native posts are labeled as Sponsored Content.

Digital programs are customized to your spend levels and discounts are available for multiple insertions.

Dentistry iQ

Average Monthly Views 264,351
Average Monthly Unique Visitors 136,345

DE
DENTAL ECONOMICS

Average Monthly Views 114,087
Average Monthly Unique Visitors 55,896

RDH

Average Monthly Views 201,104
Average Unique Monthly Visitors 109,189

PERIO-IMPLANT
ADVISORY

Average Monthly Views 50,272
Average Monthly Unique Visitors 33,494

Submission Information

Materials due: Seven business days prior to publication.

Send creative to: webtraffic@endeavorb2b.com

View our **DIGITAL BANNER AD SPECS**

NEWSLETTERS



Established frequency, trusted content, and engaged audiences

Click to view
OUR NEWSLETTERS AD SPECS

Materials due:
Seven business days prior to publication.

Send creative to:
webtraffic@endeavorb2b.com

Morning Briefing

Daily (Monday-Friday)

Stats
Average Delivered..... 55,489
Average Opens* 44.1%

DE Weekend

Weekly (Sunday)

Stats
Average Delivered..... 35,899
Average Opens* 39.75%

Clinical Insights

3x/Week (Tuesday, Wednesday, Thursday)

Stats
Average Delivered..... 53,433
Average Opens* 42.9%

9+8RDH eVillage

Weekly (Friday)

Stats
Average Delivered..... 46,676
Average Opens* 46.8%

RDH Graduate

Monthly (4th Thursday)

Stats
Average Delivered..... 37,222
Average Opens* 46.2%



*Due to Apple’s iOS 15 update, measured open rates have increased and should not be compared to previous reports

SPECIAL EDITION NEWSLETTERS



NOW AVAILABLE! EXCLUSIVE SPONSORSHIP of our SPECIAL EDITION NEWSLETTERS

Take sole sponsorship of one of dentistry's most trusted digital newsletters through this Special Edition custom opportunity. Promote your thought leadership assets and products/services to your desired target audience within a relevant and responsive environment designed to resemble our newsletters, creating engagement and delivering traffic to your website.

WHAT'S INCLUDED

- Custom newsletter of your choice sent from DE, RDH, or DIQ.
- 2 – 4 of your brand's content assets.
- Your choice of one or more of our Editorial Features related to your product/service category.
- Optional: 2 - 4 of your brand's Featured Products.
- Production and testing of the newsletter before deployment.
- Your logo displayed prominently as the newsletter sponsor.
- Monthly report.

TARGET AUDIENCE OPTIONS

DE Weekend - delivered to 40K

RDH eVillage - delivered to 47K

DIQ Morning Briefing - delivered to 56K



PODCASTS



PODCASTS are the red-hot media that the dental community craves to enlighten, engage, and entertain. We provide turnkey production and promotions, syndicated to the major podcast networks. You have the ability to discuss opportune topics that positions your company as the thought leader for a specific topic. Podcasts are evergreen with unlimited downloads, and are consumed across a wide variety of devices, delivering your message to the audience anywhere, anytime. Ask about recording during 2024 dental conferences!



DENTISTRY UNMASKED
Dentist-focused audience

A roundtable podcast, hosted by Dr. Pam Maragliano-Muniz and Dr. David Rice, plus other notable guests from all parts of dentistry.

There are three options available for each quarter:

Podcast Chat (2 slots available): 20-30 minute interview with your KOL, presented as a bonus episode. (Must purchase a Dynamic Ad as well for the same month).

Pre-roll or a Mid-roll Dynamic Ad Insertion on applicable episodes (2 slots available for each). 30-45 second ads, host or sponsor-read, with the ability to change your message each month.



A TALE OF TWO HYGIENISTS
Dental Hygienist-focused audience

AToTH is the longest running dental hygiene podcast, with over 750 episodes released, and over 2 million downloads. Discounts are available with a 2+ month commitment.

TIPisodes: 5-10 minute episodes promoted on our social networks and includes other ads.

A Pre-roll or a Mid-roll Dynamic Ad Insertion on applicable episodes: 30 second ads, host-read, with the ability to change your message each month. Includes an audiogram on the AToTH social networks and mentions in two AToTH eblasts during sponsorship months.

Podcast Chat: A 20-30 minute interview with your KOL, presented as a bonus episode.



RDH MAGAZINE PODCAST
Dental Hygienist-focused audience

Introduced in early 2023, this podcast brings together the community of voices from RDH magazine as a "In Case You Missed It" audio read of a pre-published article.

There are two options available each quarter:

Pre-roll or a Mid-roll Dynamic Ad Insertion on applicable episodes (1 slot available for each). 30-45 second ads, host or sponsor-read, with the ability to change your message each month.



2025 RDH Under One Roof July 18-20, 2025 | Dallas, Texas

RDH Under One Roof is a three-day action packed event offering quality dental hygiene education. Dental hygienists learn from leading speakers in the industry during the educational courses. All attendees are also invited to visit the exhibit floor to view the newest dental hygiene products and dental equipment from the exhibitors. Exhibiting at RDH Under One Roof is the smartest decision a dental brand can make all year. No other venue provides more opportunities to meet one-on-one with current and prospective customers.

Generate more quality leads and do more business in one place, at one time. Book your space today to select a prime location.

Benefit from:

- Opportunities to showcase your products and services to a targeted audience
- Qualified lead generation for new business results
- Branding opportunities to optimize exposure for your company, products and services
- Cost-efficient networking platform to meet the key players, interact with existing customers and build critical new contacts to grow your business and expand your results

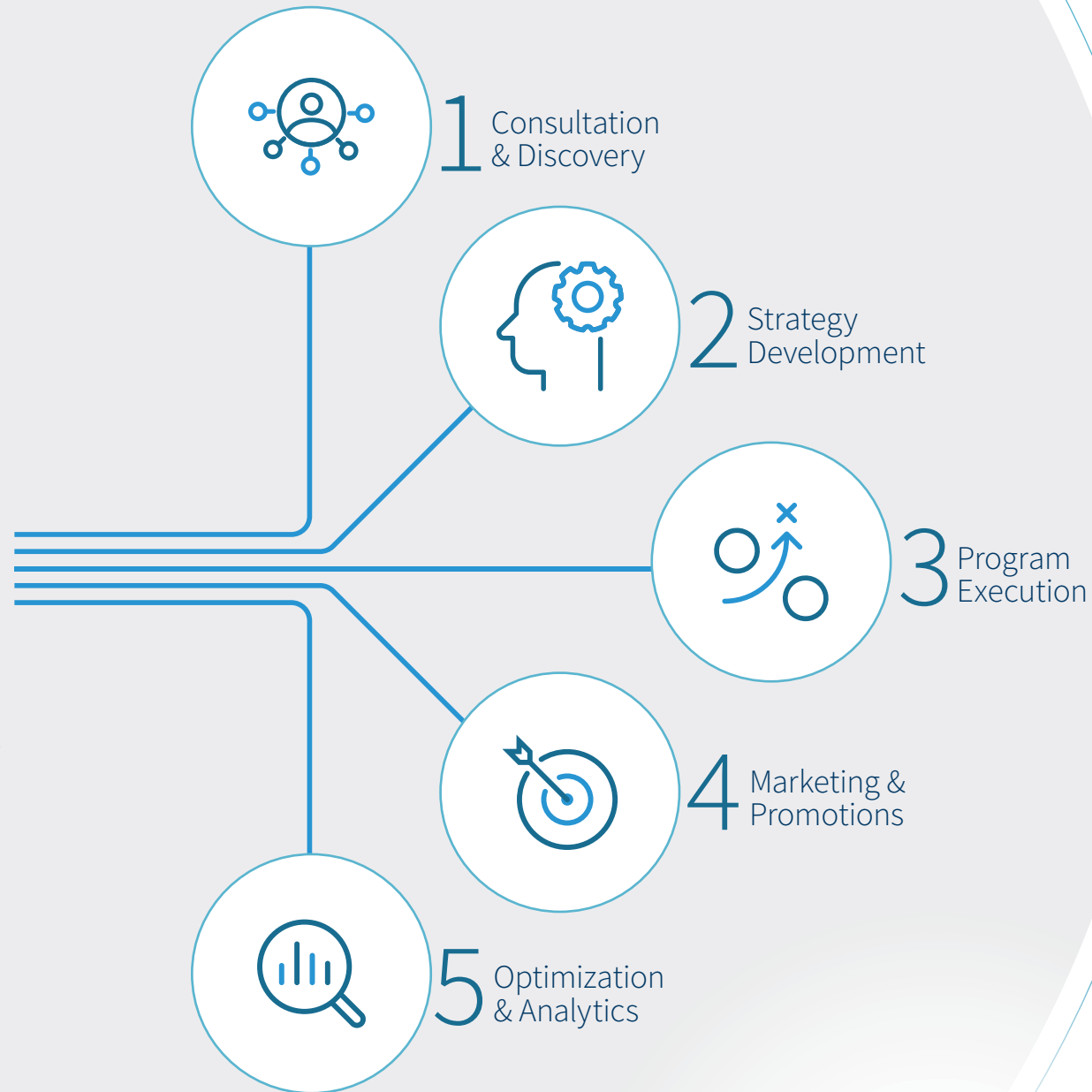
[Learn More »](#)



2024 ATTENDEES: 2,000+ Dental Hygienists 175+ Exhibitors

BUILT TO ACHIEVE GOALS

Rely on our team of engagement specialists, subject matter experts, writers, analysts, content marketers, visual designers, and video producers to help you elevate your marketing efforts and accelerate business growth.



Overview of Our Solutions

Advertising

Target the right audiences in the right channels.

Research & Intelligence

Make data-driven decisions with our expert intel.

Content Development

Drive engagement with high quality content.

Video & Podcasts

Solutions that bring your brand to life.

Lead Generation

Lead generation programs built for your goals.

Data-Driven Marketing

Leverage our first-party data through direct & targeted marketing.



DELIVERING ALL THE KEY INGREDIENTS

-  60+ Years of Research Experience
-  150 In-House Subject Matter Experts
-  Engaged B2B Audience Database

Intelligence That Empowers Smart Business Decision Making

Rely on our research development and data analysis expertise to help you make informed decisions, develop effective strategies, and maximize the impact of your marketing efforts.

[LEARN MORE] 

Research & Intelligence

Custom Research

Partner with our experts to gain intelligence from tailored research programs designed to meet unique objectives.

Brand Perception/ Health

Gain insight into how brands are perceived, opportunities for improvement, and increase customer loyalty.

New Product Development

Reduce risk, optimize design, and better align products with customer needs to increase the likelihood of success.

Customer Experience

Understand customer needs and satisfaction levels, and identify pain points to improve customer loyalty and advocacy.

Industry Insights

Deliver data-supported intelligence around trending topics to your target audience and leverage research for lead generation.

State of the Industry

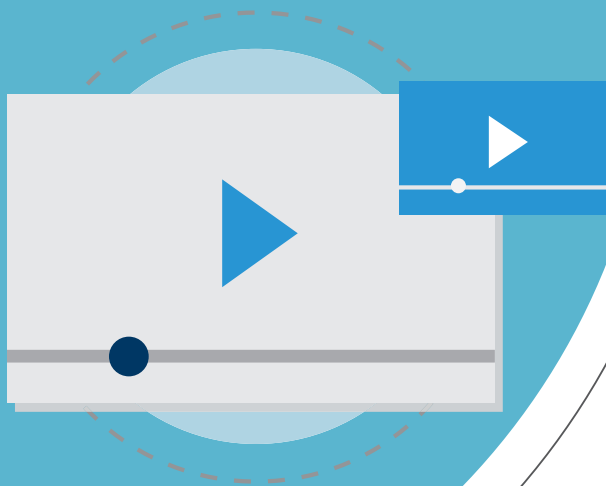
Create an impactful market-oriented research report to generate high-quality leads and provide valuable insights to your target audience.

Focus Groups

Gain awareness of customer thoughts, emotions, and behaviors with in-depth exploration, discussion and feedback, whether in-person or virtual.

In-Depth Interviews

Uncover customer perspectives, motivations, and behaviors, gathering qualitative data to complement quantitative research.



Video Marketing That Increases Engagement and Conversions

Benefit from the latest technology platforms, proven techniques, and design skills to create video and podcasts that are sure to resonate with target audiences in highly trafficked channels.

[[LEARN MORE](#)] 

THE POWER OF VIDEO IS UNDENIABLE

86% of video marketers reported that video increased traffic to their website, and 83% said video helps increase time spent on a page.

Podcasts

Engage target audiences with this popular media format and make them feel a part of the conversation, building trust and loyalty. Contact your sales manager to learn more.

Product Video

Showcase key product features and the ability to tackle challenges while demonstrating products or services in action, utilizing voice-overs or on-camera talent.

Event Video

Optimize your event marketing investments by capturing video that will create awareness, build booth traffic, and support post-event follow up to prospects and leads.

Video Promotion

Drive visibility and exposure of your existing video content with promotions across a variety of online, email, and social platforms.

Explainer Video

Guide decision making and boost awareness with cost effective, animated videos that break down complex topics and highlight approaches to problem solving.

Custom Production

Take control of your video content strategy and partner with our team of storytellers, video producers, and engagement experts to create powerful video assets.

QuickChat

Get personal with your target audience and demonstrate your expertise, all while building credibility with this engaging, short-take video interview format.

LEAD GENERATION



Custom Built Programs That Deliver the Leads You Need

Our engagement experts have a gift for tailoring strategies to specific audiences and optimizing resources that will help you generate leads that are more likely to convert into loyal customers and drive long-term success.

[\[MORE LEAD GEN CREATION\]](#)



LEAD GENERATION PROGRAMS

Content Syndication

Syndicate your content across our brand channels and reach target audiences that are looking for solutions to their challenges. Registration is required to view the content and campaign report metrics are provided with full contact information for each lead.

Content Creation

Partner with our team of SMEs, designers, and engagement specialists to develop a custom program that includes content creation, promotional campaigns, and lead generation. Our content development services include all the best short-form, long-form, and visual content types.

Content Engagement Center

Your brand, your content, your solutions, and your target audience. Aggregate your premium content into a digital hub and guide prospects through a self-led buyer's journey that will accelerate decision making. Program incorporates multimedia assets, engagement scoring, and scheduled lead delivery.

Lead Nurturing

Leverage our marketing automation and content platforms to evaluate your top-of-the-funnel leads based on digital engagement metrics, and guide prospects throughout the buyer's journey using multi-phase content marketing programs.

WHY PARTNER WITH US?

- Strategy
- Topic Expertise
- Content Creation
- Turnkey Program Management
- Design Services
- Lead Collection & Automation
- Privacy Compliance
- Engaged Audiences



WHY SHORT FORM?

- Quick and Digestible
- Increased Engagement
- Shareability
- Cost Efficient
- Mobile Friendly

Content Marketing That Drives Engagement and Generates Leads

Partner with us to create a strategy that strikes a perfect balance of short-form, long-form, and visual content to achieve your goals.

[\[LEARN MORE \]](#) 

Short-Form Content

Ask the Expert

Showcase your topic expertise and establish thought leadership with this quick-hit asset built off of an interview conducted by our subject matter expert.

Top Tips

Feature 5 to 10 brief tips or steps, with graphic design, that will help your audience better understand a topic and guide them toward a purchase decision.

FAQs

Proactively address questions about a topic, issue, or trend and build stronger customer relationships with this efficient content marketing asset.

Long-Form Content

White Papers

Leverage our SME network to create authoritative and in-depth reports that provide valuable information and insights, accelerating the decision making process.

Case Studies

Collaborate with our network of experts to create a compelling content asset that showcases your real-world success stories through customer interviews.

EBooks

Collaborate with a SME to select topical, evergreen content from our brand and we'll produce a fully designed co-branded eBook that prominently features your brand's messaging and advertising alongside our content.

Visual Storytelling That Creates Meaningful Connection

Our team of subject matter experts, writers, analysts, content marketers, visual designers, and video producers will join forces with you to bring your story to life.

VISUAL STORYTELLING

StoryDesign: Interactive White Paper

Upgrade your white paper by creating a fully interactive experience with graphics and video to deliver deep engagement.

StoryDesign: Interactive Guide

The definitive solution to engaging and effective visual storytelling built in a fully branded environment with custom created content and powerful multimedia options.

Infographics

Data visualization, increased shareability, improved content marketing and effective storytelling, infographics should be a part of your content marketing strategy.

Video Solutions

Consult with our team of engagement and topic experts on how to best tell your brand story leveraging a combination of multimedia content.

WHY VISUAL STORYTELLING?

RETENTION

Marketers that use visual storytelling techniques, increase the likelihood of their message being remembered and understood.

INCREASED ENGAGEMENT

Visual storytelling captures attention, evokes emotions, and encourages viewers to interact with the content, resulting in higher engagement levels.

ENHANCED BRAND RECALL

Storytelling combined with compelling visuals creates a powerful impact on the viewer's memory, increasing brand recall and recognition.

SIMPLIFY THE COMPLEX

Visual storytelling allows marketers to simplify complex ideas or concepts by presenting them in a visual and narrative format, helping to break down barriers and make information more accessible and easily digestible.



Unique Webinar Formats That Deliver Qualified Leads

We have all the key ingredients for delivering a successful event and the ROI you want – engaged decision makers, subject matter experts, technology platforms, project management, and fully compliant lead delivery.

Webinar Formats

Webinars

Position your brand as a subject matter expert and connect with prospects who are seeking education on a topic or a solution to their challenge. Webinars are proven performers, generating powerful, engaging content that delivers lead generation and thought leadership.

Virtual Round Table

Solving large, complex challenges requires perspective, input, and collaboration from a variety of key stakeholders. Bring together a powerful team of influencers for a real conversation around thought leadership topics and attract decision makers who are looking for answers, converting them to leads.

Webchats

Take a more personal approach to webinars with this interview-style format that allows you to better build a narrative around your solution and create a personal connection with prospects. Shortened format for a fully interactive 30-minute experience that will generate leads and build affinity for your brand.

Webinar Lead Touch

Engage webinar registrants leads post-event and move them toward a follow-up action with this program that includes a series of three emails to registrants for driving on-demand views and introducing related content.

A POWERFUL TOOL

Use webinars to engage audiences, demonstrate expertise, generate leads, gather insights, and enhance brand visibility.

[LEARN MORE] 



Precision Marketing That Delivers Maximum Impact

Partner with our team of data, marketing, and subject matter experts to build strategies for personalization, enhanced experiences, optimized campaigns, and continuous improvement.

Data-Driven Marketing

Audience Extension

Leverage our 1st party data and create campaigns targeting the business decision-makers who match your criteria across thousands of sites on the web. Select from any combination of display ads, in-feed native, or video pre-roll ads on professional websites to reach your key audiences.

Audience Extension: Social

Drive higher CTR% and conversions using Meta (Facebook) and LinkedIn. We'll manage your campaign using a single image, carousel, or video ad and create targets based on website visitors, our 1st party data, or by creating look-a-like profiles.

Micro-Proximity

Target company locations, geographic targets, or attendees at a tradeshow or conference through micro-proximity or geofencing. Increase your brand awareness and drive traffic to your booth by placing display ads on mobile apps within the defined area.

Third-Party Emails

Using our 1st party data and insights, we reach your target audience through personalized emails. Our team of direct marketing experts will set up and deploy privacy-compliant HTML emails and provide full reporting metrics.

Connected TV (CTV)

Promote your brand where people are already engaged on streaming apps through a 15- or 30-second video placement. Your content can be featured before, in the middle, or after programming and targeting can be done by business/industry, NAICs codes, or company name/domain.

[[LEARN MORE](#)] 

The Power of AI personif.ai

Effectively reach specific personas by delivering personalized content recommendations using our extensive 1st party data, proprietary AI technology, and machine learning capabilities. Personif.ai, our AI-powered content marketing solution, leverages behavioral insights to provide on-site content recommendations that are aligned with editorial content, resulting in a highly impactful campaign that drives traffic back to your website.

RESOURCES [LINKED BELOW]

DENTAL ECONOMICS

WEBSITE
INSTAGRAM
FACEBOOK
YOUTUBE
LINKEDIN

RDH

WEBSITE
INSTAGRAM
FACEBOOK
LINKEDIN

DENTISTRY IQ

WEBSITE
FACEBOOK
LINKEDIN
TWITTER

PERIO IMPLANT ADVISORY

WEBSITE
FACEBOOK
INSTAGRAM
LINKEDIN

DACE

WEBSITE

CONTACT OUR TEAM TO DISCUSS YOUR GOALS FOR 2025



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RDH Sales Director
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HEATHER WALKE

DE/DIQ Sales Director
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DEREK TRINKA

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CHRIS MILLER

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WE KNOW THE MARKETS

12 MILLION BUSINESS PROFESSIONALS
IN SECTORS THAT ARE INNOVATING,
TRANSFORMING, AND GROWING.

