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British Dental Journal first choice for dentistry

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The *British Dental Journal* has for the eighth year running been voted the most regularly read dental publication in the UK, according to the British Dental Trade Association's (BDTA's) annual media readership survey.

The survey collated the reading habits of dentists across the UK, with the British Dental Association's publications, the *BDJ* and *BDA News*, consistently ranking as the top two preferred dental titles.

The *BDJ* was the most well-known title (92%) in the survey and the first choice for over a third (37%) of UK dentists. *BDA News* also performed strongly as the most popular publication for those seeking dental news and business / practice management.

Eighty per cent of dentists said that dental publications were a good way of looking for job vacancies and almost four times as many look at the classified jobs and products section of the *BDJ* as any other title. A further eighty three per cent said they read dental publications to gain information and new techniques and 72% read about the latest dental supplies and products.

The 2013 Dental Media Readership Survey was an independent survey conducted by Serendipity Sales Solutions on behalf of the British Trade Association and studied 11 dental publications.

The *BDJ* and *BDA News* are published on behalf of the British Dental Association (BDA) by Nature Publishing Group.

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