As the monthly journal of the Association of British Dispensing Opticians (ABDO), Dispensing Optics is the only UK journal dedicated to this highly skilled and dynamic profession. Each month, the journal delivers the latest news, information and education relevant to all ABDO members – as well as those in allied professions.

Reader survey results
In February 2019, we surveyed our members about Dispensing Optics. We wanted to hear what they thought about the journal, and whether we needed to make any adjustments to better meet their needs.

We learnt that the majority of members view the journal extremely positively; that it’s highly valued for both content and quality, and is useful to them in everyday practice. Most importantly, the majority of members wanted to continue to receive a print copy of Dispensing Optics as part of their membership package – in addition to enjoying new online content via DO Online.

Survey highlights
• 93% read every/most issues
• 77% have a medium-high interest in adverts for company products and services
• 73% have a medium-very high interest in job adverts
• 63% keep Dispensing Optics for more than one month
• 88% rate Dispensing Optics as ‘above average’ or ‘excellent’

Refreshing new look
Following our 2019 member survey, we took on board both positive and negative feedback on all aspects of the journal to help us plan for 2020 and beyond – in terms of both look and content. In consultation with our expert design team, January 2020 sees the launch of a refreshing new look for the journal.

NEW features and benefits:
• Front cover advertising
• More cohesive sectioning to help differentiate articles
• A refreshed colour palette
• A more spacious layout

Eco-friendly packaging
In a bid to be more environmentally-friendly, and in line with the wishes of members, in 2019 we launched compostable packaging for the journal. We are continuing to look at how we deliver the journal to ensure it is cost-efficient, providing members with the best value possible and keeping costs down for advertisers.

Why advertise with us?
Dispensing Optics has an average print run of 9,259 copies (January to October 2019) and is distributed across the globe. Dispensing Optics enables your company to directly engage with those at the forefront of bringing new products, education and technology to optical practice. But it also reaches your future audience: students in the UK and overseas working towards an exciting career in optics.

Including Dispensing Optics in your advertising schedule provides you with a tailor-made opportunity to influence practice members with purchasing responsibility for everything from eyewear to contact lenses, ophthalmic lenses, low vision tools and more. Dispensing Optics is also a cost-effective platform for recruitment advertising and editorial sponsorship.
DIGITAL FILE SPECIFICATIONS
Artwork can be supplied as any of the following:
• A high resolution (press-ready) PDF with fonts embedded (please ensure that images are made CMYK in artwork prior to post-scripting)
• A collected Quark XPress file (must include fonts)
• A jpeg to be 300ppi at the size it is to appear
Dispensing Optics is created using Quark XPress (all versions can be accessed), Photoshop and Illustrator. We have access to other software, so please contact us if you are concerned about your output.

FRONT COVER: Designing the front cover will need careful consideration as the position of the Dispensing Optics masthead will determine which images or layout will be most effective. A template can be provided.

ARTICLE SPONSORSHIP
Sponsorship opportunities for CET and other articles are available on request. Prices start at £300 (plus VAT) for your company logo to appear on the title page, with a supporting statement. The cost for your company logo to appear on subsequent pages is an additional £100 per page (plus VAT).

ADVERTISING FEATURES
Advertising features are available on request. Prices start at £1,800 (plus VAT) for a double-page spread with full artwork supplied (please state ‘Advertising feature’ on the top right and left hand of the page).

Prices will be quoted on application for advertising features designed in-house by Dispensing Optics.

NEW COMPETITION CORNER
In Competition Corner, you can promote your products to members in a win-win way. In this clearly-defined section, you’ll be able to run a month-long competition with ABO members from just £550+VAT. To discuss this new feature in further detail, email the managing editor, Nicky Collinson, ncollinson@abdo.uk.com

CLASSIFIED ADVERTISING
Dispensing Optics is pleased to offer a classified advertising rate of £20 per single column centimetre (SCC) for ABO members, and £25 per single column centimetre for non-members. The minimum size available is 6x1 SCC.

COLUMN WIDTHS ARE AS FOLLOWS
1 column = 34 mm
2 column = 72 mm
3 column = 110 mm
4 column = 148 mm
5 column = 186 mm

Rates include design and layout, and we can include your company logo. Prices are subject to VAT. Meetings and CET events can also be advertised in this section.

INSERTS
Price on application.

The UK’s only professional publication dedicated to educating and informing dispensing and contact lens opticians.
EDITORIAL: LOOKING AHEAD

Each month, Dispensing Optics is packed with informative and relevant editorial content, from CET articles covering a range of core competencies to reports from the latest ABO events and national and international conferences and trade fairs, including Optrafair, 100% Optical, Silmo and Opti.

During 2020, we will continue to develop and improve our coverage of a wide range of topics within both news and features, focusing on topical dispensing issues, from fashion and business to legislation and technology.

Please submit your news releases, and feature ideas, to the managing editor in accordance with the publication schedule shown here.

Proposals for CET articles should be emailed to Paula Stevens at pstevens@abo.org.uk

A separate guide for CET authors is available.

EDITORIAL: LOOKING AHEAD

Each month, Dispensing Optics is packed with informative and relevant editorial content, from CET articles covering a range of core competencies to reports from the latest ABO events and national and international conferences and trade fairs, including Optrafair, 100% Optical, Silmo and Opti.

During 2020, we will continue to develop and improve our coverage of a wide range of topics within both news and features, focusing on topical dispensing issues, from fashion and business to legislation and technology.

Please submit your news releases, and feature ideas, to the managing editor in accordance with the publication schedule shown here.

Proposals for CET articles should be emailed to Paula Stevens at pstevens@abo.org.uk

A separate guide for CET authors is available.

PRODUCT SPOTLIGHTS 2020

<table>
<thead>
<tr>
<th>MONTH</th>
<th>THEME</th>
<th>COPY DEADLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANUARY</td>
<td>Product mix</td>
<td>26 November 2019</td>
</tr>
<tr>
<td>FEBRUARY</td>
<td>Contact lenses</td>
<td>7 January 2020</td>
</tr>
<tr>
<td>MARCH</td>
<td>Spring / Summer eyewear</td>
<td>4 February 2020</td>
</tr>
<tr>
<td>APRIL</td>
<td>Children’s eyewear</td>
<td>3 March 2020</td>
</tr>
<tr>
<td>MAY</td>
<td>Sunglasses</td>
<td>31 March 2020</td>
</tr>
<tr>
<td>JUNE</td>
<td>Sports eyewear</td>
<td>28 April 2020</td>
</tr>
<tr>
<td>JULY</td>
<td>Practice management software</td>
<td>2 June 2020</td>
</tr>
<tr>
<td>AUGUST</td>
<td>Lenses</td>
<td>7 July 2020</td>
</tr>
<tr>
<td>SEPTEMBER</td>
<td>Contact lenses</td>
<td>4 August 2020</td>
</tr>
<tr>
<td>OCTOBER</td>
<td>Autumn / Winter eyewear</td>
<td>1 September 2020</td>
</tr>
<tr>
<td>NOVEMBER</td>
<td>Low vision products</td>
<td>29 September 2020</td>
</tr>
<tr>
<td>DECEMBER</td>
<td>Product mix</td>
<td>27 October 2020</td>
</tr>
</tbody>
</table>

Supply 200 words maximum plus one high resolution image. All themes subject to change.

Email editorial to Nicky Collinson, managing editor, at ncollinson@abo.uk.com

PUBLICATION SCHEDULE

<table>
<thead>
<tr>
<th>MONTH</th>
<th>JAN</th>
<th>FEB</th>
<th>MAR</th>
<th>APR</th>
<th>MAY</th>
<th>JUNE</th>
<th>JULY</th>
<th>AUG</th>
<th>SEPT</th>
<th>OCT</th>
<th>NOV</th>
<th>DEC</th>
</tr>
</thead>
<tbody>
<tr>
<td>DISPLAY ADVERT BOOKING DEADLINE</td>
<td>18 NOV</td>
<td>31 DEC</td>
<td>27 JAN</td>
<td>24 FEB</td>
<td>23 MAR</td>
<td>20 APR</td>
<td>25 MAY</td>
<td>29 JUNE</td>
<td>27 JULY</td>
<td>24 AUG</td>
<td>21 SEPT</td>
<td>19 OCT</td>
</tr>
<tr>
<td>FEATURES DEADLINE</td>
<td>20 NOV</td>
<td>2 JAN</td>
<td>29 JAN</td>
<td>26 FEB</td>
<td>25 MAR</td>
<td>22 APR</td>
<td>27 MAY</td>
<td>1 JULY</td>
<td>25 JULY</td>
<td>26 AUG</td>
<td>30 SEPT</td>
<td>28 OCT</td>
</tr>
<tr>
<td>NEWS DEADLINE</td>
<td>26 NOV</td>
<td>7 JAN</td>
<td>4 FEB</td>
<td>3 MAR</td>
<td>31 MAR</td>
<td>26 APR</td>
<td>2 JUNE</td>
<td>7 JULY</td>
<td>4 AUG</td>
<td>1 SEPT</td>
<td>6 OCT</td>
<td>3 NOV</td>
</tr>
<tr>
<td>JOB ADVERT ORDERS AND COPY DEADLINE</td>
<td>27 NOV</td>
<td>8 JAN</td>
<td>5 FEB</td>
<td>4 MAR</td>
<td>1 APR</td>
<td>29 APR</td>
<td>3 JUNE</td>
<td>8 JULY</td>
<td>5 AUG</td>
<td>2 SEPT</td>
<td>7 OCT</td>
<td>4 NOV</td>
</tr>
<tr>
<td>DISPLAY ARTWORK COPY DEADLINE</td>
<td>29 NOV</td>
<td>10 JAN</td>
<td>7 FEB</td>
<td>6 MAR</td>
<td>3 APR</td>
<td>1 MAY</td>
<td>5 JUNE</td>
<td>10 JULY</td>
<td>7 AUG</td>
<td>4 SEPT</td>
<td>9 OCT</td>
<td>6 NOV</td>
</tr>
<tr>
<td>INSERTS TO PRINTERS BY</td>
<td>11 DEC</td>
<td>22 JAN</td>
<td>19 FEB</td>
<td>18 MAR</td>
<td>22 APR</td>
<td>20 MAY</td>
<td>17 JUNE</td>
<td>22 JULY</td>
<td>19 AUG</td>
<td>16 SEPT</td>
<td>21 OCT</td>
<td>18 NOV</td>
</tr>
<tr>
<td>PUBLICATION DATE</td>
<td>2 JAN</td>
<td>3 FEB</td>
<td>2 MAR</td>
<td>1 APR</td>
<td>5 MAY</td>
<td>1 JUNE</td>
<td>1 JULY</td>
<td>3 AUG</td>
<td>1 SEPT</td>
<td>1 OCT</td>
<td>2 NOV</td>
<td>1 DEC</td>
</tr>
</tbody>
</table>
NEW DIGITAL OPPORTUNITIES
To coincide with the relaunch of the ABDO website in summer 2019, a raft of new digital marketing and editorial opportunities were introduced with the launch of DO Online.

A stand-alone section of the ABDO website, DO Online responds to the needs of ABDO members by providing ABDO, professional and industry news, features, access to CET articles, and a jobs section – all regularly updated to complement our monthly members’ journal.

DO Online provides fresh and current content, so readers can catch up with all that’s happening in dispensing optics and in the wider world of optics, whilst on the go and on whatever mobile device suits.

Offering three different advertisement placements at highly competitive rates, as well as the chance to feature on the masthead banner in conjunction with front cover advertising bookings, DO Online provides your company with a cost-effective way to promote your business, services and products with your target audience.

PRINT & ONLINE PACKAGES
Bespoke print and online packages are available, designed to suit your needs and budget. Please contact Nicky Collinson, managing editor, by emailing ncollinson@abdo.uk.com

MASTHEAD BANNER
IMAGE SIZE: 2000 x 859 pixels (this position is reserved for Dispensing Optics advertisers or by invitation).

SPONSORED CONTENT
We welcome submissions of sponsored content for DO Online. Prices on application.

JOB VACANCIES
Post your job directly with DO Online prices from £130+VAT per month.

ADVERTISING TECHNICAL SPECIFICATIONS

<table>
<thead>
<tr>
<th>TYPE</th>
<th>DIMENSIONS (width x height)</th>
<th>MAX SIZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Leaderboard Banner</td>
<td>1733 x 212 pixels</td>
<td>500kb</td>
</tr>
<tr>
<td>2. Mid-Page Half Banners</td>
<td>581 x 212 pixels</td>
<td>500kb</td>
</tr>
<tr>
<td>3. Call to Action Blocks</td>
<td>535 x 377 pixels</td>
<td>500kb</td>
</tr>
</tbody>
</table>

DO ONLINE ADVERTISING RATES (prices subject to VAT)

<table>
<thead>
<tr>
<th>BANNER POSITION</th>
<th>ONE MONTH</th>
<th>THREE MONTHS</th>
<th>SIX MONTHS</th>
<th>TWELVE MONTHS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Leaderboards</td>
<td>£700</td>
<td>£1,650</td>
<td>£2,700</td>
<td>£4,200</td>
</tr>
<tr>
<td>2. Half Banners</td>
<td>£350</td>
<td>£825</td>
<td>£1,350</td>
<td>£2,100</td>
</tr>
<tr>
<td>3. CTA Blocks</td>
<td>£300</td>
<td>£725</td>
<td>£1,300</td>
<td>£2,050</td>
</tr>
</tbody>
</table>

FILE FORMAT
Please supply digital files in either one of these formats - GIF, PNG or JPG. Do not forget to send the click through URL and any third party tags.

DO ONLINE BOOKINGS AND FILE SUPPLY
Please supply digital files via email. Send them to Carol Smith at csmith@abдолондон.org.uk

SOCIAL MEDIA MARKETING
Connect with your audience on social media with one of our bespoke packages

1. £350 One Tweet, one Facebook post + one LinkedIn post
2. £700 One managed email campaign
3. £2,000 Four managed email campaigns over one month

<table>
<thead>
<tr>
<th>1. LEADERBOARD BANNER</th>
<th>1733 X 212_PIXELS</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. MID-PAGE HALF BANNER</td>
<td>581 X 212_PIXELS</td>
</tr>
<tr>
<td>3. CTA BLOCK</td>
<td>535 X 377_PIXELS</td>
</tr>
</tbody>
</table>
ABOUT THE ASSOCIATION OF BRITISH DISPENSING OPTICIANS

The Association of British Dispensing Opticians (ABDO) was formed in 1986 when its two predecessors, the Association of Dispensing Opticians and the Faculty of Dispensing Opticians, were merged following the Health and Social Security Act of 1984.

The profession of dispensing opticians has been regulated voluntarily since 1926 and, as a statutory profession, by the Opticians Act since 1958. Since such time, the conduct of dispensing opticians has thus been regulated partly by legal provisions, by advice given by the General Optical Council, and by ABDO’s own Advice to Fellows.

ABDO currently represents 6,480 qualified dispensing opticians in the UK. The Association also has 221 members overseas, 366 associate members and 1,770 student members worldwide.*

* Figures supplied by the ABDO Membership Services Department in October 2019.