



NORTH TEXAS

# Dentistry

North Texas Dentistry is a four-color business-to-business trade publication written specifically for and about the dental community of North Texas.

Through its compelling, highly targeted and personal editorial, North Texas Dentistry reaches doctors on a local level and offers advertisers access to this market.

# NORTH TEXAS Dentistry

The leader in bringing news and information to the North Texas dental community

## CIRCULATION

North Texas Dentistry is mailed, free of charge, to over 4,600 dentists and dental industry professionals 7-8 times a year.

**North Texas Dentistry** reaches dental offices in Dallas, Tarrant, Collin, Denton, Rockwall, Kaufman, Ellis, Hood, Parker, Wise and Johnson counties.

## DIGITAL EDITION

By advertising in **North Texas Dentistry**, your message will also be featured in the publication's state-of-the-art digital edition. This virtual magazine available at [www.northtexasdentistry.com](http://www.northtexasdentistry.com) allows users to access the publication featuring your product or service 24 hours a day, seven days a week.

# MARKETING OPPORTUNITIES

## Feature Cover Story

◆ **Six-page or eight-page article, including front cover**

A perfect opportunity to position a practice or company as an industry leader and provide distance from the competition using a reputable third party endorsement.

**Package includes** publication in the magazine and 1000 reprints of the feature to use as a marketing tool. Additional reprints can be purchased.

- ◆ Content is focused on a local dental practice or company serving the dental community in North Texas.
- ◆ Professional color photography
- ◆ Content can be submitted or created by the experienced publishing staff at **North Texas Dentistry**. If the client supplies the content, the **North Texas Dentistry** design team will create the final design and layout.

**Six-page Cover Story Package** .....\$5900.

**Eight-page Cover Story Package** .....\$7000.

## Custom Profile

Maximize your budget, enhance brand awareness, and connect with current and prospective customers through this high-impact, low-cost marketing resource.

Supply your own content and photography or let the **North Texas Dentistry** team assist you for an additional charge.

**One-page Profile** .....\$1200.

**Two-page Profile**.....\$2200.

## Special Feature

◆ **Four-page article**

A chance to spotlight a practice, company, service or product using a third party endorsement.

**Package includes** publication in the magazine and 1000 reprints of the feature to use as a marketing tool. Additional reprints can be purchased.

- ◆ Content is focused on a practice, local service company or product offered to the North Texas dental community.
- ◆ Professional color photography
- ◆ Content can be submitted in complete form or coordinated by the **North Texas Dentistry** design team.

**Four-page Special Feature Package** .....\$4200.

## Traditional Print Advertising

**North Texas Dentistry** can create a professionally designed ad, or you can supply your own camera-ready artwork\*. Various ad sizes and insertion times available.

**\* Ask about Ad Rates and Specifications**

For additional information in marketing in **North Texas Dentistry** please contact:

**LuLu Stavinoha, Publisher**

**214-629-7110** or [lulu@northtexasdentistry.com](mailto:lulu@northtexasdentistry.com)

## WORKING WITH THE RIGHT TEAM BRINGS RESULTS

"Lulu and her team produced an outstanding article of my recent periodontal case. North Texas Dentistry has tremendous exposure and every dentist I know received a copy. Patients and referring dentist were very impressed about the case and it has helped my practice grow! Thanks, NTD!"

– Ruben Ovadia,, DDS, MS, Board Certified Periodontist

"I've advertised and contributed articles to North Texas Dentistry magazine off and on for several years now. I know my clients read the magazine because of the feedback I receive whenever I contribute. Lulu has crafted a professional publication that is recognized and read by the North Texas dental community."

– Kyle Wallace, Wallace Specialty Insurance Group LLC

"We have had a great working relationship with LuLu and North Texas Dentistry magazine for over 7 years. It is always a pleasure to work with such professional, yet warm, people and organizations like LuLu and NTD. We look forward to utilizing her expertise in publishing for our advertising and marketing needs in the future."

– Nitia Morris, Dental Auxiliary Service

"Our experience with LuLu and her team at North Texas Dentistry far exceeded our expectations. We appreciate both her positive support and promotion of all aspects of dentistry in North Texas."

– Kyle Swan & Phil Watkins, Functional Esthetics, Inc.

"With all of the 'junk' we are constantly inundated with, it is nice to have a magazine that stands out as a useful resource. I thoroughly enjoy North Texas Dentistry magazine because all of the articles are informative, concise, interesting and well written. I particularly like that it is local, so it feels relevant. Great job to the NTD team for putting out a quality magazine that I don't throw away!"

– Reena Kuba, DDS, MS, Childrens' Dental Centre of Irving

"We have had tremendous response from our advertisements and pieces in North Texas Dentistry. I am impressed by how widely North Texas Dentistry is read. I receive constant feedback from clients and colleagues that let me know that my appearances in the magazine are noticed, appreciated, and productive. North Texas Dentistry has been instrumental in our growth in this dental market."

– Joseph L. McGregor, McGregor & Oblad, PLLC

"We've worked on two large articles with North Texas Dentistry and are amazed each time on how wonderful everything turns out. Lulu and Tina could not make the process any easier for us and with the little information we give them, they always manage to create something that turns out beautifully written. I love looking at the magazine and seeing how all the locals are doing!"

– Victoria Jones, OrthoDent3D Imaging

[www.northtexasdentistry.com](http://www.northtexasdentistry.com)