



INCLUDES NEW
online
OPPORTUNITIES

DISPENSING OPTICS

2019 MEDIA
INFORMATION



DISPENSING OPTICS

Reach your **target audience** each month

As the membership journal of the Association of British Dispensing Opticians (ABDO), *Dispensing Optics (DO)* is the essential publication for the profession. Each month, the journal delivers the latest *news, information and education* relevant to everyday practice life – from MECS to marketing and everything beyond.

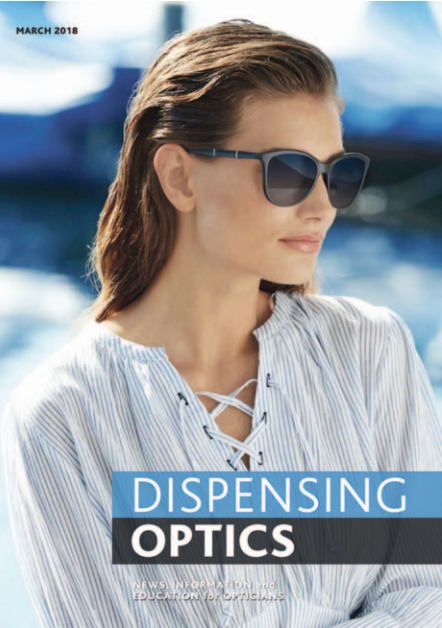
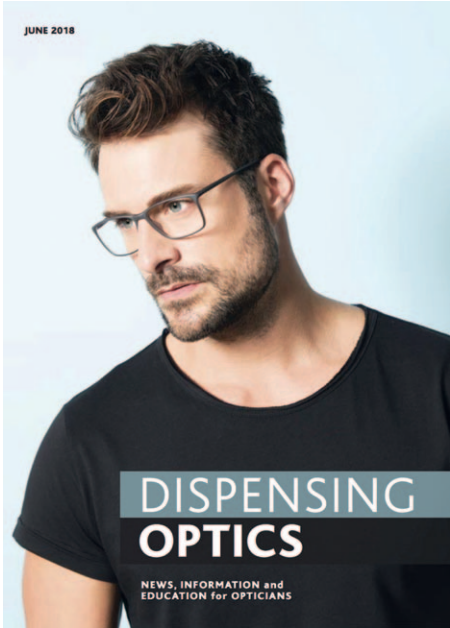
With an eye very much on future challenges and opportunities, *DO* helps support the continuing professional development needs of dispensing opticians, contact lens opticians *and* optometrists with monthly accredited CET articles as well as clinical articles and case studies. *DO* also provides authoritative comment on professional affairs to encourage the highest standards of practice, alongside business and marketing articles, news features, product spotlights and conference previews and reports.

WHY ADVERTISE WITH US?

DO has an average print run of 10,185 copies (January to December 2018) and is distributed to more than 8,000 ABDO members across the globe. *DO* enables your company to directly engage with practitioners 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 *DO* 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. *DO* is also a cost-effective platform for recruitment advertising and editorial sponsorship.

Delivering **news, information and education** to the profession



WHAT DOES DISPENSING OPTICS OFFER?

- Monthly CET articles covering a range of core competencies for dispensing opticians, contact lens opticians and optometrists
- Business and practice management features from leading experts
- Conference and events coverage
- New technology and product information
- Style and fashion features
- Charity sector information
- Readers' letters and 'no holds barred' opinion pieces
- The latest news affecting the profession
- Frequently Asked Questions
- Sponsored articles and advertising features
- Classified advertising

DISTRIBUTION:
Over 9000 copies per month

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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.

SPECIAL POSITIONS

Special positions, such as the inside front cover, back cover, inside back cover and early right hand pages, are available on request on a first come, first served basis upon booking completion. Otherwise, these positions will be allocated on a monthly basis at the discretion of the Managing Editor.

The **UK’s only professional publication** dedicated to educating and informing dispensing and contact lens opticians

FRONT COVER IMAGES

Front cover images are by invitation only.

CLASSIFIED ADVERTISING

Dispensing Optics is pleased to offer a classified advertising rate of £20 per single column centimetre (SCC) for ABDO 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.

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.

INSERTS

Price on application.

DISPLAY ADVERTISING RATES

Dispensing Optics offers a range of extremely competitive advertising costs, with special rates available on request. Our 2019 rates are as follows:

| SIZE | ONE INSERTION | SIX INSERTIONS | TWELVE INSERTIONS |
|--------------------|---------------|----------------|-------------------|
| Double page spread | £2,205 | £1,654 | £1,323 |
| Full page | £1,286 | £966 | £772 |
| Half page | £840 | £630 | £504 |
| Third page | £630 | £473 | £378 |
| Quarter page | £441 | £331 | £263 |

NB: All prices are per insertion and subject to VAT. No agency commission is offered.

ADVERTISING TECHNICAL SPECIFICATIONS

| SIZE | TYPE | BLEED | TRIM |
|-----------------------|--------------|--------------|--------------|
| Double page spread | x | 303 x 426 mm | 297 x 420 mm |
| Full page | 280 x 186mm | 303 x 216 mm | 297 x 210 mm |
| Half page Vertical | 270 x 90 mm | 303 x 98 mm | 297 x 95 mm |
| Half page Horizontal | 130 x 186 mm | 143 x 216 mm | 140 x 210 mm |
| Third page Vertical | 280 x 64 mm | 303 x 77 mm | 297 x 74 mm |
| Third page Horizontal | 90 x 186 mm | 103 x 216 mm | 100 x 210 mm |
| Quarter page Strip | 65 x 186 mm | 78 x 216 mm | 75 x 210 mm |
| Quarter page Box | 130 x 90 mm | x | x |



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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 ABDO events and national and international conferences and trade fairs, including Optrafair, 100% Optical, Silmo and Opti.

During 2019, 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@abdo.org.uk

A separate guide for CET authors is available.

PUBLICATION SCHEDULE

| | JAN | FEB | MAR | APR | MAY | JUNE | JULY | AUG | SEPT | OCT | NOV | DEC |
|-------------------------|--------|--------|--------|--------|--------|--------|---------|---------|---------|---------|--------|--------|
| FEATURES DEADLINE | 21 NOV | 2 JAN | 30 JAN | 27 FEB | 27 MAR | 29 APR | 29 MAY | 3 JULY | 29 JULY | 28 AUG | 2 OCT | 30 OCT |
| NEWS DEADLINE | 27 NOV | 8 JAN | 5 FEB | 5 MAR | 2 APR | 3 MAY | 4 JUNE | 9 JULY | 2 AUG | 3 SEPT | 8 OCT | 5 NOV |
| ADVERTISEMENT ORDERS BY | 28 NOV | 9 JAN | 6 FEB | 6 MAR | 3 APR | 7 MAY | 5 JUNE | 10 JULY | 6 AUG | 4 SEPT | 9 OCT | 6 NOV |
| ARTWORK DEADLINE | 30 NOV | 11 JAN | 8 FEB | 8 MAR | 5 APR | 9 MAY | 7 JUNE | 12 JULY | 8 AUG | 6 SEPT | 11 OCT | 8 NOV |
| INSERTS TO PRINTERS BY | 12 DEC | 23 JAN | 20 FEB | 20 MAR | 17 APR | 22 MAY | 19 JUNE | 24 JULY | 21 AUG | 18 SEPT | 23 OCT | 20 NOV |
| PUBLICATION DATE | 2 JAN | 4 FEB | 4 MAR | 1 APR | 1 MAY | 3 JUNE | 1 JULY | 5 AUG | 2 SEPT | 1 OCT | 4 NOV | 2 DEC |



KEY FEATURES IN FOCUS

JANUARY - FEBRUARY - MARCH

- 2019 product launches
- Spring/summer eyewear
- Contact lenses
- 100% Optical preview & report
- Opti report
- Optrafair preview

APRIL - MAY - JUNE

- Sunglasses
- Spectacle lenses
- Practice management software
- Optrafair report
- BCLA Conference preview

JULY - AUGUST - SEPTEMBER

- Instruments
- Contact lenses
- Children's eyewear
- BCLA conference report
- National Eye Health Week preview
- Silmo preview

OCTOBER - NOVEMBER - DECEMBER

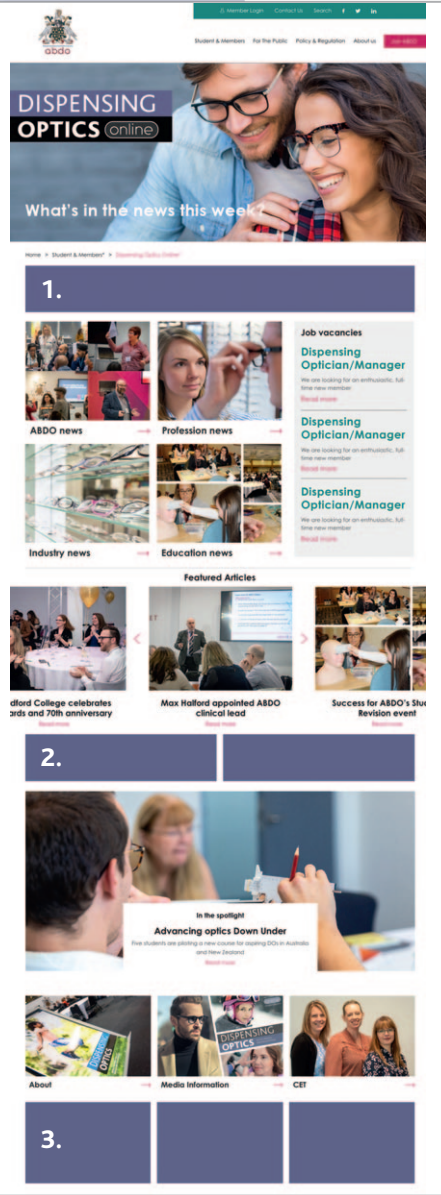
- Autumn/winter eyewear
- Spectacle lenses
- Sports eyewear
- Silmo report
- Opti preview
- 100% Optical preview

ALL FEATURES SUBJECT TO CHANGE



DISPENSING OPTICS online

Reach our **online** audience each month



NEW DIGITAL OPPORTUNITIES

To coincide with the relaunch of the ABDO website in summer 2019, a raft of new digital marketing and editorial opportunities have been 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, *DO Online* provides your company with a cost-effective way to promote your business, services and products with your target audience.

MASTHEAD BANNER

IMAGE SIZE: 2000 x 859 pixels (*this position is reserved for DO 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 £150+VAT per month.

ADVERTISING TECHNICAL SPECIFICATIONS

| TYPE | DIMENSIONS (width x height) | MAX SIZE |
|--------------------------|-----------------------------|----------|
| 1. Leaderboard Banner | 1733 x 212 pixels | 500kb |
| 2. Mid-Page Half Banners | 581 x 212 pixels | 500kb |
| 3. Call to Action Blocks | 535 x 377 pixels | 500kb |

DO ONLINE ADVERTISING RATES (prices subject to VAT)

| BANNER POSITION | ONE MONTH | THREE MONTHS | SIX MONTHS | TWELVE MONTHS |
|-----------------|-----------|--------------|------------|---------------|
| 1. Leaderboards | £700 | £1,650 | £2,700 | £4,200 |
| 2. Half Banners | £350 | £825 | £1,350 | £2,100 |
| 3. CTA Blocks | £300 | £725 | £1,300 | £2,050 |

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.

FILE SUPPLY

Please supply digital files via email. Send them to ncollinson@abdo.uk.com



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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 6,361 qualified dispensing opticians in the UK. The Association also has 222 members overseas, 352 associate members and 1,622 student members worldwide.*

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

