



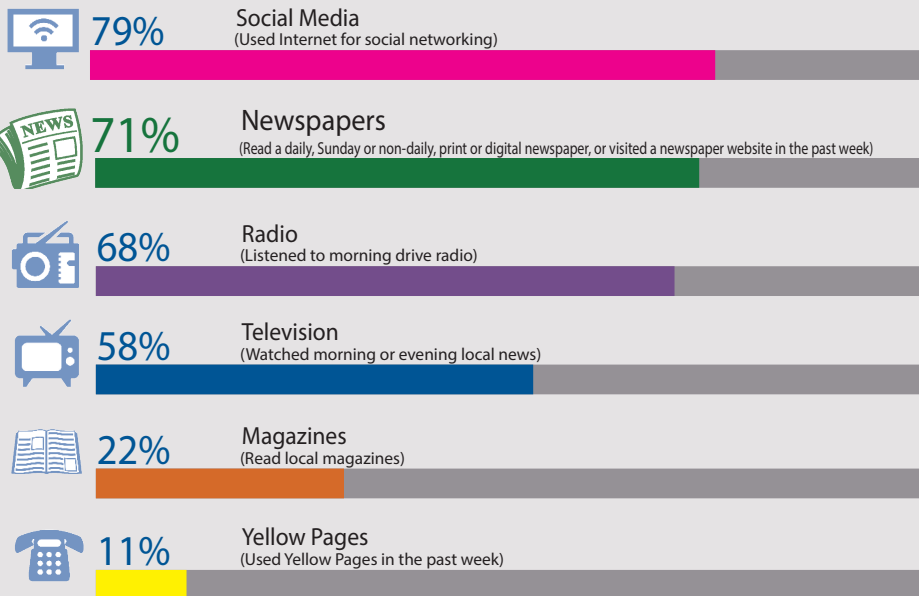
Dental Patients Choose Newspapers

52.3% of dental patients have taken action in the past year as a result of a newspaper ad.

Dental patients are **22%** more likely than the average person to read a newspaper 6 to 7 days a week.

Peak sales months for dental patients:
april • may • june

Used a dentist in the past year



top 5 attention grabbers

Attract more attention to your ad by including details about:

- 1 Insurance accepted
- 2 Cosmetic options
- 3 Teeth whitening
- 4 Night and weekend appointments
- 5 Free consultation

marketing strategies

- ▶ Most customers are drawn from a 10-mile radius; target those areas.
- ▶ Schedule advertising to coincide with national event tie-ins, including National Orthodontic Health Month, National Dental Hygiene Day, National Flossing Day, and National Children's Dental Health Month.
- ▶ 83% of children ages 2 to 17 visit the dentist; advertise to parents in your ad.



for more information, contact: