

# ORAL HEALTH FOUNDATION

## YEAR PLANNER 2026



Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue
21	22	23	24	25	26	27	28	29	30	31
25	26	27	28	29	30					
23	24	25	26	27	28	29	30	31		
27	28	29	30	31						
24	25	26	27	28	29					



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

The **ORAL HEALTH FOUNDATION YEAR PLANNER** is designed to provide in-depth coverage of the UK Dental Care sector through print and email marketing.

- An initial distribution, in November 2025, 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. **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 industry. 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



## VALUABLE REFERENCE

We detail all **major exhibitions, seminars and conferences.**

## BEST QUALITY

People use the **best quality planner** they receive and the inferior product is obsolete.

## TIMING

It is the **first planner they receive**, it comes out in September and can be used for 15 months.

## LOYALTY

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

## CONTACT

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### EXAMPLE HALF PAGE

### EXAMPLE QUARTER PAGE

### EXAMPLE FULL PAGE

Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun
21	22	23	24	25	26	27	28	29
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## Advertisement Sizes

### FULL PAGE

177mm (wide) x 250mm (deep)  
**£7,595 +VAT**

### HALF PAGE

177mm (wide) x 120mm (deep)  
**£4,195 +VAT**

### QUARTER PAGE

82mm (wide) x 120mm (deep)  
**£2,545 +VAT**

### Dimensions of Planner Overall:

1,000mm x 700mm approx.

### Packaged Digital Artwork:

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

### Printing / Finishing:

Four-Colour Process/UV-Varnishing

### Background Colour:

Yellow

### Payment:

On receipt of voucher copy