



THE OHF YEAR PLANNER 2025

The Oral Health Foundation Year Planner is designed to provide an in-depth coverage of the UK Dental Care sector through print and email marketing.

An initial distribution, in November 2024, to registered dentists, orthodontists and hygienists, including all members of the Oral Health Foundation, ensures an annual readership of over 10,000 dental professionals. This is followed by an active email marketing campaign which stimulates advertiser response and the distribution of additional copies on request.

Produced in full colour, with a high-gloss wipe-clean surface, the publication is used as a day-to-day diary for project planning, work schedules and staff management. The planning area incorporates details of the leading events

of the recognised industry bodies along with all major trade exhibitions and conferences. **It is a constant point of reference for 13 months.**

Around the central area space is made available for a small number of companies, associations and individuals to promote their products and services. In addition to the long-term daily exposure, all advertisers are included in our Direct Response Mechanism.

This has been designed to generate high quality immediate sales enquiries from the profession. In the early stages of the campaign, leads are collated and forwarded weekly to each advertiser.

- ★ **BILLBOARD EXPOSURE** 13 months high impact advertising
- ★ **TARGETED** Reach over 10,000 key specifiers
- ★ **WEBSITE** Signpost your website on a daily basis throughout the year
- ★ **PROVEN RESULTS** Sales leads monitored weekly so you can quantify results
- ★ **BRANDING** Invaluable daily exposure to your customers

A comprehensive package that works hard for you on every day of the year



THE OHF YEAR PLANNER 2025

VALUABLE REFERENCE

We detail all major exhibitions, seminars and conferences.

BEST QUALITY

People use the best quality planner they receive and the inferior product goes in the bin.

TIMING

It is the first planner they receive, it comes out in November and can be used for 13 months.

LOYALTY

Dental professionals have been receiving Setform planners for over 30 years. For many it's a case of "old one down, new one up".

HALF PAGE

120mm (deep) x 177mm (wide)

£4,195 +VAT

QUARTER PAGE

120mm (deep) x 82mm (wide)

£2,545 +VAT

EIGHTH PAGE

57mm (deep) x 82mm (wide)

£1,545 +VAT

Dimensions of Planner overall:

700mm x 1000mm approx

Digital Artwork:

InDesign, Photoshop (up to v10), Illustrator (up to v11)
Alternatively a high resolution (300 dpi) JPG, TIF, EPS, or PDF is acceptable.

Printing / Finishing:

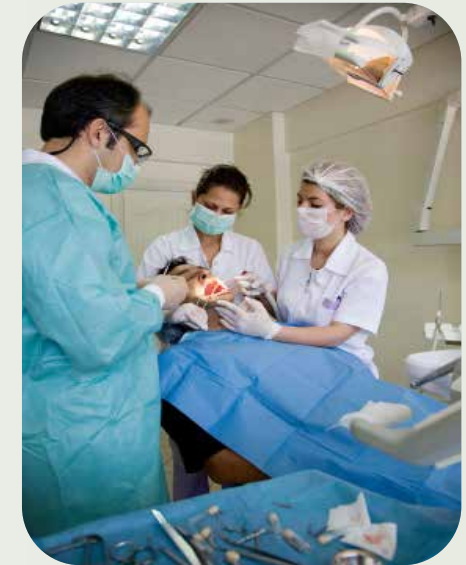
Four-Colour process/UV-varnishing

Background colour:

Grey

Payment:

On receipt of voucher copy



**Setform Ltd, 6, Brownlow Mews, London WC1N
2LD, United Kingdom • Tel +44 (0) 20 7253 2545
Fax +44 (0) 20 7608 1600 • Email: mail@setform.com
www.setform.com • www.yearplanners.info**



SETFORM

Registered in England. No: 1636039

Registered Office: Old Station Road, Loughton, IG10 4PL