

INCISAL KNOWLEDGE SUCCESS LIFE
edge

The only glossy national lifestyle magazine for dentists

a little about us

Knowledge. Success. Life. Those are three words printed on every cover of *Incisal Edge* and are the main themes guiding our editorial content. Our mission is to address the needs of dentists both in and out of the office.


SUCCESS

FAMILY MATTERS

DENTISTS OF THE LAST FRONTIER

Way up in Alaska, the Libbys are the first family of dentistry. And they're just getting started.

BY VALERIE KALININ



The last frontier has been defined for us as a person and a profession. There are not that many of us in the state, but we have a long history of service. I am a fourth-generation Alaskan. I grew up in the state capital, Fairbanks, and I have spent most of my life here. I am a dentist, and I have spent most of my life here. I am a dentist, and I have spent most of my life here. I am a dentist, and I have spent most of my life here.

OPEN BITES

STUDENT TO WATCH

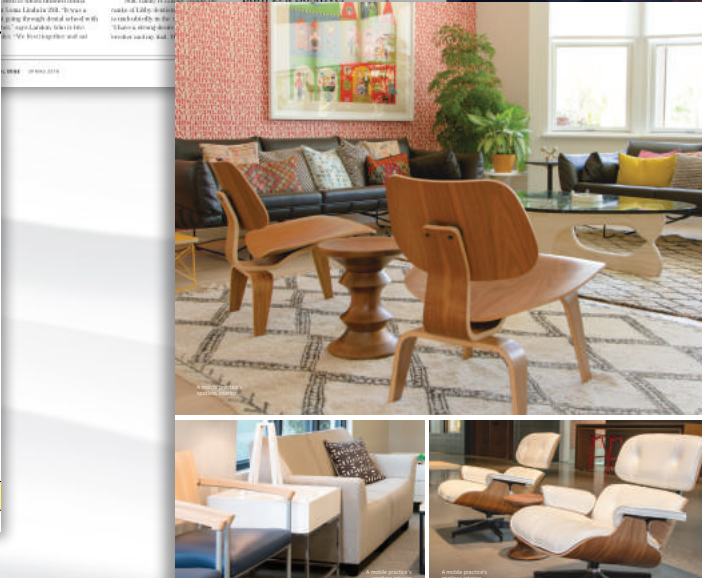
PIONEER SPIRIT

MEET DR. TERA POOLE, THE FIRST-EVER AFRICAN-AMERICAN VALENTINORIAN AT THE NATION'S OLDEST DENTAL SCHOOL.



"Hearing I've led other young girls either to begin or continue to pursue their academic and professional goals makes it all worth it."

"Practicing in a place where your relatives have already created a path is a positive."



Dr. Scott Van Timmeren is breaking it up. He's a fourth-generation Alaskan. He grew up in the state capital, Fairbanks, and he has spent most of his life here. He is a dentist, and he has spent most of his life here. He is a dentist, and he has spent most of his life here. He is a dentist, and he has spent most of his life here.

PRACTICE

MADE PERFECT

FURNITURE PIONEER HERMAN MILLER AND BENDO DENTAL HAVE FORGED A UNIQUE PARTNERSHIP THAT JUST MIGHT CHANGE THE FACE OF PRACTICE DESIGN.

BY ALEXANDRA LEVINE

Of a four-lane boulevard in Grand Rapids, Michigan, in the corner of a quiet, tree-lined parking lot, Dr. Scott Van Timmeren is breaking it up. He's a fourth-generation Alaskan. He grew up in the state capital, Fairbanks, and he has spent most of his life here. He is a dentist, and he has spent most of his life here. He is a dentist, and he has spent most of his life here.

our reader

The ultimate luxury market: uniformly wealthy, with an extraordinary amount of leisure time (average work week: 35.6 hours).

Median Age: 47

Median Personal Income: \$262,294

Earn More Than \$100,000: 100%

Median Net Worth: \$2 million

Male/Female: 65/35

College educated: 100%

Graduate degrees: 100%

Own their own business/practice: 87.1%

Source: American Dental Association 2009 salary survey; Benco Dental research



spending habits

57% own multiple homes – average across the audience: 2.2. (Over 10 percent own more than 3.)

72% take multiple luxury vacations each year – average across the audience: 3.2.

26% purchase a luxury vehicle each year, and own/lease 3.4 vehicles on average.

39% purchase luxury watches each year, and own, on average, more than three such timepieces each.

53% spend between \$1,000 and \$20,000 each year on fashion/clothes.

24% spend between \$1,000 and \$20,000 each year on wine and spirits.

Source: Strategic Data Marketing proprietary survey, June 2011



cover packages

40 under 40

Celebrates the 40 top dentists in America age 40 and under.

Edison Awards

Recognizes innovation in dentistry.

Design Awards

Features the most architecturally striking practices.

The Lucy Hobbs Awards

Highlights the women who are making the biggest difference in their community and dentistry.



a taste of something different

With articles ranging from news about the latest techniques and tools, to our annual "Top 40 Under 40" feature highlighting the country's brightest rising stars, to our design awards issue, our content goes beyond traditional dental company magazines and puts *Incisal Edge* in a class by itself.



IN THE CLUB

MEMBERSHIP HAS ITS privileges — and for the sixth year running, *Incisal Edge* has gone coast to coast to track down 40 of the finest dental practitioners age 40 and under, and induct them into the august professional group. That's 240 young doctors in all since we inaugurated these honors in 2011.

We invited them to Manhattan, where our stylists and photographers treated them like the dental royalty they are — locking them out of the latest courses and giving them the full VIP treatment.

Then we simply ... let them be themselves. They mingled, shared success stories and got ready for their well-deserved close-ups. Decided to the show and raising a toast to one another, these latest additions to our burgeoning roster of stellar young doctors have made it past the velvet rope with ease and into an even more exclusive group: the practitioners who are, through the sheer force of their commitment and expertise, helping our profession ascend to new greater heights in the years ahead. Congratulations to all — and welcome to the club.

By Elizabeth Olin
Photography by Jeff Freed & Jeff Freedson
Creative Photo Styling: Joseph DeBartolo
Digital Editor: Juan Benven
Women's Clothing: Stephanie Andros
Hair: Gina Marzocchini
Makeup and Grooming: Catalina Tavares-Roux
Shoot location at The Renaissance Hotel New York City

OPEN BITES | COOL TOOL

OUT OF THE SHADOWS

LET THIS INNOVATIVE NEW HEAD LAMP LIGHT THE WAY TO MORE EFFECTIVE DAILY DENTISTRY.

WORKING IN SOMEONE'S shadow can be a source of great career frustration. Working in your own, however, presents mounting complications for dentists everywhere. Practitioners should therefore give thanks that South Florida physician and engineer Dr. Kim Gibson has spent the last decade creating and perfecting the first shadow-free head lamp.

An attachable light-source cap enables you to move between approximately eight red and daylight to suit your needs, and the multi-focus lens permits a work distance of anywhere from 20 to 100 centimeters. Finally, modular optics mean you can replace or adjust the corrective lenses as needed, and the lamp self-adjusts at a remarkable 100-degree angle to support relaxation. It's a head lamp with a bright future — and it improves your working conditions beyond a shadow of a doubt.

Photo: Alan Chan. Photography: © DeBartolo Photography.

THIS IS A SAMPLE OF CONTENTS. AS NOTED ON BRAND DENTIST'S BLOG, THEMEDIAAD.COM, COMPARISON BALLY CRYSTAL TIP LISTED AN ESSAY BY READER'S DIGEST ABOUT THE IMPORTANCE OF ORAL HEALTH CARE. IN OCTOBER, ZIMMAGNE'S ENVIRONMENT MINDER

the 2016 incisal edge design competition

BY KRISTIE CORVIN

meet the judges

Dr. Stephanie Bunk
Assistant, University of California

Dr. Bunk is a general dentist in Los Angeles. She has a passion for design and a love for her patients. She is currently a member of the American Dental Association and the American Dental Society.

Dr. Taylor Hunt
Dental Practice Group
Dallas, Texas

Dr. Hunt is a general dentist in Dallas, Texas. He has a passion for design and a love for his patients. He is currently a member of the American Dental Association and the American Dental Society.

Lorraine Williams
Lorraine Williams Group
Dallas, Texas

Lorraine Williams is a general dentist in Dallas, Texas. She has a passion for design and a love for her patients. She is currently a member of the American Dental Association and the American Dental Society.

Michael Smith
Michael Smith Group
Dallas, Texas

Michael Smith is a general dentist in Dallas, Texas. He has a passion for design and a love for his patients. He is currently a member of the American Dental Association and the American Dental Society.

David Hill
David Hill Group
Dallas, Texas

David Hill is a general dentist in Dallas, Texas. He has a passion for design and a love for his patients. He is currently a member of the American Dental Association and the American Dental Society.

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the glamour of 40 under 40

Lights! Camera! Action! The finest young dentists are profiled in *Incisal Edge*... and we pull out all the stops! Every year, this feature gets bigger and bigger! World-renowned photographers and stylists help to make this star studded issue our most anticipated publication of the year. Plus... Dinners and parties offer additional sponsorship opportunities! See what all the buzz is about!



...TIES | 40 UNDER 40

LIGHTS, CAMERA...

THE SIXTH ANNUAL 40 Under 40 photo shoot took place March 5 and 6 at the Peninsula Hotel in Manhattan. Invitations, their guests, Bruce Opat and the photographers and stylists who made it all happen. Here's how to look & feel like you're in the spotlight.

(1) From (Clockwise from left) with (from left) to (right) (2) (3) (4) (5) (6) (7) (8) (9) (10) (11) (12) (13) (14) (15) (16) (17) (18) (19) (20) (21) (22) (23) (24) (25) (26) (27) (28) (29) (30) (31) (32) (33) (34) (35) (36) (37) (38) (39) (40) (41) (42) (43) (44) (45) (46) (47) (48) (49) (50) (51) (52) (53) (54) (55) (56) (57) (58) (59) (60) (61) (62) (63) (64) (65) (66) (67) (68) (69) (70) (71) (72) (73) (74) (75) (76) (77) (78) (79) (80) (81) (82) (83) (84) (85) (86) (87) (88) (89) (90) (91) (92) (93) (94) (95) (96) (97) (98) (99) (100)

HAS A PRACTICE LOCATED INSIDE JOHN F. KENNEDY AIRPORT IN NEW YORK CITY... AS NOTED ON THE DAILY FLOSS.COM, THE AMERICAN DENTAL ASSOCIATION PUBLISHED A LIST OF "SEVEN SONS TO KEEP YOU SMILING THIS SUMMER" AMONG THEM: BARRY MANLOW'S "CAN'T SMILE WITHOUT

unique advertising opportunities

A one-of-a-kind magazine means unique advertising opportunities are now available to you — both in the publication and on its newly launched website. In 2013, *Incisal Edge* reached more than 130,000 Benco customers and their dental teams. This number continues to grow due to various media partnerships and the subscription option!



KNOWLEDGE. SUCCESS. LIFE.

YES, please send me the Incisal Edge free of charge. SIGN & DATE card for new subscriptions.

YES, I want to receive email updates.

PLEASE TELL US your primary field of practice:

<input type="checkbox"/> Endodontist	<input type="checkbox"/> Implantologist
<input type="checkbox"/> General Dentist	<input type="checkbox"/> Dental Assistant
<input type="checkbox"/> Hygienist	<input type="checkbox"/> Radiologist
<input type="checkbox"/> Lab	<input type="checkbox"/> Cosmetic Dentist
<input type="checkbox"/> Orthodontist	<input type="checkbox"/> Dental Hygiene Student
<input type="checkbox"/> Pediatric Dentist	<input type="checkbox"/> Oral & Maxillofacial Surgeon
<input type="checkbox"/> Periodontist	<input type="checkbox"/> Other
<input type="checkbox"/> Prosthodontist	<input type="checkbox"/> Dental Student

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edge



why advertise?

Maximum impact.

Our knowledgeable reps proactively engage the doctor with *Incisal Edge* to better position your brand.



Incisal Edge

editorial content

Open Bites

The hottest and coolest places, people and happenings

Success

Profiles of the best in the business

Features

Franchise cover packages (40 Under 40; Design Awards; Top Innovators), plus in-depth profiles and luxurious design spreads

Apex

The very best in travel, automobiles, timepieces and liquor, chronicled by the nation's top luxury experts

OPEN BITES | MY HOBBY



HOT WHEELS

DR. VALERIE SCOLA, "MUSTANG DENTIST," IS A CLASSIC-CAR ENTHUSIAST IN AUTO-CRAZY SOUTHERN CALIFORNIA.

DR. SCOLA'S FAVORITE DRIVE

The classic car she's driving is a 1965 Ford Mustang. She says she's been driving it for over 10 years. She says she's been driving it for over 10 years. She says she's been driving it for over 10 years.

OPEN WIDE: Showing off the Mustang at a car show in Los Angeles. She says she's been driving it for over 10 years.

OPEN BITES | CALENDAR
WHAT'S HAPPENING IN DENVER



AMERICAN DENTAL ASSOCIATION HAS ANNOUNCED THAT AMONG THE SPEAKERS AT ITS ANNUAL MEETING IN DENVER THIS OCTOBER WILL BE

WOLFE, PRINCE, PIERCE, MINNER, MALLA, HINDSCHILD, THE THOMAS, CLAY, MOORE, FRIZEL, LAURETTE, A RECENT MUSEUM CLOSED IN NEW YORK

APEX SPIRITS

WINTER WARMERS

FORGET THE OMnipresent BIG BRANDS. TOAST AND GET TOASTY THIS SEASON WITH A STELLAR COGNAC FROM ONE OF THESE QUALITY-FRANCHED HOUSES. BY LAUREN MOWERY

SINCE the eighteenth century, Cognac has been reputed to confer a variety of health benefits. While contemporary doctors aren't precisely sure of the effects of so a stand-in for your morning smoothie. Cognac, a warming effect on the body and soul remains undebated. Today, with better access than ever to a range of prices and ages from quality producers outside the ubiquitous commercial houses, a pair of this page-based French spirit is the perfect prescriptive against the onset of winter's chill.

LAUREN MOWERY is a luxury travel expert. She has covered the world through the lens of travel to 100+ countries. She is a frequent traveler and a frequent writer for Travel + Leisure, The Points Guy, and other travel publications.





DELMANN, PAUL & SIBY
OLD BRANDY COMPANY
COGNAC: 1850
 From an important, historic French brand, this is a high-quality, low-proof, high-impact cognac. It's a classic, elegant, and well-balanced spirit. It's a classic, elegant, and well-balanced spirit.

FRANCOIS, MARC
FRANCOIS & SIBY
COGNAC: 1850
 This is a classic, elegant, and well-balanced spirit. It's a classic, elegant, and well-balanced spirit.

CHATEAU DE MONTFAUCON
COGNAC: 1850
 This is a classic, elegant, and well-balanced spirit. It's a classic, elegant, and well-balanced spirit.

BACQUE, CAROLINE
COGNAC: 1850
 This is a classic, elegant, and well-balanced spirit. It's a classic, elegant, and well-balanced spirit.

PAUL BEAU VIT
COGNAC: 1850
 This is a classic, elegant, and well-balanced spirit. It's a classic, elegant, and well-balanced spirit.



where it's delivered

Coast to coast nationwide

how it's delivered

What better way to get to the dentists than hand delivery? In addition to our mailed subscriptions, our sales team personally hands each issue to the dentists. Now that's good service.



2018/19 editorial calendar

	Cover Package	Valid:	Due:
Spring 2019	Edison Awards/Design Awards	March- May	11/21/18
Summer 2019	32 Most Influential in Dentistry	June- August	3/28/19
Fall 2019	Top 40 Under 40 Dentists	September - November	5/23/19
Winter 2019/20	The Lucy Hobbs Project Awards	September - November	9/25/19



advertising rates

	1x	4x
Full page	\$15,000	\$9,000
Cover 2/Page 1	\$35,000	\$22,500
Cover 3	\$17,000	\$10,800
Cover 4	\$25,000	N/A

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