

# The Mini Guide to Orthodontics Price guide



# Personalize your own practice magazine...

**and dominate your orthodontic market!**

These bespoke 'Guide to Orthodontics' magazines are professionally designed and personally branded giving you the ability to increase referrals, educate patients and raise the profile of your practice.

Lush Design's publications group, Smiles and Faces, are proud to be the premier provider of patient education and information materials available in digital/electronic or printed formats.

Please visit  
[www.smilesandfaces.net](http://www.smilesandfaces.net)  
to view examples today

## The e-magazine is a fast growing referral tool which:

- ✓ Distinguishes your practice from others
- ✓ Increases your referral rate
- ✓ Is easily disseminated through email, Facebook, social media or USB sticks
- ✓ Provides accessible orthodontic and practice information 24/7
- ✓ Can improve search engine rankings if you optimize key topics
- ✓ Saves on printing and distribution costs
- ✓ Can be viewed on most media sources including computers, iPads and iPhones



## The printed magazine replaces your leaflets and brochures allowing you to distribute to new markets you couldn't reach before such as:

- ✓ Dental practices
- ✓ Homes in your local catchment area
- ✓ General medical practices
- ✓ Hospital waiting rooms
- ✓ Existing and past patients
- ✓ Schools/Colleges/Universities
- ✓ Local libraries
- ✓ Hotels
- ✓ Sports centers and gyms
- ✓ Golf centers and clubhouses
- ✓ Car show rooms
- ✓ Local businesses
- ✓ Theatres
- ✓ Beauty salons and spas
- ✓ Hairdressers

**lush\***

telephone: **+44 (0)1494 430617**

[www.lushdesign.biz](http://www.lushdesign.biz) • [www.smilesandfaces.net](http://www.smilesandfaces.net) email: [magazines@lushdesign.biz](mailto:magazines@lushdesign.biz)

lush\* 31-33 Amersham Hill • High Wycombe • Bucks • HP13 6NU • United Kingdom

**Smiles  
of  
faces**

# Price guide The Mini Guide to Orthodontics

## USA, CANADA & SOUTH AMERICA

Option 1 e-Magazine Only	ITEM DESCRIPTION	USD \$
	✓ Creation of 36 page e-Magazine customized for your practice	<b>\$3,164</b>
Option 2 e-Magazine & Print files supplied for you to arrange professional printing locally	ITEM DESCRIPTION	USD \$
	✓ Creation of 36 page e-Magazine customized for your practice ✓ Print files supplied for you to arrange professional printing locally	<b>\$4,564</b>
Option 3 e-Magazine & Magazine printed and delivered to you	ITEM DESCRIPTION	USD \$
	✓ Creation of 36 page e-Magazine customized for your practice ✓ Lush Design to fully manage professional printing and deliver 2000 glossy magazine copies to your door step	<b>\$13,000</b>

All costs subject to exchange rate fluctuations.  
Note: You can customize any article at a cost of \$245 per page.

## EUROPE

Option 1 e-Magazine Only	ITEM DESCRIPTION	EURO €
	✓ Creation of 36 page e-Magazine customized for your practice	<b>3,164 €</b>
Option 2 e-Magazine & Print files supplied for you to arrange professional printing locally	ITEM DESCRIPTION	EURO €
	✓ Creation of 36 page e-Magazine customized for your practice ✓ Print files supplied for you to arrange professional printing locally	<b>4,294 €</b>
Option 3 e-Magazine & Magazine printed and delivered to you	ITEM DESCRIPTION	EURO €
	✓ Creation of 36 page e-Magazine customized for your practice ✓ Lush Design to fully manage professional printing and deliver 2000 glossy magazine copies to your door step	<b>9,012 €</b>

All costs subject to exchange rate fluctuations.  
Note: You can customize any article at a cost of 170 € per page.

## UNITED KINGDOM

Option 1 e-Magazine Only	ITEM DESCRIPTION	GBP £
	✓ Creation of 36 page e-Magazine customized for your practice	<b>£2,800</b>
Option 2 e-Magazine & Print files supplied for you to arrange professional printing locally	ITEM DESCRIPTION	GBP £
	✓ Creation of 36 page e-Magazine customized for your practice ✓ Print files supplied for you to arrange professional printing locally	<b>£3,800</b>
Option 3 e-Magazine & Magazine printed and delivered to you	ITEM DESCRIPTION	GBP £
	✓ Creation of 36 page e-Magazine customized for your practice ✓ Lush Design to fully manage professional printing and deliver 2000 glossy magazine copies to your door step	<b>£7,976</b>

All costs subject to exchange rate fluctuations.  
Note: You can customize any article at a cost of £150 per page.

## How do I get my own magazine?

- Download the booking form from [www.smilesandfaces.net](http://www.smilesandfaces.net)
- Select which option you want from the following categories:  
**Option 1:** 36 page e-Magazine customized for your practice.  
**Option 2:** e-Magazine & Print files supplied for you to arrange professional printing locally.  
**Option 3:** Lush Design to fully manage professional printing and deliver 2000 glossy magazine copies to your door step.
- Send your booking form with the required 50% deposit.
- Download the personalization requirements form from [www.smilesandfaces.net](http://www.smilesandfaces.net) and send all the photographs, logos and personal material.
- The design team will customize your magazine for your practice (Approximate time 2 weeks).
- The design team will send you on-line proofs of your magazine which you will be required to approve.
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**Options 1,2 and 3:** Your e-Magazine will be published and delivered.



**Option 2:** Print files supplied for you to arrange professional printing locally.  
**Option 3:** 2000 glossy magazine copies delivered to your door step.