# EFFICIENC

IN GROUP PRACTICE WWW.DENTALGROUPPRACTICE.COM

**Media Guide 2021** 



# **Insights**>



The mission of *Efficiency in Group Practice* is to facilitate a growth-centric relationship between dental group practices, manufacturers, distributors and service providers. Published six times per year, every issue of *Efficiency in Group Practice* is available in both print and digital formats. Our access to 25,000 decision makers across the U.S. allows us to impact brand awareness and deliver valuable education to the most rapidly growing support sector in our industry.

## **CIRCULATION:**

Targets practices with 4 to 700 locations. Circulation 12,000+. Our readership includes Dental Service Organizations (DSOs), Management Services Organizations (MSOs), and other dental business models.

Our readership includes:

- > Dentists
- > Hygiene and Assisting Staff
- > Clinical Directors
- > HR Directors
- > Office Managers
- > Operations Managers

- > Owners/Founders
- > Procurement Managers
- > Regional Managers
- > Team Leaders
- > Trainers
- > Private Equity

- "Efficiency in Group Practice serves as an excellent resource for dentists affiliated with a dental support organization or group practice environment. From covering the current state of DSOs to offering advice to dentists on best treating today's patients with today's standards, the content featured helps clinicians and industry professionals stay current in the ever-changing landscape of dentistry. As DSOs become increasingly prominent in our industry, this education is important now more than ever."
- Samson Liu, DDS, MAGD,
   MBA, vice president of clinical affairs at Heartland Dental and president of Dentists for Oral Health Innovation

# **Opportunities**



## **2021 Annual Partnership**

- > 6 Full Page Ads
- > 1 Ghost Cover
- > 3 Full Pages of Content
- > 1 Digital Ad in Dental Facts Weekly (4x in weekly edition)

Total Investment = \$61,650

Size	1x	3x	бх	
Full Page	\$6,500	\$6,250	\$6,000	
Inside Front Cover Premium – \$1,075.00				
Inside Back Cover Premium – \$1,075.00				
Back Cover – \$1,200.00				

## **Advertising Opportunities**

Print and Digital Ads

Full Page: \$6,500

> DentalFacts e-Newsletter advertising

4 times in weekly edition

Digital Ad: \$2,650

> Podcasts: \$5,000

## **Additional Opportunities**

(call for pricing)

- Customized inserts
- > Ghost Covers
- > Full page digital ads
- > Polybagged Inserts

> Bellybands

- > New Product Package
- > Company profiles and content marketing

## **New Magazine Newsletter**

DEO Media's New Magazine Newsletter will include DEO and DentalFacts subscribers who have a combined \$5-10 billion in revenue.

#### **Newsletter advertising**

> Banner Ad	\$1200
> Thumbnail Ad	\$800
In - Content	\$600

> Article when purchased with

a print package \$1,200.00

> Article no print package purchased

we write article \$2,700.00







For more information contact: Amy Cochran

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## Calendar >



### JAN/FEB>

#### **Editorial Highlight:**

- > Steve Bilt / AJ Acierno
- > New Practice Acquisitions
- > Best Practices in Acquiring
- > Should I Acquire or Open De Novo?

**Editorial Close:** 12/10/20 **Ad Close:** 1/11/21

## MAY/JUNE >

#### **Editorial Highlight:**

- > Rick Workman, Heartland Dental
- Associate Ownership
- › Best Practices Training Associates
- > Future of Dentistry

Editorial Close: 3/16/21 Ad Close: 4/16/21

## SEPT/OCT >

#### **Editorial Highlight:**

- > Steve Thorne, Pacific Dental Services
- New Practice De Novos/Future of Dentistry
- > Marketing a New Location
- > Event Previews

**Editorial Close:** 7/14/21 **Ad Close:** 8/13/21

## MARCH/APRIL>

#### **Editorial Highlight:**

- > Women Leaders in Group Dentistry
- Diversity
- Executives Making an Impact
- > ADSO Update
- > Hygiene Demand

**Editorial Close:** 1/14/21 **Ad Close:** 2/14/21

## JULY/AUG >

#### **Editorial Highlight:**

- > Sulman Ahmed, Deca Dental
- > From Dentist to CEO
- > How to Spend Less Time in the Chair
- > Rise of Emerging Markets

**Editorial Close:** 5/12/21 **Ad Close:** 6/11/21

## NOV/DEC>

#### **Editorial Highlight:**

- NADG update with Ken Cooper and Dr. Andrew Matta
- > Building a Team of Leaders
- > Specialty DSO Models
- > Oncoming 2022 Trends

**Editorial Close:** 9/16/21 **Ad Close:** 10/15/21

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