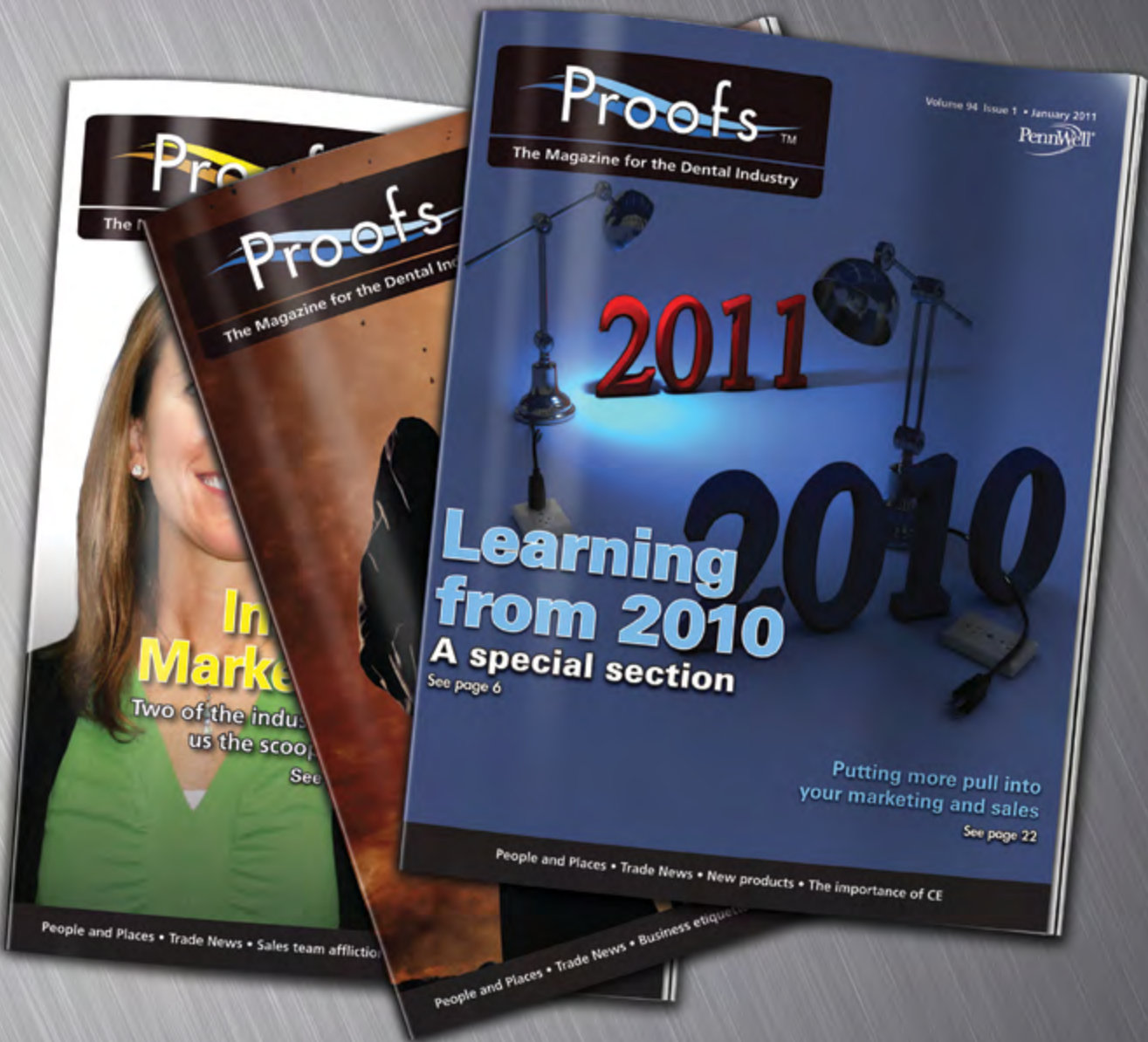




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www.DentistryIQ.com



2012 MEDIA KIT

Proofs - The Magazine for the Dental Industry



The Great Depression. The double-dip recession of the early 1980s. The slump of the early 1990s. The current economic situation. What do they have in common, other than being financial crises? Proofs has been there through each one, helping dental industry professionals navigate through the troubled period and emerge ready for growth when times are better.

Since 1917, Proofs has been a trusted resource for dental industry leaders... in good and bad times. As we enter our 95th year of publication, this magazine will once again provide articles in every issue that will help sales representatives in the field and executives improve their business. Whether it's information from our sister publication, Dental Economics, on the latest trends and opinions from dentists or the newest products and ways to introduce them to current and potential customers, Proofs will stay on the cutting edge for its readers.

Much has changed in 95 years, but this magazine's commitment to its readers has not ... and never will. The dental industry looks to Proofs for information, and it's an honor to continue the tradition of helping the dental industry grow and succeed.

I'm always open to hearing from readers. I hope you'll contact me with any questions, opinions, or concerns.



Kevin Henry
Editor, Proofs

In every issue...

- People and Places
- Trade News
- Marketing articles geared toward executives
- Sales articles geared toward field representatives
- Current statistical information on the dental industry
- Articles on "hot" topics such as the gray market, trade shows, social media, and the economy.

PROOFS EDITORIAL CALENDAR

ISSUE	SPACE	MATERIAL DUE	BONUS DISTRIBUTION
January	December 12, 2010	December 16, 2011	CDS Midwinter Meeting
March	February 14, 2012	February 20, 2012	
June	May 14, 2012	May 18, 2012	
September	August 13, 2012	August 17, 2012	ADA Annual Session
November	October 11, 2012	October 17, 2012	Greater New York Dental Meeting

Readership

Proofs' audience can be generally described as dental sales, marketing, and executive personnel with manufacturers and dealers within the United States and Canada.

Circulation

Total circulation is 5,500. Distributed on a qualified-control and paid basis. Sworn statement available.

DISPLAY AND CLASSIFIED ADVERTISING RATES

DISPLAY ADVERTISING RATES:

NOTE: Gross rates below include four-color charges and are entitled to a 15% agency commission.

DISPLAY	1X	3X	6X	9X
FULL PAGE SPREAD	\$10,372	\$9,893	\$9,043	\$8,410
HALF PAGE SPREAD	\$8,297	\$7,916	\$7,231	\$6,731
FULL PAGE	\$5,191	\$4,949	\$4,522	\$4,208
2/3 PAGE	\$4,419	\$4,208	\$3,852	\$3,631
1/2 PAGE	\$3,919	\$3,651	\$3,487	\$3,348
1/3 PAGE	\$3,291	\$3,136	\$2,889	\$2,786
1/4 PAGE	\$2,874	\$2,750	\$2,534	\$2,508
1/6 PAGE	\$2,688	\$2,621	\$2,534	\$2,338
1/8 PAGE	\$515			

The total number of full-page and fractional ads used within one year from the date of first insertion determines the frequency rate earned. Each page of multi-page units counts as one insertion toward an earned frequency; space purchased by a parent company and its divisions or subsidiaries is combined to determine earned frequency. Earned rates in *Dental Economics*, *Proofs* and *RDH* can be combined to earn the best rate.

Premium Position Rates

Cover 2: Earned 4-color rate	+ 25%
Cover 3: Earned 4-color rate	+ 15%
Cover 4: Earned 4-color rate	+ 40%

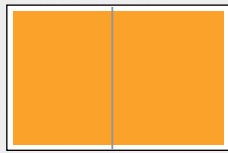
CLASSIFIED ADVERTISING RATES:

NOTE: Gross rates below include four-color charges and are entitled to a 15% agency commission.

CLASSIFIED	1X	3X	6X
1/2 PAGE	\$2,348	\$2,137	\$1,936
1/3 PAGE	\$1,736	\$1,576	\$1,437
1/4 PAGE	\$1,288	\$1,169	\$1,061
1/6 PAGE	\$757	\$675	\$603
1/8 PAGE	\$494	\$464	\$448
1 COLUMN INCH	\$185	\$160	\$144



PROOFS MECHANICAL DATA AND SPECIFICATIONS



Full Page Spread

Live Area: 15" x 9.5"
(381mm x 241mm)
Trim: 16" x 10.5"
(406mm x 267mm)
Bleed: 16.25" x 10.75"
(413mm x 274mm)



Full Page

Live Area: 7" x 9.5" (178mm x 241mm)
Trim: 8" x 10.5" (203mm x 267mm)
Bleed: 8.25" x 10.75" (210mm x 274mm)



2/3 Page

Live Area: 4.5" x 9.5"
(114mm x 241mm)
Bleed: 5.25" x 10.75"
(133mm x 274mm)



1/2 Page Vertical

Live Area: 3.375" x 9.5" (86mm x 241mm)
Bleed: 4.125" x 10.75" (105mm x 274mm)



1/2 Page Island

Live Area: 4.5" x 7.375" (114mm x 187mm)
Bleed: 5.25" x 8.25" (133mm x 210mm)



1/3 Page Vertical

Live Area: 2.25" x 9.5"
(57mm x 241mm)



1/2 Page Horizontal

Live Area: 7" x 4.875"
(178mm x 124mm)
Bleed: 8.25" x 5.5" (210mm x 140mm)



1/3 Page Square

Live Area: 4.5" x 4.875"
(114mm x 124mm)



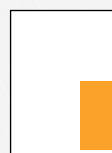
1/4 Page

Live Area: 3.375" x 4.875"
(86mm x 124mm)



1/3 Page Horizontal

Live Area: 7" x 3.3125" (178mm x 84mm)



1/6 Page

Live Area: 2.25" x 4.875"
(57mm x 124mm)



1/8 Page

Live Area: 3.125" x 2.00"
(79.375 mm x 50.8 mm)

Method of Printing

Web Offset

Binding

Saddle-stitched, 1/8" off backbone

Paper

Cover and Body Pages: 60 lb. text weight

Inserts: The maximum stock weight accepted for inserts is 100 lb. text weight. Standard sizebound in inserts must be furnished at 8 1/4" x 10 3/4" allowing for a 1/8" trim on all sides. Special printing on inserts, such as embossing, where it is impossible to use or sell the other side of the insert, is sold as a complete 2 page insert.

Storing of advertising material: Advertising material will be stored for 12 months and then destroyed unless otherwise advised.

AD MATERIAL SUBMISSION:

- Go to <http://digitalads.pennwell.com>
- Select *Proofs* from the scroll-down menu
- Fill in the required information and select "UPLOAD AD"
- Wait for the confirmation page to display

Stuff or zip your files before sending.

The FTP site will accept up to 250 MB.

OPTIONAL:

For hard copy proof submissions, please send physical ad material to:

PennWell Corporation
Attn: Ad Traffic Team
1421 South Sheridan Rd.
Tulsa, OK 74112

SALES CONTACTS:

Midwest/Southeast
Marv Ashworth
Ph: (918) 832-9266
marv@pennwell.com

East
Auggie James
Ph: (847) 548-0409
ajames@pennwell.com

West
Derek Trinka
Ph: (918) 831-9170
derekt@pennwell.com

Key Accounts
David Hurlbrink
Ph: (717) 244-3148
davidh@pennwell.com

Classified & Reprint Sales
Heather Walke
Ph: (918) 831-9168
hwake@pennwell.com