

CDA Publications Reader Profile

More than 68 percent of California dentists rate the CDA Journal and Update as the most appealing format to receive information. More so than from any other publications, in meetings or anywhere online. Delivering information to nearly 24,000 dentists at every stage of practice, CDA publications provide advertisers ideal vehicles to present their products and services.

CDA Journal

- Dentists selected the *Journal* as the professional publication they consider most relevant to the work they do in their practice. The *Journal* is also the top source of information for CDA dentists, with 83 percent regularly reading the publication.
- Ninety-four percent spend at least 30 minutes reading each issue of the *Journal*. What's more, a significant number indicate they have taken action on a product or service advertised in the *Journal*.
- More than half save copies of the *Journal* for future reference. This indefinitely extends the value of your advertising dollars.

Update

- Members report that they look to *Update* as their leading source for the latest news affecting the dental profession, both within California and nationwide.
- Almost 90 percent of dentists indicate they have received information about CDA products and services from *Update* in the past 12 months.
- The majority of CDA members spend up to 30 minutes reading each issue.