Today’s FDA is produced bimonthly by the Florida Dental Association (FDA), a constituent society of the American Dental Association. Sent to more than 8,000 Florida member dentists and subscribers, the journal features 80 pages of content. Today’s FDA is a member publication of the American Association of Dental Editors and the Florida Magazine Association.

Florida’s advocate for oral health.
today's fda

Audience

Gender
- Male: 71.5%
- Female: 27.6%
- Unreported: 2%

Age
- 20-29: 6%
- 30-39: 16.3%
- 40-49: 16.1%
- 50-59: 17.8%
- 60-69: 18.8%
- 70-79: 6.6%
- 80-89: 2%
- 90+: 2.9%
- Unreported: 2.9%

Practice Setting
- Owner: 61.9%
- Non-owner: 4.5%
- Independent Contractor: 2.7%
- Associate: 6.6%
- Unreported: 24.3%

Status
- Active: 80.6%
- Retired: 19.4%

Dental Specialty
- General practice: 71.1%
- Orthodontics & dentofacial orthopedics: 6.2%
- Periodontics: 4.7%
- Endodontics: 4.6%
- Oral & maxillofacial surgery: 4.3%
- Pediatric: 4.2%
- Prosthodontics: 2.4%
- Dental public health: 0.5%
- Oral & maxillofacial pathology: 0.2%
- Oral & maxillofacial radiology: 0.1%
- Unreported: 1.7%

Source: American Dental Association, as of September 2018
The Charlie Awards, sponsored annually by the Florida Magazine Association, recognize publishing excellence in Florida. The FDA has received the following awards in the association/trade/technical divisions.

**Charlie Awards**
- Best Writing: Column • 2018
- Best Writing: Editorial/Commentary/Opinion • 2017
- Best Writing: Service Feature • 2018
- Best Digital: Social Media Campaign • 2020 • 2018 (English and Spanish)

**Silver Awards**
- Best Writing: Column • 2020

**Bronze Awards**
- Best Writing: Column • 2019 • 2017
- Best Writing: Feature • 2019
- Best Writing: Editorial/Commentary/Opinion • 2020
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Today’s FDA also is published on the FDA’s website, which provides advertisers the opportunity to enhance their ad with active links to better reach our members.

BONUS! Sign a contract for a year (6 issues) and receive all digital links for FREE!
Bleed
This is the area that the background color/graphics should cover if they are to be printed to the final trim of the page.

Trim Size
This is where the final cut will be made to make the page its specified size.

Live Area
Any text or graphics placed inside this area is safe from trimming.

Full Page
- **Bleed**
  W: 8.625”
  H: 11.125”
- **Trim**
  W: 8.375”
  H: 10.875”
- **Live**
  W: 8.25”
  H: 10.75”

Double Truck
- **Bleed**
  W: 17.25”
  H: 11.125”
- **Trim**
  W: 16.75”
  H: 10.875”
- **Live**
  W: 16.5”
  H: 10.375”
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Design services are available upon request and require a one-year contract.