

LAB MANAGEMENT TODAY
MEDIA KIT '09

LMT[®]

THE STRATEGIES MAGAZINE FOR DENTAL LABORATORY DECISION-MAKERS

UNITING BUYERS AND SELLERS
IN PRINT . IN PERSON . ONLINE

Your Ad is Read by Those Who Buy



LMT's most essential aim is to provide leadership to dental laboratory decision-makers who seek business strategies for optimizing their growth.

OUR FORMULA IS SIMPLE

Each issue offers how-to business management, sales, marketing and technical strategies in an easy-to-read, easy-to-implement format. Our readers' success is our goal; their success is your success. It's a three-way partnership that works and has done so since LMT's inception in 1984.

Early on, we recognized the need to bring the community together, not only via a written forum, but in person. That was the inspiration for LMT LAB DAY, the trade show that quickly grew to become the largest gathering of laboratory decision-makers and manufacturer-suppliers under one roof in the history of North America.

LAB DAY attendees are LMT's readers.

These attendees—your prospective customers—are LMT's readers.

A recent survey shows that 87% of our readers read the advertisements in LMT. Of those, 75% say they have purchased products and services as a result of reading these ads. That's powerful. And it's also the reason we exist: to maximize your reach, to deliver your message into the hands of the decision-makers and to deliver editorial content that gives these decision makers the tools they need to succeed. This is what keeps them engaged in the magazine.

In fact, 73% of surveyed participants say they read LMT cover to cover; that's a full 23% higher than the next best-read publication serving our community.

Our printed content is further augmented online through our website where readers can get up-to-the-minute news about changes that affect them, find archived articles and get more details on topics of specific interest.

Though the use of online services continues to change the way all of us conduct our businesses and our lives, it's clear that, in our field, print is still king and LMT is the number one source for navigating through the maze of information in these technology-driven times.

We invite you to read through our Media Kit to learn more about the ways in which you can put LMT to work for you: in print, in person and online.

No publication works harder to create a dynamic, results-oriented environment for your advertising message.



Judy Fishman
Judy Fishman, Publisher

► **We Deliver Decision-Makers**

REGIONAL DISTRIBUTION

5%	New England
15%	Middle Atlantic
15%	East North Central
6%	West North Central
18%	South Atlantic
4%	East South Central
7%	West South Central
8%	Mountain
20%	Pacific/U.S. Territories including APO/FPO
2%	Paid Canadian and Foreign

LAB SIZE

	PEOPLE
45%	1 - 2
28%	3 - 5
11%	6 - 10
4%	11 - 15
3%	16 - 20
5%	21 - 50
4%	50 plus

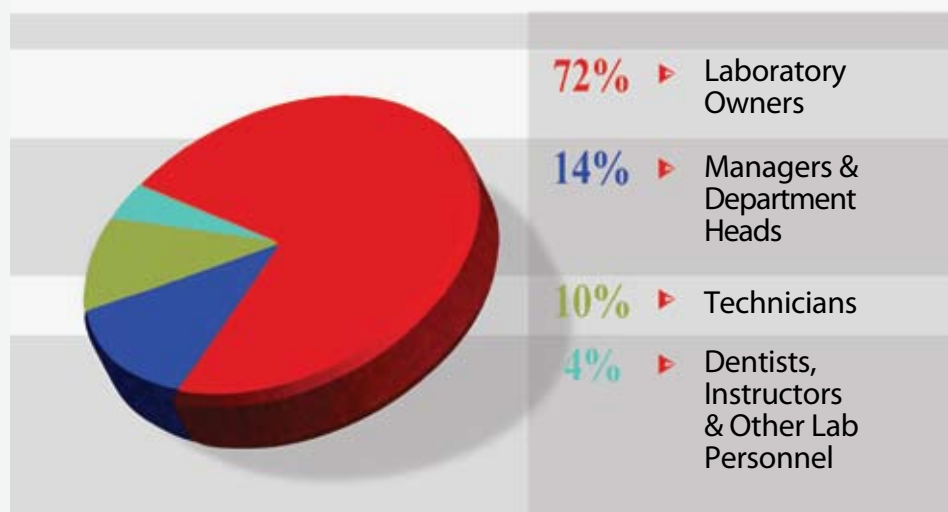
ANNUAL REVENUE

	UNDER
61%	\$250,000
18%	\$250,001 to \$500,000
11%	\$500,001 to \$1,000,000
	OVER
10%	\$1,000,000

OUR READERS ARE YOUR BUYERS

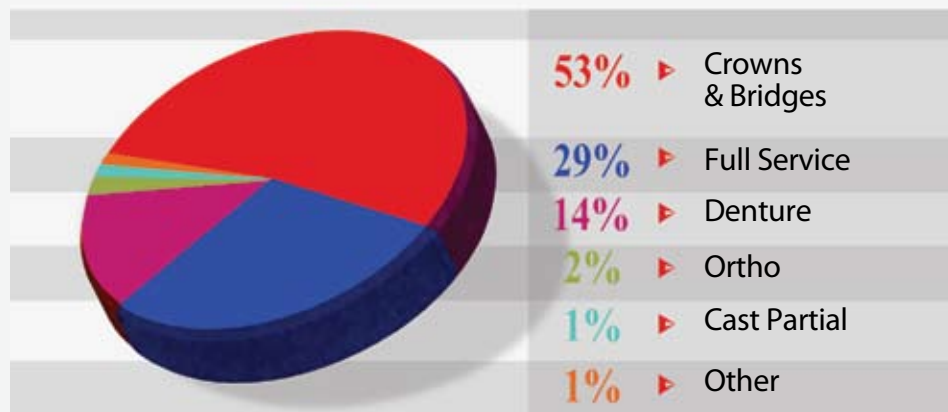
Our circulation list is updated daily and filtered to assure that you are reaching an active buying audience. Current circulation: 18,618 in the U.S. with paid subscribers in Canada and abroad.

BREAKDOWN BY TITLE



Additional distribution to industry manufacturers, dealers and service providers.

BREAKDOWN BY LAB SPECIALTY



75% of surveyed readers purchased a product or service as a result of reading an ad in LMT.

2009 Print Advertising Rates

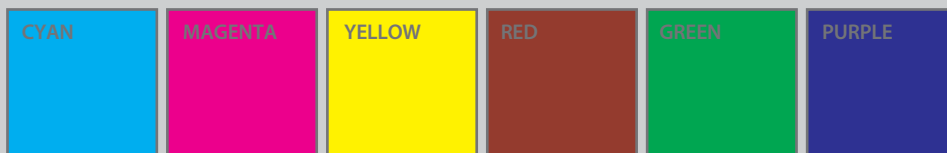
SAVVY MARKETERS KNOW that, when it comes to brand recognition, frequency trumps size. Our frequency discounts are designed with this in mind. High-frequency advertisers in LMT can take advantage of a multitude of value-added services.*

15% commission given for a complete, error-free digital file.

	COLOR			B&W		
	1X	5X	10X	1X	5X	10X
▶ TABLOID (FULL PAGE)	\$7440	\$7130	\$6850	\$5740	\$5430	\$5150
▶ JUNIOR or 1/2 TABLOID	5750	5450	5200	4050	3750	3500
▶ 1/2 JUNIOR	3620	3490	3350	2420	2290	2150
▶ 1/3 JUNIOR	3010	2930	2840	1810	1730	1640
▶ 1/4 JUNIOR	2200	2100	2000	1300	1200	1100
▶ 1/6 JUNIOR	2000	1900	1800	1100	1000	900
▶ CUSTOM SIZES	CONTACT PUBLICATION					

* **CALL 203-459-2888** or e-mail Laurie Freddino at laurie@LMTmag.com or Jessica Fila at jessica@LMTmag.com for details. They will be happy to work with you to ensure we meet your advertising needs.

2/COLOR \$500 *Black plus one Process or Standard Color; choices as shown below*



MATCHED COLOR \$750 *Specify PMS Color* **METALLIC INK** *Please contact LMT*

► **Take Advantage of Our Generous Frequency Discounts**

Specifications, Terms & Conditions

SPECIAL POSITIONS

A fixed rate and special terms apply to Covers and to the Page 5 position; call to inquire. Other specific page, positioning or multi-ad sequencing requests are charged at a 10% premium on space and color.

DIGITAL ADVERTISING REQUIREMENTS

PDF FILES: Please use PDF/X-1a format when exporting your pdfs (native applications accepted, however, you must include all fonts and images separately). For details on PDF settings, please contact Jessica Fila at jessica@LMTmag.com or 203-459-2888.

PROOFS: You must include a high resolution, true-to-color, full size proof for all ads. Laser proofs are not an accurate guide for color reproduction; LMT assumes no liability for color problems when a proof is not provided or when a laser proof is the only guide provided by the advertiser.

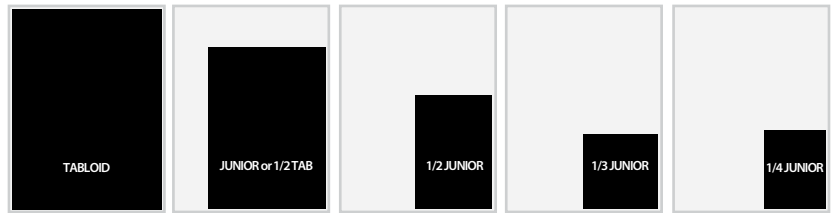
RATE POLICY COMMISSION AND TERMS

Contract advertisers are rate-protected for the calendar year. Unfulfilled contracts are short-rated to the best-earned frequency rate; 15% commission given for a complete, error-free digital file. Alterations to ad materials are charged at 20% above publisher's cost.

Advertisers are responsible for payment in the event of non-payment by their agencies. Ad files are stored for one year only and then destroyed.

Reservations deadline is also the last day on which advertising cancellations can be accepted. Terms: net 30 days.

The publisher reserves the right to reject advertising materials and assumes no liability for accurate reproduction of ads received past our materials due date or without an accurate color proof.



AD SIZE	WIDTH	HEIGHT
► TABLOID		
• BLEED *	10-7/8"	X 14-1/2"
• NON-BLEED	9-1/2"	X 13-1/2"
► JUNIOR OR 1/2 TABLOID		
• BLEED *	7-3/4"	X 10-5/8"
• NON-BLEED	7"	X 10"
• VERTICAL	4-5/8"	X 13"
• HORIZONTAL	9-1/2"	X 7"
► 1/2 JUNIOR		
• VERTICAL	3-1/2"	X 10"
• HORIZONTAL	7"	X 4-7/8"
• ISLAND	4-5/8"	X 7-1/2"
► 1/3 JUNIOR		
• VERTICAL	2-1/4"	X 10"
• HORIZONTAL	7"	X 3-1/8"
• SQUARE	4-5/8"	X 4-7/8"
► 1/4 JUNIOR		
• VERTICAL	3-1/2"	X 4-7/8"
• HORIZONTAL	4-5/8"	X 3-3/4"

* On bleed ads, keep live matter 3/8" within trim edges. Allow at least 1/4" of background area beyond ad size (on all sides) for trimming.

81% of surveyed readers contacted an advertiser as a result of reading an ad in LMT

Additional Advertising Opportunities in LMT

COVER ADVERTORIAL

This FRONT COVER position is available to contract advertisers only. Cost: \$4950, commissionable. Special requirements apply. Call 203-459-2888 for details.

MARKETPLACE

MARKETPLACE is an economical way to add visibility to your products in every issue. Organized by product category for easy reference, Marketplace ads can include a photograph, logo and details on your product. A minimum three-issue commitment is required. Marketplace ads must be prepaid. No agency commission.

Dimensions and three-time, black-and-white net rates are:

for each insertion

1.75" x 1" or 3.75" x .5"	\$150
1.75" x 2" or 3.75" x 1"	\$250
1.75" x 3" or 3.75" x 1.5"	\$330
1.75" x 4" or 3.75" x 2"	\$410
1.75" x 5" or 3.75" x 2.5"	\$490

Color is available for Marketplace ads at \$30 per inch for a process or standard color (see color choices on page 2) or \$60 per inch for 4/color. The Marketplace section of LMT is also posted on our website, www.lmtcommunications.com. Deadline: the 10th of the month preceding each issue (exception: the deadlines for combined issues—June/July and November/December—are May 20 and October 20 respectively). Contact Kelly Carr at kelly@LMTmag.com or call 203-459-2888.

MINI-ADS

MINI-ADS are available in the August Buyer's Guide and Pre-Show issues of LMT. Call Jessica Fila at 203-459-2888 or e-mail jessica@LMTmag.com for details.

CLASSIFIED ADVERTISING

LMT Classified's are also posted on our website, www.lmtcommunications.com. Regular Classifieds cost \$70 for the first 25 words. Additional words, to a maximum of 75 words, are \$1 each. There is a \$5 discount for consecutive insertions after the first insertion. Display Classifieds, in boxes, can include logos and photos. Cost: \$125 per column inch. For consecutive insertions, there is a 10% discount after the first insertion.

For Extra Impact: Color is available for Display Classifieds only at \$30 per column inch for a process or standard color (see color choices on page 2) or \$60 per column inch for 4/color. LMT box numbers are available at \$30 per insertion. Prepayment required. Deadline: the 10th of the month preceding each issue (exception: the deadlines for combined issues—June/July and November/December—are May 20 and October 20 respectively). Contact Maribeth Marsico at maribeth@LMTmag.com or call 203-459-2888.

INSERTS AND OUTSERTS

INSERTS and OUTSERTS are supplied by the advertiser. Regional distribution available; minimum quantity: 5000. Inserts must be pre-trimmed: top, bottom and side.

OUTSERTS are polybagged with the issue and cannot have a postal indicia. Overall size must not exceed the size of LMT. Additional postage costs must be prepaid to LMT's printer. No agency commission. Check issue availability and get a written quote in advance.

BUSINESS REPLY CARDS

BRCs are available only in conjunction with standard page or larger advertisements. They can be bound-in or glued in. Net cost: \$1200 for advertiser-supplied 4" x 5-7/8" card (vertical or horizontal). Bound-in cards require a blank lip a minimum of 3-1/2" long. Add \$350 net for printing on lip. Tipped-in card requires 1/2" perforated lip. Call for quote on alternative card sizes.

ONLINE

AT LMTCOMMUNICATIONS.COM

Our readers are kept up-to-the minute on breaking industry news and can search our archives of past survey reports, feature articles and technical coverage.

ONLINE ADVERTISING

LMT's website averaged **9,600** visitors a month in 2008. They come to our site looking for up-to-the-hour industry news, trade show information, archived articles, blog updates and more. This is an effective, affordable way to reach an active buying audience.

Homepage Package *Banner and Badge Ads appear in five places: LMT's homepage and portal pages of the website's four main sections.*

Section Package *Banner & Badge Ads appear on all of the secondary pages of the section of your choice.*

	<i>per quarter</i>
BANNER HOMEPAGE PACKAGE (408pix x 70pix)	\$1500
BADGE HOMEPAGE PACKAGE (160pix x 100pix)	\$950
BANNER SECTION PACKAGE (408pix x 70pix)	\$1050
BADGE SECTION PACKAGE (160pix x 100pix)	\$700

Location *In either package, Banner Ads appear at the top of the pages. Badge Ads appear in the bottom right column of the pages.*

Specifications *Ads must have links embedded and the link must pop up in its own window.*

Preferred File Type *Animated ads should be .swf files. Non-animated ads should either be .jpg or .gif files.*

Resolution *All ads should be set to 72dpi.*

Size *Ads cannot exceed a maximum of 15K.*

Rotation *Ads will rotate with up to five ads per location.*

Loops *Animated ads may have a maximum of five loops.*

Make the Most of Your Promotions

E-BLASTS TO OVER 3,900 NAMES

Send the same e-mail message to a large number of recipients without it being identified and discarded as spam. LMT's e-mail broadcasting is efficient, effective and easy. Turnaround time is 3-5 business days. Specific e-mail dates require 10 days advance notice. HTML files should not be larger than 2MB or wider than 600 pixels. Reports including delivery, open and bounceback rates available one week after blast. For more details, contact Kate Conetta at kate@LMTmag.com or 203-459-2888.

REPRINTS

Take any LMT article, case study or survey, add your own display ad or logo and what do you get? An effective marketing tool otherwise known as an LMT reprint. Attention-grabbing and economical, LMT's reprints can be customized for your next direct mail promotion or trade show handout. For price quotes, contact Kim Molinaro at kim@LMTmag.com or 203-459-2888.

MAILING LIST RENTALS

LMT's mailing list (or targeted parts of it) may be rented on a one-time usage basis for direct mail research or promotion. The list cannot be used for employee solicitation purposes or to promote programs or publications that conflict with our business. A signed rental agreement and a copy of your mailing are required. Mailing lists are available on pressure-sensitive labels or via e-mail. Telephone numbers are not included. Contact Kate Conetta at kate@LMTmag.com or 203-459-2888.

For details, sample ads, or to reserve website advertising, contact Laurie Freddino at laurie@LMTmag.com or 203-459-2888.

87% of LMT readers are key dental laboratory decision-makers.

93% of survey participants say LMT keeps them regularly informed.

“LMT is the publication of choice when it comes to our industry and I am thankful for what you all do.”

– David Nunally, CDT, Owner
Derby Dental Laboratory
Louisville, KY

“LMT is the quintessential trade journal for our industry. A who’s who of what’s happening...”

– John Kupper, Owner
Express Dental
Wethersfield, CT

Unrivalled Reader Involvement in Every Issue

▶ BUSINESS ESSENTIALS:

Tipping Points for Smart Growth

LMT stands for LAB MANAGEMENT TODAY. It is dedicated to providing practical how-to business management, sales, marketing and technical strategies for dental laboratory decision-makers.

Well-targeted strategies and insightful analysis inspire confidence in your prospective customers’ ability to succeed in an increasingly sophisticated marketplace. We keep our finger on the pulse of groundbreaking developments and focus on coverage that shapes the way labs do business.

▶ MARKETING & SELLING STRATEGIES

In a High-Tech Climate

Whether it’s through exclusive in-depth interviews with lab owners or examples from other successful businesses, LMT gives readers easy-to-implement strategies to capture dentists’ attention.

▶ FUTURE TRENDS

We’re Known for our Exclusive Research Surveys & Analyses

LMT’s groundbreaking research earned it an unrivalled reputation as the go-to source for industry statistics. Innovations include LMT’s *Crown Experiments* and *Crown Challenge*; we’re also the creators of the popular biennial *Wage* and *Fee Surveys*.

▶ DIGITAL/TECHNICAL HOW-TO’S

Including Directions in Digital Dentistry

Our community is more technology driven than ever before. This, at a time when dental schools have eliminated technology courses! That puts the onus on us to provide both a review of the basics while offering continuing education on cutting-edge technologies. Product-specific as well as general how-to’s and troubleshooting tips make this a well-anticipated and needed feature.

▶ LAB OF THE MONTH

Everyone loves to find out what “the other guys” are doing. This has become one of LMT’s most popular columns.

▶ CASE STUDIES

Lab–Dentist Synergy

LMT periodically invites manufacturers to submit case studies that illustrate the practical use and application of their products or systems. This technical showcase helps readers compare ways in which dentist-technician teams work together to plan cases using different materials.

▶ LMT’S ANNUAL BUYER’S GUIDE

LMT’s August issue is the industry’s most comprehensive Yellow Pages directory of industry resources. With listings from over 400 industry suppliers, our Guide is an indispensable, invaluable sourcebook that cross references products, manufacturers, suppliers and trade names.

▶ LAB DAY PRODUCTS CATALOG

Once a year—in February—we invite all LAB DAY CHICAGO exhibitors (nearly 200 companies) to showcase their newest or most popular products. This is an excellent resource issue for laboratory product buyers who can’t attend our show and a helpful take-home directory for those who do.

▶ IN EVERY ISSUE

Today’s Products: a showcase of products and services; Newsbriefs: the latest industry happenings; The Education Connection, a calendar of events; Business Beat, business insights for busy people; Publisher’s Page, an up-close-and-personal look at industry issues.

I love that LMT addresses the issues crucial and current to my business; it seems to know exactly my concerns with the industry.

– Barbara Barker, Owner
BB Dental Laboratory
New Haven, CT

73% of key decision-makers read LMT cover to cover; 23% more than the next most-read lab magazine.

LMT’s articles are thorough...when doing research for making a decision, LMT is the perfect first step.

– Ryan Okon, Manager
Stanley Okon
Milling Center, Inc.
Laguna Woods, CA

LMT is Uniquely Positioned to Put You Face to Face with Your Target Audience

IN PRINT AND IN PERSON

LMT is not just another magazine. For 25 years it has served as your strategic planner. It can comfortably claim it's added to your bottom line. We are the only magazine that delivers decision-makers to you in print and in person. Those who read LMT are the decision-makers who purchase your products and services at LMT LAB DAY. The power of print has never been more evident in our community.

MEETING THE NEEDS OF THE MARKET

The laboratory community has long been characterized as fragmented. Manufacturers and suppliers used to be frustrated by the difficulties

of specifically targeting laboratory decision-makers en masse. When LMT LAB DAY made its debut 25 years ago, the needs of both segments of the market were met and the rest is history.

In short order, LMT LAB DAY Chicago became the largest dental laboratory trade show ever realized in the history of North America. Our tabletop-format formula puts attendees at ease and every exhibitor is given equal opportunity to attract prospective buyers. The show is so well attended that our concurrent clinics and workshops never thin out the exhibit hall floor; in fact, the opposite is true—it sometimes feels like Grand Central Station at rush hour!

THE SYNERGY OF SUCCESS

There's an energy to LAB DAY that fills the air with a sense of power and progress. Attendees feel good about their ability to succeed when so many networking opportunities are before them in such quantity.

The clinics are presented by you—the manufacturer/supplier—and attendees greatly appreciate both the education and the CE credits they receive.

This formula is mimicked in Southern California with LAB DAY WEST and in the heart of New York City with LAB DAY EAST.

If you attend LMT LAB DAY it makes excellent sense to be present in LMT the magazine and vice versa. It's a one-two punch that spells **SELLING POWER!**

IN PRINT & IN PERSON

THE RELATIONSHIP between magazine readers and trade show attendees is strong: 8 out of 10 readers go to an average of 2.5 trade shows and seminars annually.

Source: Cahners Advertising Research Report, Primedia & Gale Group

...AND LMT HAS BOTH

Every year we deliver a record-breaking number of our readers—your buyers—to your table at LAB DAY. They come because there's no better educational value in the entire community. At three intensely busy one-day-only events, LMT creates an informal atmosphere that works for both buyers and sellers.

LAB DAY SHOW DATES '09

CHICAGO	2/28
EAST/NYC	4/18
WEST/CA	5/9

EDITORIAL CALENDAR

LMT'S EDITORIAL MISSION: To deliver business management, sales, marketing and technical strategies in an easy-to-read-and-implement format that enables dental laboratory decision-makers to more effectively operate their businesses.

A key attribute of LMT is its flexibility. To be timely and responsive to industry news and trends, issue content may vary from this schedule.

JANUARY

LAB DAY Chicago Pre-Show Issue

EDITORIAL & ADVERTISING

DEADLINE: 12/8 Mail Date: 1/9

STREAMLINING:

Strategies for Improving Efficiency

SALES AND MARKETING:

Boasting, Ballyhooing and Bragging...Selling Your Services

PRODUCT FOCUS:

Computer Software

FEBRUARY

LAB DAY Chicago Show Issue

EDITORIAL & ADVERTISING

DEADLINE: 1/9 Mail Date: 2/9

2009 DENTIST SURVEY:

Why Dentists Switch Labs

PRODUCT FOCUS:

Lab Day Exhibits

MARCH

LAB DAY East Pre-Show Issue & IDS Show Issue

EDITORIAL & ADVERTISING

DEADLINE: 2/9 Mail Date: 3/9

FABRICATION NICHE:

Make the Most of Your Forte

COMPENSATION STRATEGIES:

A Primer on Productivity Incentive Plans

PRODUCT FOCUS:

Alloys

APRIL

LAB DAY East Show Issue;
LAB DAY West Pre-Show Issue

EDITORIAL & ADVERTISING

DEADLINE: 3/12 Mail Date: 4/9

THE JUGGLING ACT:

Maximizing Your Day When You Wear Many Hats

FINANCIAL STRATEGIES:

Insider Tips for Improving Cash Flow, Analyzing Profit Margins and More

PRODUCT FOCUS:

Articulators

MAY

LAB DAY West Show Issue

EDITORIAL & ADVERTISING

DEADLINE: 4/8 Mail Date: 5/11

DIRECTIONS IN DIGITAL DENTISTRY:

Incorporating Emerging Technology into the Laboratory

PERSONNEL STRATEGIES:

Building an Effective Team

PRODUCT FOCUS:

Digital Fabrication Systems

JUNE/JULY

EDITORIAL & ADVERTISING

DEADLINE: 5/21 Mail Date: 6/18

FUTURELAB:

Strategic Planning for the Next Five Years—Assess your Product & Service Offerings

BY THE NUMBERS:

Keeping Expenditures in Check

PRODUCT FOCUS:

CAD/CAM Outsourcers

AUGUST

Annual Buyer's Guide

EDITORIAL & ADVERTISING

DEADLINE: 7/13 Mail Date: 8/10

The industry's most comprehensive sourcebook, with listings for over 400 manufacturers and suppliers, and directories of both products (by category) and trade names. Please note: Our Buyer's Guide issue does not include a Today's Products section.

SEPTEMBER

IECDT Show Issue

EDITORIAL & ADVERTISING

DEADLINE: 8/11 Mail Date: 9/9

TIME STUDY SURVEY:

How to Enhance Productivity

IN TOUCH:

How to Enhance Communication Between the Dentist and the Laboratory

PRODUCT FOCUS:

Refining

OCTOBER

EDITORIAL & ADVERTISING

DEADLINE: 9/11 Mail Date: 10/9

THE GLOBAL MARKETPLACE:

How to Compete When the World is Flat

TAPPING INTO THE

TRICKLE-DOWN EFFECT:

How to Help your Clients Build their Business

PRODUCT FOCUS:

Implants

NOVEMBER/DECEMBER

LAB DAY Chicago Pre-Show Issue

EDITORIAL & ADVERTISING

DEADLINE: 10/21 Mail Date: 11/18

EXIT PLANNING:

Strategies for Planning and Maximizing your Retirement Years

THE EDUCATION CONNECTION:

Annual Trade Show and Meeting Calendar

PRODUCT FOCUS:

Full/Partial Dentures

Responsive. Reliable. Dedicated.

WE'RE SMALL AND WE'RE GOOD. We're a team of exceptional, enthusiastic, dedicated people who pool their expertise to meet your needs like a well-oiled machine. Please feel free to call on us. You'll always get a voice on the phone (unless it's after hours) or e-mail us at info@LMTmag.com or at one of our direct e-addresses on this page. We're happy to help you because we love what we do.

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Maribeth



Jessica



Denise



Mary-Kay



Tarol



Sherrie

"Thanks for your prompt response. Your articles help me keep up with the latest trends! You do a fantastic job."

—Shane Wood, Owner, Designer Dental Lab & Supply, Martinsville, VA