sonia
CHOPRA, DDS
ENDODONTIST • EDUCATOR • SPEAKER • AUTHOR • ENTREPRENEUR

Media Kit
2022
Hi, there!

I'm Sonia

I'm a board-certified endodontist, TED speaker, Forbes contributor, author, endodontic instructor, and founder of Ballantyne Endodontics in Charlotte, North Carolina. In fact, I was the first female endodontist to practice in Charlotte!

I became passionate about endodontics (the dental specialty of saving teeth) after an experience as a patient, where my pain was misdiagnosed, and the wrong tooth was extracted. It wasn’t until I was referred to an endodontist that I was correctly diagnosed, and a root canal saved me from excruciating pain. Now I’m on a mission to save teeth whenever possible.
I do this through:

- Founding E-School, an innovative online continuing education course on endodontics for general dentists.
- Founding E-School LIVE, a one-of-a-kind hands-on 4-day endodontic training program for general dentists.
- Speaking engagements at professional dentistry events like the Association of American Endodontists, Dentsply Sirona World, and EndoCon.
- Speaking engagements for general audiences on stages like TEDx.
- Regular contributions to scholarly journals, podcasts, and media outlets.
- Co-founding A Night for Smiles, an annual gala I co-founded to support Charlotte-area dental health initiatives.

AUDIENCE DEMOGRAPHICS

General Dentists
Empowered Dental Patients and General Public

54% identify as female

45% identify as male

47% aged 25-34 years old

31.5% aged 35-44 years old

PREVIOUS MEDIA ENGAGEMENTS

Contributor to
FORBES
NBC
TEDx
Dentistry Today
Thrive Global
Natfluence

TEDx Farmingdale
November 2021
Past Speaking Events

TEDx
Dentsply Sirona World
AAE Insight Track
AAE Annual Session
Women in Dentistry
EndoCon
Sonendo Sound Science Academy
Dentsply Sirona Key Opinion Leader Meetings
Mommy Dentists in Business Clinical Summit
Dental Win Win Summit

20+ podcast interviews and television interviews

THE STATS

WEBSITE
soniachopradds.com

9.6k
unique monthly users

31.9k
monthly page views

20% / 80%
new users vs. returning users

56%
organic search

14.5%
direct visits

9%
via social media

16.2%
via email

MAILING LIST

17.4K
email list subscribers
Previous Collaborations

S O C I A L S

INSTAGRAM

11,200+
instagram followers
average 3 posts per week

30,000+
average monthly reach
@soniachopradds

FACEBOOK

4.9k
facebook page likes
average 3 posts per week
@soniachopradds

YOUTUBE

6.84k
subscribers
@SoniaChopraDDSEndoForAll

LINKEDIN

1.7k
connections
@sonia-chopra-dds
Awards & Accolades

Top Course Provider
Endodontics
2021
Winner
E-School

Top Instructor
Endodontics
2021
Winner
Dr. Sonia Chopra DDS.
Price List

IN PERSON

$10,000 per day + travel

ONLINE INSTRUCTIONAL WEBINARS

$3,500 per webinar

BLOGS, FEATURE ARTICLES + SOCIAL MEDIA ENDORSEMENTS

I will write a feature blog post or endorsement, linking to your product or brand. All blog posts will also be featured on my social media platforms and will be emailed to my list of 17k+ subscribers.

$3,500 per article

SOCIAL MEDIA PACKAGES

Bronze = $150
1 post and 1 story

Silver = $250
2 posts & 2 stories

Gold = $500
2 posts, 2 stories and 1 REEL

PRODUCT GIVEAWAY

$1,000 per giveaway

THANK YOU SO MUCH

I can't wait to collaborate!
Pitch your event details or collaboration opportunity including dates by emailing me at support@soniachopradds.com with as much information as possible. I will consider your request carefully and respond within 5-7 working days to begin the conversation on selecting teaching topics and booking arrangements for your event.

Scan to fill out collaborator interest form

Or click here
Let's Work Together!

If you believe your product, event, or collaboration opportunity would be a good fit for my brand, values, and audience, I'd love to hear from you! I typically collaborate in the following ways:

- **Media Opportunities**
- **Collaborative Education**
- **Affiliate Partnerships**
- **Events and Speaking Engagements (In-Person or Online)**

**AS SEEN IN:**

- TEDx
- NBC
- Forbes
- Thrive Global
- Dentistry Today
- natfluence

SUPPORT@SONIACHOPRADDS.COM
WWW.SONIACHOPRADDS.COM