



De
MEDIA
 2025-2026
Media Kit





www.dentalentrepreneur.com

Empowering the Future of Dentistry—Your Story Matters

At Dental Entrepreneur, we believe that behind every thriving dental professional is a story worth telling. Our mission is to spotlight, connect, and elevate the careers and businesses of those who serve the dental industry. We don't just share industry news—we share the journeys, breakthroughs, and lessons that inspire growth, innovation, and leadership.

Dentistry is evolving, and Dental Entrepreneur is the platform where experienced professionals and rising innovators come together to shape its future. Through authentic storytelling, we provide a space for real conversations about success, setbacks, and the bold ideas that drive the profession forward.

We would love to share your story. Your insights, experiences, and vision can spark inspiration, ignite creativity, and empower others in our industry. This is more than just a feature—it's an opportunity to connect, influence, and leave a lasting impact on the next generation of dental entrepreneurs.

Let's build the future of dentistry together. Will you join us?





Dental *entrepreneur* Woman

www.dew.life

Join the Movement: Empowering Women in Dentistry

At DeW Life, we are more than a magazine—we are a movement. A movement dedicated to inspiring, connecting, and empowering all women in dentistry. Our strength lies in collaboration, and our mission is to shine a light on the incredible women shaping this profession.

We exist to fill the gap in leadership representation, to amplify voices that need to be heard, and to show the next generation of women in dentistry that opportunities are real and limitless. We celebrate those who are making an impact today, and we honor the trailblazers who continue to lead, mentor, and inspire—because as we always say, DeWs never retire!

Through powerful storytelling, we highlight success in business, leadership, and personal growth. We believe that every woman is an entrepreneur—whether she's running a practice, a household, a team, or a vision for the future. Women dew life in every way, and DeW Life is here to be their voice.

But we can't do it alone. We need your stories. We need your inspiration. And we need partners who share our passion for supporting and elevating women in dentistry.

Align with DeW Life and be part of something bigger—because when women rise, the entire industry thrives.

Let's DeW this together.



Impact in Numbers: The Power of Dental Entrepreneur & DeW Life

At Dental Entrepreneur: The Future of Dentistry and Dental Entrepreneur Woman (DeW Life), we are more than publications—we are dynamic communities driving the future of dentistry. Our reach is intentional, our growth is organic, and our impact is undeniable.

Print Distribution with Purpose

Every issue of *Dental Entrepreneur* and *DeW Life* is printed with strategic reach in mind. We produce between 250 and 2,000 hard copies per run, ensuring they are placed directly into the hands of forward-thinking professionals. Our largest print distribution happens at Hinman, where we have a dedicated booth, and we also ship copies to women-focused and entrepreneurial dental conferences across the country. By request, we provide magazines to key industry events - asking to cover our cost + shipping and handling unless reprint is necessary.

A Thriving Digital Readership

Our digital reach continues to expand, with 43,000+ engaged readers and growing every week. Whether they are emerging dental entrepreneurs, practice owners, or industry leaders, our audience is invested in innovation, leadership, and business growth.

A Community That Cares

With 5,000+ highly engaged members across Dental Entrepreneur and DeW Life, our grassroots approach ensures that our network is built on authenticity. We've never purchased email lists—every member, every subscriber, and every reader has joined organically, driven by a shared commitment to leadership, empowerment, and business success in dentistry.

Why does this matter to you? Because when you partner with Dental Entrepreneur and DeW Life, you're not just advertising—you're aligning with the most forward-thinking minds in dentistry. You're reaching decision-makers, practice owners, and entrepreneurs who are shaping the future of the industry.

Be seen. Be heard. Be part of the movement that's redefining dentistry.

Email Engagement: Reaching the Right Audience

5,000+
ENGAGED EMAIL
SUBSCRIBERS

60%
AVERAGE OPEN RATE
(Industry average: 20%)

13%
CLICK-THROUGH RATE
(Industry average: 8%)

Social Media Reach: Amplifying Your Brand

18,000+
COMBINED FOLLOWERS
ACROSS OUR PLATFORMS
(Instagram, Facebook and
LinkedIn)

9,000+
PODCAST DOWNLOADS

2025-2026 Media Kit
ONLINE ADVERTISING RATES



DentalEntrepreneur



DentalentrepreneurWoman

A diagram showing the ad layout for dentalentrepreneur.com. It features a large blue rectangular ad at the top labeled '1170 x 410'. Below it, on the left, is a stack of horizontal grey lines representing text. To the right of the text is a blue square ad labeled '300 x 300'.

dentalentrepreneur.com

Rectangular ad: 1170 x 410 px
\$350/mo or \$1,000 quarterly

Square box ad: 300 x 300 px
\$450/mo or \$1250 quarterly

A diagram showing the ad layout for dew.life. It features a blue rectangular ad at the top labeled '728 x 90'. Below it is a stack of horizontal grey lines representing text. To the right of the text is a blue square ad labeled '300 x 250'.

dew.life

Rectangular ad: 728 x 90 px
\$350/mo or \$1,000 quarterly

Square box ad: 300 x 250 px
\$450/mo or \$1250 quarterly

** Both ad sizes are click to link enabled to website of your choice*

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MAGAZINE ADVERTISING SPECS



FULL PAGE
No Bleed
7 in. x 10 in.

Full Bleed
8.375 in. x 11.125 in.

Trim Size
8.125 x 10.875

HALF PAGE
(Vertical)
3.25 in. x 9.375 in.

HALF PAGE
(Horizontal)
7 in x 4.875 in.

THIRD PAGE
7 in. x 9.375 in.

QUARTER PAGE
3.25 in. x 4.875 in.

All inserts will be priced on an individual basis. Contact advertising department for details.

- Digital issue online at issuu.com and our websites.
- Digitally emailed to over 43,000 people

Trim Size: 8.125" x 10.875 "

Binding: Saddle Stitch

Safety: .5" from trim

Required Material: PDF/X1-A preferred. InDesign file with hi res assets also accepted.

Submit ads to: AdDesign@dew.life

Publisher is not responsible for reproduction quality of ads not meeting printing specifications or for ads received after closing date.

2025-2026 Media Kit
ADVERTISING RATES



DentalEntrepreneur



Dentalentrepreneur Woman

	1x	2x	3x	4x
Full Page	\$3,200	\$3,100	\$3,000	\$2,800
1/2 Page	\$2,100	\$2,000	\$1,900	\$1,800
1/3 Page	\$1,600	\$1,500	\$1,300	\$1,200
1/4 Page	\$1,400	\$1,300	\$1,200	\$999
Front Cover	\$5,999 1x year in EITHER magazine. Includes 3 page story. - Cover image supplied by client			
Inside Front Cover	n/a	\$4,000	\$3,900	\$3,800
Inside Back Cover	n/a	\$3,600	\$3,500	\$3,400
Back Cover	n/a	\$5,300	\$5,000	\$4,700

Exclusive DE Bundle Package \$5,000

- Cover Feature: A dedicated cover story page with a three-page cover story.
- Instagram Live with Anne Duffy: Engage with our audience in a live conversation hosted by Anne.
- Podcast Feature: Be a guest on The Future of Dentistry podcast with Anne Duffy.
- Full-Page Ad: A high-visibility full-page advertisement in Dental Entrepreneur.

2025-2026 Media Kit
PUBLICATION SCHEDULES



Dental**entrepreneur**Woman

Summer 2025

Art materials deadline: May 17, 2025
Publication date: June 27, 2025

Autumn 2025

Art materials deadline: July 25, 2025
Publication date: September 5, 2025

Winter 2026

Art materials deadline: October 31, 2025
Publication date: December 19, 2025

Spring 2026

Art materials deadline: February 20, 2026
Publication date: April 19, 2026



Dental**Entrepreneur**

Summer 2025

Art materials deadline: June 14, 2025
Publication date: July 26, 2025

Fall 2025

Art materials deadline: September 27, 2025
Publication date: November 08, 2025

Winter 2026

Art materials deadline: December 20, 2025
Publication date: February 7, 2026

Spring 2026

Art materials deadline: April 12, 2026
Publication date: May 24, 2026

Editorial Office:

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Send Materials to:

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Charlotte, NC 28226

DeW Magazine is the Leader in Women's Dentistry Lifestyle News and Entertainment.

Dental Entrepreneur the Future of Dentistry for dental professionals sharing our stories of personal and professional achievements.

Advertising Information:

Anne@DentalEntrepreneurMedia.com
704-953-0261

* Cancellation notices must be received in writing prior to closing dates

** Covers are non-cancelable.

2025-2026 Media Kit
RETREAT SPONSORSHIP

2025 DeW Retreat - November 13-15, 2025

Sponsorship Opportunities

Silver Level \$4,000

Ideal for businesses looking to support and gain exposure within the DeW community.

Benefits include:

- Logo and link featured on the DeW.life event page.
- Recognition on the thank-you page in the Fall edition of DeW Life Magazine (with link in the digital version).
- **1/4-page ad** in the next edition of DeW Life Magazine (\$1,400 value).

Gold Level \$6,000

Perfect for brands seeking a strong presence during the retreat and in DeW media.

Benefits include:

- Logo and link featured on the DeW.life event page.
- Recognition on the thank-you page in the Fall edition of DeW Life Magazine (with link in the digital version).
- Sponsor table and banners displayed in the ballroom.
- **1 retreat ticket** included.
- **1/4-page ad** in the next **2 editions** of DeW Life Magazine (\$2,600 value).
- Ad placement on DeW.life website for **6 months**.

Platinum Level \$10,000

Designed for sponsors aiming to maximize visibility and engagement during the retreat and beyond.

Benefits include:

- Logo and link featured on the DeW.life event page.
- Recognition on the thank-you page in the Fall edition of DeW Life Magazine (with link in the digital version).
- Sponsor table and banners displayed in the ballroom.
- **2 retreat tickets** included.
- **1/2-page ad** in the next **2 editions** of DeW Life Magazine (\$7,200 value).
- Ad placement on DeW.life website for **6 months**.
- Featured on Facebook and Instagram Live with Anne Duffy.
- Guest appearance on the *Just DeW It Podcast* with Anne Duffy.

Partner Level \$23,000

The ultimate sponsorship level for brands looking to lead the conversation and dominate retreat exposure.

Benefits include:

- **Cover article** in DeW Life Magazine.
- Logo and link featured on the DeW.life event page.
- Recognition on the thank-you page in the Fall edition of DeW Life Magazine (with link in the digital version).
- Opportunity to distribute **up to 50 branded merchandise items** to attendees.
- Sponsor table and banners displayed in the ballroom.
- **2 retreat tickets** included.
- **Full-page ad** in the next **4 editions** of DeW Life Magazine (\$11,200 value).
- Ad placement on DeW.life website for **12 months**.
- Featured on Facebook and Instagram Live with Anne Duffy.
- Guest appearance on the *Just DeW It Podcast* with Anne Duffy.
- **10-minute speaking opportunity** to address 200+ leading women entrepreneurs in dentistry. Ad on DeW.life website for next 12 months



Additional Sponsorship Options

• **Swag Contribution (\$2,500)**

Let us handle the sourcing and delivery of memorable DeW swag on your behalf.

• **Sponsor Banners (\$1,500)**

Available for Silver Level Sponsors

While the Silver level package does not include a sponsor table, this add-on gives you the opportunity to display up to 4 banners throughout the conference room during the DeW Life Retreat. This is an excellent way to increase your brand visibility and make a lasting impression on attendees.

• **Merchandise Distribution (\$2,000)**

Exclusive to Partner Sponsors

This opportunity allows Partner sponsors to distribute branded merchandise to attendees at the DeW Life Retreat. Merchandise distribution is limited to 100 items. Please note, this option does not include a sponsor table, but it provides a great way to showcase your brand directly to participants.

• **Additional Retreat Tickets (\$997)**

Special rate for sponsors.

For sponsorship info:

Tari@DentalEntrepreneurMedia.com
or
Anne@DentalEntrepreneurMedia.com

Send materials to:

12233 Pine Valley Club Dr., Charlotte, NC 28277
704-953-0261

SCAN THIS
or visit
DeW.life/retreat

