



Dental
Entrepreneur
Media
2023-2024
Media Kit





www.dentalentrepreneur.com

Dental Entrepreneur's mission is to highlight, connect, and maximize the careers and the business of people serving the dental profession. We share stories that inspire creativity, drive, and contribution. Dental Entrepreneur is the informational hub that provides the insight, knowledge, and data to empower you to make informed decisions about your professional future. We give the dental entrepreneur a place to share ideas, innovation, success, and failures through their unique and honest story telling.

We want to share your story. Dental Entrepreneur is the meeting place where experienced professionals in dentistry and up-and-coming dental entrepreneurs are learning and sharing. Our stories inspire and shape the future. Together, we use our voice, create community, and forge the future of dentistry. We hope you share your story with us, and take this opportunity to inform and inspire others.





Dental *entrepreneur* Woman

www.dew.life

DeW Life is a movement for inspiring, highlighting, connecting, and empowering all women in dentistry.

Richness of DeW is the collaboration. Our goal is to inspire and highlight women in dentistry and to be true to our shared commitment of being our best in all things, using our gifts for others while taking care of ourselves.

We want to fill a void that exists regarding female leaders and inspirational voices. To show young ladies entering the profession that the opportunities are real. To encourage those already digging in to raise their voices and for those seasoned veterans to give back and refuse to quit, because as we know, DeWs never retire!

We empower by sharing success stories in business, life, and spirituality.

We call it DeW for Dental Entrepreneur Women. We believe that all women are entrepreneurs. They run the household, they run the schedule, they run the gatherings, they run the spending. They run life. They dew life. They are Dental Entrepreneur Women. We want to be your voice.

DeW Life can't do it alone. We need your stories. We need your inspiration!





Social Media
Followers
8,000+

Average Engagement
Rate
Facebook- 7%
Instagram- 22%
LinkedIn- 9%

Community Members
4,700+

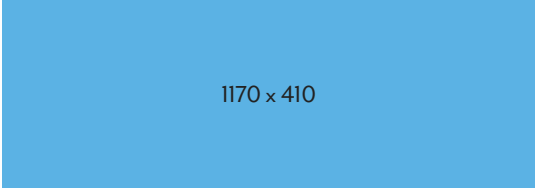




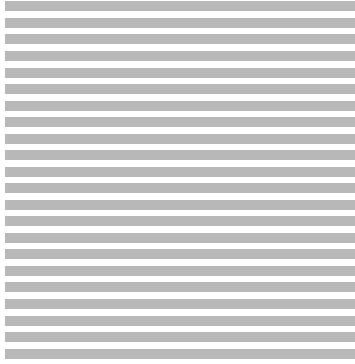
Readers
43,000+

Right now we are printing between 250 and 2,000 hard copies, depending on the shows we attend. We have a booth at the Hinman which is our largest run. We also ship magazines to all women-focused meetings that request it. We only ask for shipping and handling unless we need to reprint.

Digitally, we are at about 43,000 readers which is growing every week. Over 3,500 are community members and are members of DeW/DE. We have not bought any emails and believe the best way to build is at the grassroots level.

2023-2024 Media Kit
ONLINE ADVERTISING RATES



  	  
dentalentrepreneur.com Rectangular ad: 1170 x 410 px \$350/mo or \$1,000 quarterly Square box ad: 300 x 300 px \$450/mo or \$1250 quarterly	dew.life Rectangular ad: 728 x 90 px \$350/mo or \$1,000 quarterly Square box ad: 300 x 250 px \$450/mo or \$1250 quarterly

* Both ad sizes are click to link enabled to website of your choice

Creative Advertising Options with DE Media

Buying an ad isn't the only way that you can get involved. Here are a few more creative ways to spread the love.

- Advertorial paid ½ price page, approximately 800 words (with additional purchase)
- Web banner paid advertising
- Blog on dew.life *
- Articles*
- Social Media giveaway*
- The Society Scholarships*
- Booth prizes or promos to give away at events we participate in. *
- Sponsor an event at a conference like either a speaker or a cocktail party•
- Magazine signing at your booth*
- Lunch and learn on FB LIVE*
- Video interview with Anne to be shown on FB*
- Gift subscriptions
- Event speaker*
- Newsletter ads for purchase*
- FB LIVE Sponsorship

* Available to those with a full year contract of paid advertising. Some items at additional cost to advertiser. Feel free to shoot us an email if you are interested in getting more involved.

2023-2024 Media Kit
MAGAZINE ADVERTISING SPECS



FULL PAGE

No Bleed
7 in. x 10 in.

Full Bleed
8.375 in. x 11.125 in.

Trim Size
8.125 x 10.875

HALF PAGE

(Vertical)
3.25 in. x 9.375 in.

HALF PAGE

(Horizontal)
7 in x 4.875 in.

THIRD PAGE

7 in. x 9.375 in.

QUARTER PAGE

3.25 in. x 4.875 in.

All inserts will be priced on an individual basis. Contact advertising department for details.

- Digital issue online at issuu.com and our websites.
- Digitally emailed to over 43,000 people

Trim Size: 8.125" x 10.875 "

Binding: Saddle Stitch

Safety: .5" from trim

Required Material: PDF/X1-A preferred. InDesign file with hi res assets also accepted.

Submit ads to: AdDesign@dew.life

Publisher is not responsible for reproduction quality of ads not meeting printing specifications or for ads received after closing date.

2023-2024 Media Kit
ADVERTISING RATES



DentalEntrepreneur



DentalEntrepreneur Woman

	1x	2x	3x	4x
Full Page	\$3,200	\$3,100	\$3,000	\$2,800
1/2 Page	\$2,100	\$2,000	\$1,900	\$1,800
1/3 Page	\$1,600	\$1,500	\$1,300	\$1,200
1/4 Page	\$1,400	\$1,300	\$1,200	\$999
Front Cover	\$5,999 1x year in EITHER magazine. Includes 2 page story.			
Inside Front Cover	n/a	\$4,000	\$3,900	\$3,800
Inside Back Cover	n/a	\$3,600	\$3,500	\$3,400
Back Cover	n/a	\$5,300	\$5,000	\$4,700

1 Page Advertorial WITH purchase of 1/2 page or larger full price ad. \$1600.
(Allowed 1x year in each magazine.)

Other Advertising Options:*

Ads in our weekly newsletter - \$150

Paid Facebook Shoutouts - \$50

Facebook LIVE Sponsorships - \$100

Retreat/Event Sponsorships from - \$500

Video Ad/Commercials in the digital magazine - \$299 one time fee per issue

*With 1/4 pg minimum ad purchase for 1 year.

2023-2024 Media Kit
PUBLICATION SCHEDULES



DentalEntrepreneur

Spring 2023

Art materials deadline: March 14, 2023
Publication date: May 19, 2023

Summer 2023

Art materials deadline: June 16, 2023
Publication date: July 21, 2023

Fall 2023

Art materials deadline: August 25, 2023
Publication date: October 13, 2023

Winter 2023

Art materials deadline: December 8, 2023
Publication date: March 8, 2024



DentalentrepreneurWoman

Spring 2023

Art materials deadline: February 14, 2023
Publication date: April 21, 2023

Summer 2023

Art materials deadline: May 12, 2023
Publication date: June 23, 2023

Autumn 2023

Art materials deadline: August 4, 2023
Publication date: September 22, 2023

Winter 2023

Art materials deadline: December 1, 2023
Publication date: February 16, 2024

Editorial Office:

Anne Duffy
12233 Pine Valley Club Dr.
Charlotte NC 28277
Phone: 704-953-0261
Fax: 704-847-3315
Anne@DentalEntrepreneurMedia.com

Send Materials to:

Dental Entrepreneur Magazine
8334 Pineville Matthews Rd., Ste. 103-201
Charlotte, NC 28226

DeW Magazine is the Leader in Women's Dentistry
Lifestyle News and Entertainment.

Dental Entrepreneur is the leader in providing
business information beyond the classroom for
the dental students and dental graduates as they
navigate their first 10 years in dentistry.

Advertising Information:

Anne@DentalEntrepreneurMedia.com
704-953-0261

* Cancellation notices must be received in writing
prior to closing dates

** Covers are non-cancelable.

2023-2024 Media Kit
RETREAT SPONSORSHIP



For sponsorship info:

Anne Duffy
Anne@DentalEntrepreneurMedia.com
704-953-0261

Send materials to:

12233 Pine Valley Club Dr.
Charlotte, NC 28277
704-953-0261

2023 DeW Retreat - October 25-27, 2023

Sponsorship Opportunities

Silver Level \$2,500

- Your logo and link on DeW.life event page
- Your name on a thank you page in the Fall magazine (with link in the digital edition)
- Opportunity to send a unique and memorable promotional item for the guest welcome bag
- 1 ticket to the retreat
- 1/4 page ad in next edition of DeW Life Magazine (\$1,400 value)

Gold Level \$5,000

- Your logo and link on DeW.life event page
- Your name on a thank you page in the Fall magazine (with link in the digital edition)
- Opportunity to send a unique and memorable promotional item for the guest welcome bag
- 2 tickets to the retreat
- 1/4 page ad in the next 2 editions of DeW Life Magazine (\$2,600 value)
- Ad on DeW.life website for next 6 months

Platinum Level \$10,000

- Your logo and link on DeW.life event page
- Your name on a thank you page in the Fall magazine (with link in the digital edition)
- Opportunity to send a unique and memorable promotional item for the guest welcome bag
- 2 tickets to the retreat
- 1/2 page ad in the next 2 editions DeW Life Magazine (\$7,200 value)
- Ad on DeW.life website for next 6 months
- Facebook Live feature with Anne Duffy
- Podcast feature on the *Just DeW It* Podcast with Anne Duffy

Partner Level \$23,000

- Cover article in DeW Life Magazine
- Your logo and link on DeW.life event page
- Your name on a thank you page in the Fall magazine (with link in the digital edition)
- Opportunity to send a unique and memorable promotional item for the guest welcome bag
- 2 tickets to the retreat
- Full-page ad in next 4 editions of DeW Life Magazine (\$11,200 value)
- Ad on DeW.life website for next 12 months
- Facebook Live feature with Anne Duffy
- Podcast feature on the *Just DeW It* Podcast with Anne Duffy
- 10 minutes at the retreat, the opportunity to speak to 200 leading women entrepreneurs in dentistry