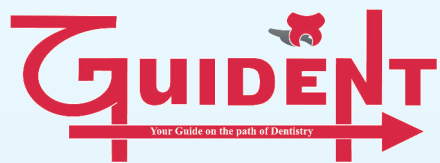
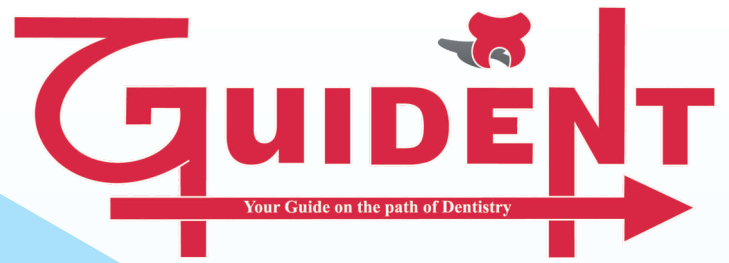


INTERNATIONALLY
INDEXED JOURNAL



2023 MEDIA KIT

E-Copy Available on

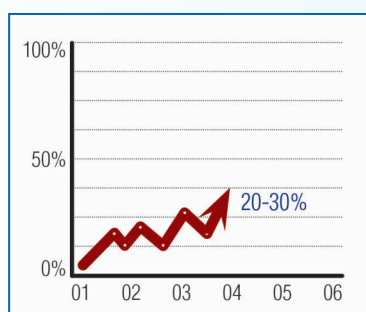


India's Most Circulated Dental Magazine

EDITORIAL MISSION

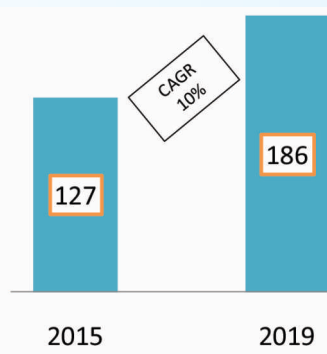
The present era has witnessed dentistry taking a quantum leap. Established of new dental colleges, rapid technological strides and increased awareness levels in the public have created new opportunities. It was often felt that to keep pace with this rapid growth, we need more effective communication channels.

Unique! How you could aptly describe GUIDENT. GUIDENT in India's fastest growing, interactive and service oriented monthly publication for our subscribers who are mainly professional Dentists, interns and final year students. GUIDENT, based in Delhi (India), has been in the dental publishing business since 2007 and grown substantially over the last 15 years. Today we are the leading Dental publishers in India. Our portfolio, which combines print media, and digital media, currently includes 12 monthly issues that reach more than 1,00,000 readers in more than 90 countries. Guident's activities include the organization of continuing dental education programs, Live streaming of Dental events/conferences and annual Dental Academic Excellence Awards. Guident's objective is to provide innovative and research oriented content to our readers and we are thus continuously reviewing our content. Guident merges print and online media, offering a multitude of marketing channels to reach the largest dental community worldwide. Through our huge databank and peer review content, we are rendering invaluable services to both of our advertisers and more than one million worldwide readers since last many years. And we are committed to continue these services in future also. Guident is the only publication in India, available on all major social networking websites like Facebook, Twitter, LinkedIn. E-copy is available also on its own website www.guident.net on which thousands of visitor is reading Guident every month.



Annual Growth

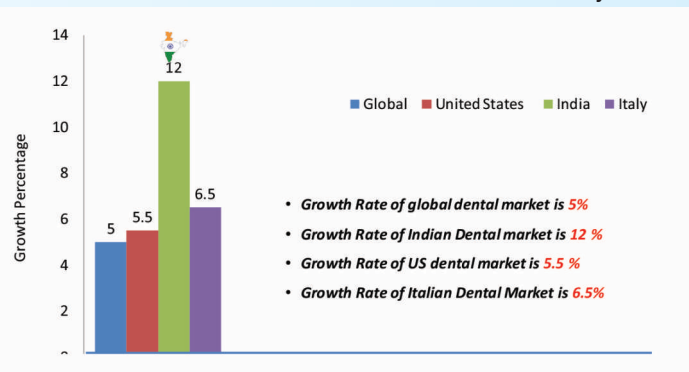
Indian Dental Device Market (USD Million)



Source: <https://morulaa.com/medical-device/dental-market-india/>

India Market Opportunity

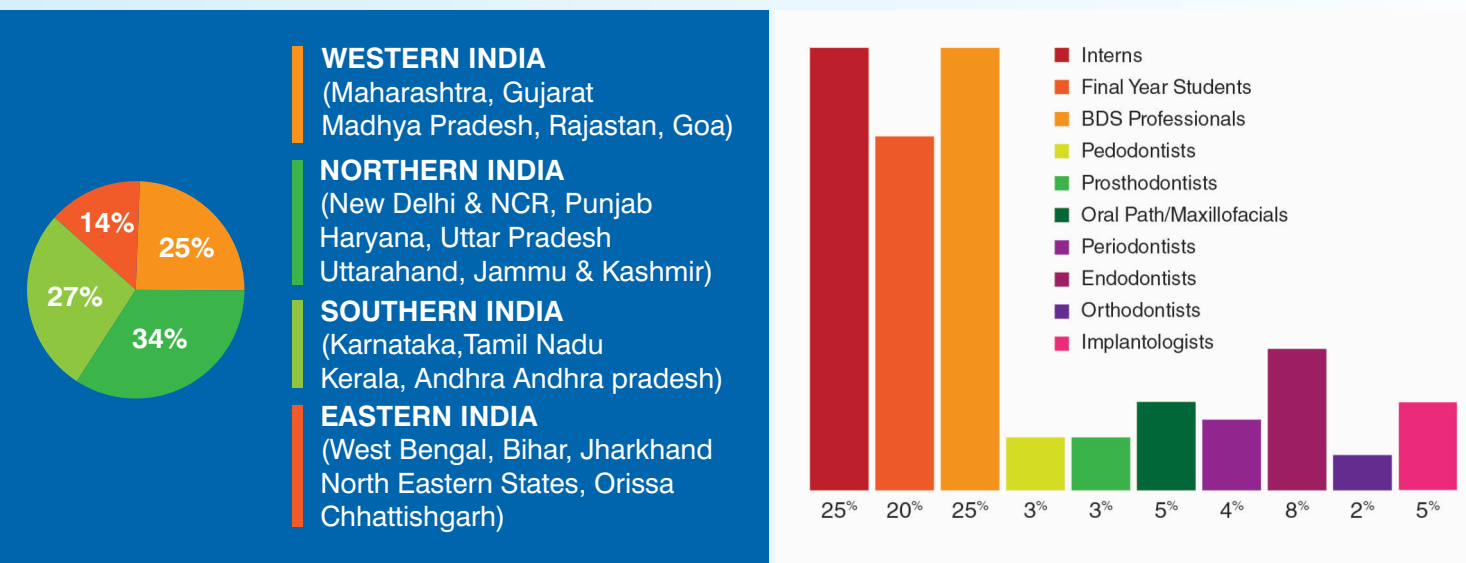
- Total income of catchment half of the low income states. ☐
- Implies higher propensity to spend in more prosperous states ☐
- Also implies spend on dental services likely to rise faster than GDP. ☐
- Nominal GDP grew 6.8 percent FY 2018-19. ☐
- Dental Market Can be expected to grow at min 20% over FY 15-20. ☐
- This means market will at least double in 5 years ☐



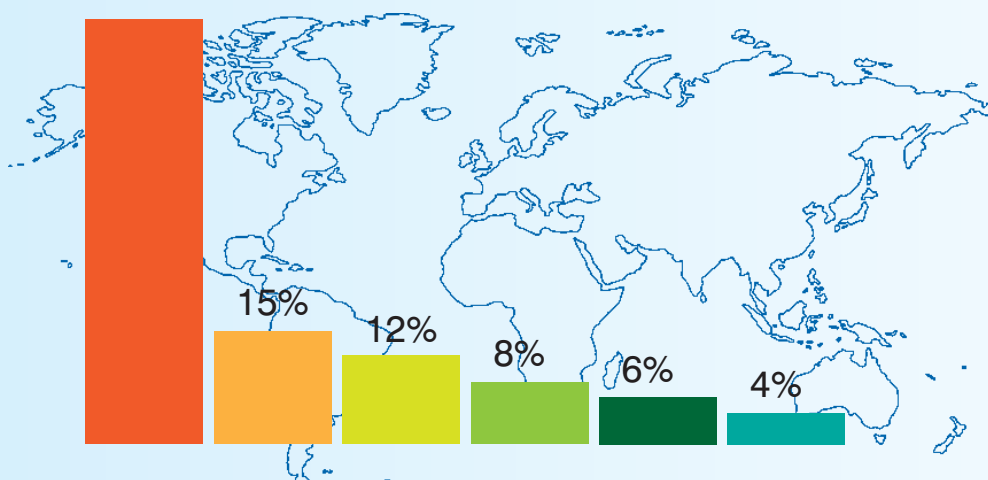
FASTEST GROWING MARKET

Guident print version is accessible online and via social media channels. Owing to Guident's unique publishing platform, your print advertisements appear online too, which allows you to reach the largest dental community worldwide at the click of a mouse. GUIDENT print copy circulated among Dental professionals and students all over India. If you are a manufacturer of Dental equipments, pharmaceuticals or materials, you are invited to use Guident as a tool for reaching the wide dental community through your advertisement. Needless to mention, your early confirmation of space booking will enable us to give your advertisement an attractive position. Our advertisement tariff is on last page.

National Circulation Breakup Region Wise



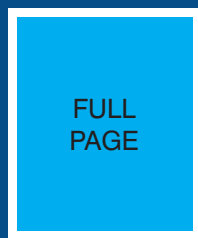
International Circulation break up Continent Wise



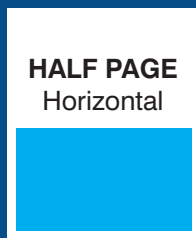
MAGAZINE RATE CARD-2023

Normal Positions	Amount (INR.₹)	Amount (US.\$)	Amount (Euro.€)	Amount (CNY.¥)
Full Page Color	₹ 21,000.00	\$ 3222	€ 292	¥ 2030
Half Page Color	₹ 11,000.00	\$ 169	€ 153	¥ 1063
One Third Page	₹ 8,000.00	\$ 122	€ 111	¥ 773
Quarter Page	₹ 6,000.00	\$ 92	€ 84	¥ 580
Special Positions				
Front Page Fold Only Color	₹ 55,000.00	\$ 841	€ 764	¥ 5312
Back Cover Only Color	₹ 60,000.00	\$ 918	€ 834	¥ 5795
First Inner, Last Inner Cover	₹ 35,000.00	\$ 535	€ 486	¥ 3381
Third Page Only Color	₹ 32,000.00	\$ 490	€ 445	¥ 3091
Opp. to Contents	₹ 30,000.00	\$ 460	€ 417	¥ 2898
Double Spread Color	₹ 40,000.00	\$ 611	€ 556	¥ 3864

Formats & Advertising Rates



203.2 (w) x 254 (h) mm



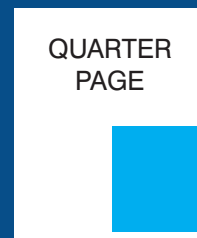
203.2 (w) x 127 (h) mm



101.6 (w) x 254 (h) mm



67.7 (w) x 254 (h) mm



101.6 (w) x 127 (h) mm

Note: 3mm Bleed Required for All Bleed Formats

WEBSITE RATE CARD

Positions	Dimintions	File Size (KB)	Amount (INR.₹)	Amount (US.\$)	Amount (CNY.¥)
Home Page Top	570px (w) X 90px (h)	120Kb	15,000.00	\$250	¥ 190
Home Page Bottom	260px (w) X 120px (h)	100Kb	10,000.00	\$170	¥ 125
Home Page Below Testimonial	433px (w) X 115px (h)	100Kb	12,000.00	\$200	¥ 150
Home Page Right Side Box	211px (w) X 458px (h)	130Kb	8,000.00	\$135	¥ 100
Home Right Side Box	211px (w) X 150px (h)	100Kb	6,000.00	\$100	¥ 75
Article Pages Top	728px (w) X 90px (h)	200Kb	8,000.00	\$135	¥ 100
Events Calendar Right Side Top	300px (w) X 600px (h)	220 Kb	6,000.00	\$100	¥ 75
Events Calendar Right Side	120px (w) X 600px (h)	120Kb	4,000.00	\$70	¥ 52
Bottom	*All Rates applicable for monthly bases# File size should not be exceed 100kb				

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