

ADVERTISING RATES & SPECIFICATIONS - 2026



EDITOR-IN-CHIEF: Professor Igor Blum, King's College, London, UK

DESCRIPTION: Primary Dental Journal (PDJ) is the peer reviewed journal of the College of General Dentistry (formerly the Faculty of General Dental Practice). The professional development journal is aimed at the whole primary care team. Each issue focuses on a key topic in primary care dentistry and offers a combination of research, clinical best practice papers and scenario articles which allow the whole dental team to work together to improve standards of patient care.

AFFILIATION: College of General Dentistry

READERSHIP PROFILE: All members of the College of General Dentistry (CGDent)



FREQUENCY:

4

CIRCULATION:

2,050

**AVERAGE
MONTHLY
IMPRESSIONS:**

18,954

**AVERAGE
MONTHLY
PAGEVIEWS:**

3,251

ADVERTISING RATES

FULL COLOR RATES

COLOR	1 INSERTION
• DOUBLE PAGE SPREAD	£1,962
• INSIDE FRONT COVER	£1,415
• OUTSIDE BACK COVER	£1,415
• FULL PAGE	£1,087
• HALF PAGE	£650
• QUARTER PAGE	£432

Rates based on total units earned during a 12-month period. Space purchased by a parent company and subsidiaries may be combined for an earned rate. Post-publication rate changes will not be accepted. Changes in frequency must be applied to future insertions.

AGENCY COMMISSION: 10%

PAYMENT TERMS: Terms for invoices are net 30. Publisher reserves the right to withhold advertising from delinquent advertisers

HIGH IMPACT advertising opportunities, including cover tips, inserts and outserts, are available. Contact your sales representative for pricing.

SCHEDULE

CLOSING DATES

ISSUE MONTH	SPACE RESERVATIONS	COPY DEADLINE
MARCH	28 JANUARY 2026	1 FEBRUARY 2026
JUNE	2 MAY 2026	8 MAY 2026
SEPTEMBER	2 AUGUST 2026	8 AUGUST 2026
DECEMBER	1 NOVEMBER 2026	7 NOVEMBER 2026

MECHANICAL REQUIREMENTS

FULL PAGE		HALF PAGE	
FULL PAGE, BLEED	286MM (H) X 216MM (W)	HORIZONTAL, TYPE AREA	120MM (H) X 180MM (W)
FULL PAGE, TRIM SIZE	280MM (H) X 210MM (W)	HORIZONTAL, TRIM AREA	140MM (H) X 210MM (W)
FULL PAGE, TYPE AREA	250MM (H) X 180MM (W)	VERTICAL, TYPE AREA	250MM (H) X 85MM (W)
		VERTICAL, TRIM AREA	280MM (H) X 105MM (W)

FOR ARTWORK SUBMISSION:

Email: advertising@sagepub.com

• BANNER ADVERTISING REQUIREMENTS

- Acceptable file formats: GIF, Animated GIF, JPG, PNG, SWF
- Maximum size of banners: 100KB
- Geo-targeting is available (higher CPMs apply).
- Third party ad tags accepted.
- Video is accepted (higher CPMs may apply)

- **A high-resolution press-ready PDF is required for all electronic ad submissions.**
- **All fonts must be embedded.**
- **Minimum required image resolution is 300 dpi for color or grayscale images and 900-1200 dpi for line art (1-bit) images.**

RELATED TITLES



BANNER ADVERTISING • www.journals.sagepub.com/home/prd

STANDARD

Minimum of 10,000 impressions per month

CPM/Cost Per Thousand

STANDARD BANNERS

£65

GEOTARGETED BANNERS

£75

STICKY BANNERS

£96

EXPANDABLE

£85

BANNER ADVERTISING REQUIREMENTS

- Standard banner positions include:
728 x 90 px; 160 x 600 px; 300 x 250 px; 300 x 600 px
- Acceptable file formats: GIF, Animated GIF, JPG, PNG, SWF
- Maximum size of banners: 100KB
- Third party ad tags accepted.
- Video is accepted (higher CPMs may apply).

• ARTWORK DELIVERY

Email: advertising@sagepub.com

All prices are gross CPM unless otherwise noted. Minimums may apply.

Monthly Sponsorships Available. Contact Your Sales Representative For Pricing.

HIGH IMPACT ADVERTISING

INTERSTITIAL BANNERS

300 X 250 px - 700 X 700 px

**MONTHLY SPONSORSHIP
CONTACT YOUR SALES REPRESENTATIVE
FOR PRICING**

eARTICLE ADVERTISING

DYNAMIC SUPER LEADERBOARD

Recommended size is 1237 x 250. Smaller banner sizes can be accepted but will not display optimally.

**MONTHLY SPONSORSHIP
CONTACT YOUR SALES REPRESENTATIVE
FOR PRICING**

FULL PAGE PDF

1237 X 1631 px

**MONTHLY SPONSORSHIP
CONTACT YOUR SALES REPRESENTATIVE
FOR PRICING**

eBLASTS

Email Alerts

728 X 90 px

**CONTACT YOUR SALES REPRESENTATIVE
FOR PRICING**

Sponsored Emails

Custom HTML

**CONTACT YOUR SALES REPRESENTATIVE
FOR PRICING**

CHANNEL BUYS

Boost your reach with a Channel Buy. Your banner ad rotates across various journal websites within the **Dentistry channel**, maximizing exposure to your targeted audience. Take advantage of discounted CPMs for a high-volume purchase.

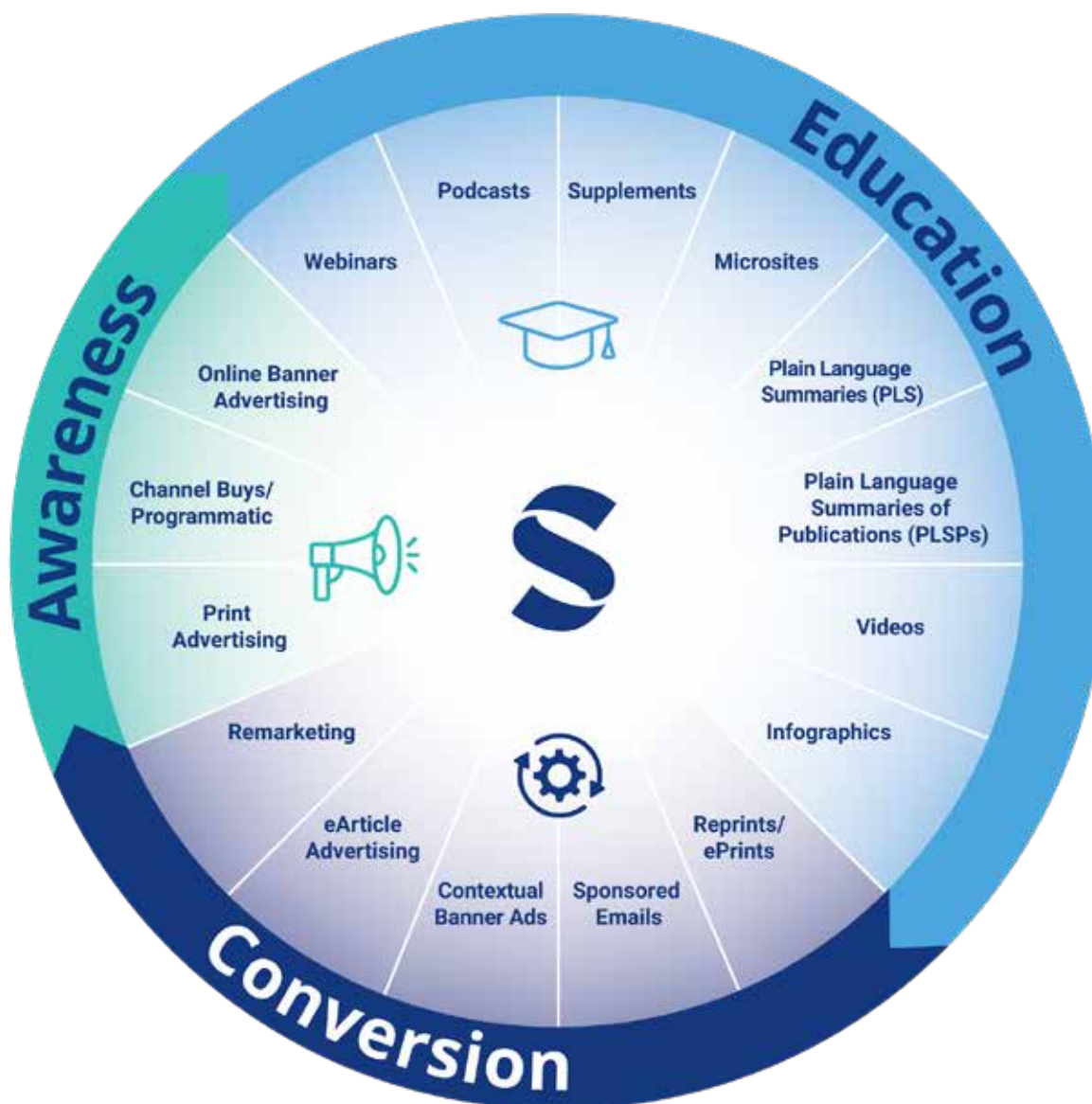
CONTEXTUAL ADVERTISING

Deliver ads to the most relevant audience using advanced AI and keyword targeting, ensuring seamless placement on pages that match your chosen keywords. Contact your sales representative for pricing.

RETARGETING

CONTACT YOUR SALES REPRESENTATIVE FOR PRICING

MULTICHANNEL MARKETING SOLUTIONS FROM SAGE



CONTACTS



ADVERTISING
Amy Blackmore
805.559.1065
Amy.Blackmore@sagepub.com



SUPPLEMENTS AND SPECIAL SALES
Stacey Wayne
805.410.7065
Stacey.Wayne@sagepub.com



REPRINTS
Wendy Worman
805.410.7635
reprint@sagepub.com



PUBLISHING SOLUTIONS
Hamish McDougall
+44 (0) 203 215 0152
Hamish.Mcdougall@sagepub.co.uk

