

DISPENSING OPTICS



DELIVERING NEWS, INFORMATION
AND EDUCATION TO THE PROFESSION

JOURNAL / ONLINE
MEDIA INFORMATION 2022

DISPENSING OPTICS



DO AVERAGE MONTHLY CIRCULATION **7421 copies***

Dispensing Optics (DO) is the monthly journal of the Association of British Dispensing Opticians (ABDO). Supporting ABDO members throughout their career – from student to fully qualified practitioner and beyond – *DO* delivers news, information and education relevant to everyday practice life.

Each month, *DO* provides continuing professional development (CPD) and continuing education and training (CET) for dispensing opticians, contact lens opticians and optometrists. As well as clinical articles, *DO* publishes news, business, marketing and product features to support the professional and personal development of EVERY member of the practice staff.

OMNICHANNEL PRESENCE

DO Online is the digital companion to *DO*, with news, features, a jobs vacancies section and banner advertising opportunities.

Tablet and mobile friendly, *DO Online* is consistently in the top 10 top posts/page views for the entire ABDO website. From October 2020 to September 2021, the *DO Online* landing page notched up 21,793 page views.

Now with free Bronze adverts for ABDO members, the *DO Online* jobs vacancies section had 14,174 page views from October 2020 to September 2021.

DO is also available on the e-publishing platform Issuu for those who wish to 'flip through' the journal. Subscribers receive an Issuu link as each publication goes live in their monthly *DO* e-news with links to news, features and CET.

DO Online also links in to the ABDO Facebook page – keeping members up-to-date through their preferred communications channel.

In November 2021, 10 per cent of ABDO members had opted to read *DO Online* only – an option introduced in July 2021 to support the Association's sustainability strategy.

WHY ADVERTISE WITH DO/DO ONLINE?

By advertising in *DO* and on *DO Online*, your company is directly engaging with optical professionals: those making everyday decisions on what products and technology to offer patients. You will also reach the next generation of optical professional through ABDO's large student membership.

With bespoke marketing and advertising opportunities available, linking print advertising and editorial with online content and social media blasts, *DO* and *DO Online* will raise the profile of your company's products and services.

*July to December 2021



138,383 Social media impressions

October 2020 – September 2021

2.9k+ followers on Twitter

November 2021

21k+ page views on *DO Online*

October 2020 – September 2021

NEW: *DO Online* on Instagram

CONTENT AT A GLANCE

CPD / CET articles

Optical Assistant Corner

Product spotlight

Profession and industry news

ABDO region updates

Business and marketing features

Meeting and conference reports

DO ONLINE ADVERTISING OPPORTUNITIES

DO ONLINE ADVERTISING OPPORTUNITIES

Offering three 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 a cost-effective way to promote your business, services and products with your target audience.

You can also book sponsored content in the features and news sections of *DO Online*.

PERSONAL TOUCH

Bespoke print and online packages are available, designed to suit your specific needs and budget – however large or small. Simply email the editor, ncollinson@abdo.org.uk with what you have in mind.



online

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 £150+VAT per month. ABDO members may place Bronze adverts free of charge.

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

1. LEADERBOARD BANNER

1733 X 212 PIXELS

2. MID-PAGE HALF BANNER

581 X 212 PIXELS

3. CTA BLOCK

535 X 377 PIXELS

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@abdo.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

DISPENSING OPTICS

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Dispensing Optics Online

News, Information and Education for Opticians

Home > Students & Members > Dispensing Optics Online

GAIN A RECOGNISED QUALIFICATION



ABDO prizes awarded at ARU

ABDO president, Jo Holmes, attended Anglia Ruskin University's Graduation Ceremony at the Cambridge Corn Exchange on 18 October to present two special prizes. The ABDO...



Deaf awareness and BSL drive

Dispensing opticians and optometrists in Leeds have been inspired to learn all about the Deaf community during a series of online sessions facilitated by Leeds...

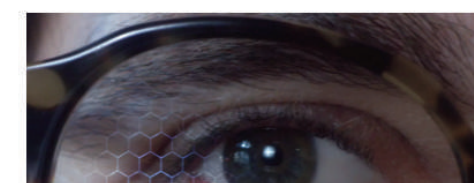
Job vacancies

Dispensing optician, Telford

A rewarding and satisfying role awaits the right candidate to join our well established, reputable practice....could it be you?

Dispensing optician, St James's Park, London

Unia Opticians is looking for an experienced dispensing optician to join our boutique truly



DO JOURNAL ADVERTISING

DO offers a full range of advert placement sizes, as shown here, alongside sponsorship opportunities.

ARTWORK SPECIFICATIONS

Artwork can be supplied in following formats:

- A high resolution (press-ready) PDF with fonts embedded. Please ensure that images are 300ppi and in the CMYK colour mode within the artwork prior to exporting
- A collected Quark XPress file (with fonts outlined or supplied)
- A JPEG - 300ppi at the size it is to appear within the journal

DO is created using Quark XPress, Photoshop and Illustrator. We have access to other software, so please contact us if you are concerned about your output.

FRONT COVERS

Designing the front cover will need careful consideration as the position of the masthead will determine which images or layout will be most effective. A template is available.

ADVERTORIALS

Advertorials start at £1,800 (plus VAT) for a double-page spread with full artwork supplied. Prices are quoted on application for advertorials designed in-house.

INSERTS

Prices are provided on receipt of insert size, weight and distribution information. Inserts can be supplied as digital artwork for in-house printing or ready printed.

BOX ADS

Box adverts can be booked for the DO Notices page, designed in-house or with artwork supplied. Prices on application.

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



NO INCREASE
IN ADVERTISING
RATES FOR 2022

DISPLAY ADVERTISING RATES

Dispensing Optics offers a range of extremely competitive advertising costs, with special rates available on request. Our 2022 rates are as follows:

SIZE	ONE INSERTION	SIX INSERTIONS 10% DISCOUNT	TWELVE INSERTIONS 20% DISCOUNT
NEW Front cover (gloss)	£2,800 (max. x 3 per year)	N/A	N/A
Back cover (gloss)	£2,000	£1,800	£1,600
Inside front cover (gloss)	£2,000	£1,800	£1,600
Inside back cover (gloss)	£2,000	£1,800	£1,600
Double page spread	£2,500	£2,250	£2,000
Full page	£1,500	£1,350	£1,200
Half page	£900	£810	£720
Third page	£700	£630	£560
Quarter page	£450	£405	£360

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 185mm	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 185 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 185 mm	103 x 216 mm	100 x 210 mm
Quarter page Strip	65 x 185 mm	78 x 216 mm	75 x 210 mm
Quarter page Box	130 x 90 mm	x	x
Notice Box Ads	On request	x	x

EDITORIAL OPPORTUNITIES

Each month, *DO* is packed with informative and relevant editorial content, from CET articles to reports from the latest optical events in the UK and overseas. Please submit press releases to the editor in accordance with the publication schedule shown in the table below.

PRODUCT SPOTLIGHTS 2022

MONTH	THEME
JANUARY	New Year Mix
FEBRUARY	Contact lenses
MARCH	Spring sunglasses
APRIL	Lenses
MAY	Eyewear
JUNE	Contact lenses
JULY	Children's eyewear
AUGUST	Practice management software
SEPTEMBER	Lenses
OCTOBER	Eyewear
NOVEMBER	Contact lenses
DECEMBER	Eyewear spread

ALL THEMES SUBJECT TO CHANGE.

Supply 200 words maximum plus one high resolution image.

Email ncollinson@abdo.org.uk



PUBLICATION SCHEDULE	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
DISPLAY ADVERT BOOKING DEADLINE	26 NOV	31 DEC	28 JAN	25 FEB	1 APR	29 APR	27 MAY	24 JUNE	29 JUL	26 AUG	30 SEPT	28 OCT
EDITORIAL DEADLINE	26 NOV	31 DEC	28 JAN	25 FEB	1 APR	29 APR	27 MAY	24 JUNE	29 JUL	26 AUG	30 SEPT	28 OCT
DISPLAY ARTWORK COPY DEADLINE	3 DEC	7 JAN	4 FEB	4 MAR	6 APR	6 MAY	3 JUNE	1 JULY	5 AUG	2 SEPT	7 OCT	4 NOV
PUBLICATION DATE	3 JAN	1 FEB	1 MAR	1 APR	3 MAY	1 JUNE	1 JULY	1 AUG	1 SEPT	3 OCT	1 NOV	1 DEC

CET/CPD SPONSORSHIP

To discuss CET/CPD article sponsorship opportunities, email ncollinson@abdo.org.uk or telephone 0797 903 3542. To submit CET/CPD articles for consideration, email the ABDO CPD Department at abdopcd@abdo.org.uk. A guide for CET/CPD authors is available.

EDITOR

Nicky Collinson
T: 0797 903 3542
E: ncollinson@abdo.org.uk

ASSISTANT EDITOR

Jane Burnand
T: 020 7298 5102
E: jburnand@abdo.org.uk

DESIGN & PRODUCTION

Duncan Taylor-Jones
E: dtaylor-jones@abdo.org.uk

SUBSCRIPTIONS

Edward Fox FBDO
T: 01227 733911
E: efox@abdo.org.uk

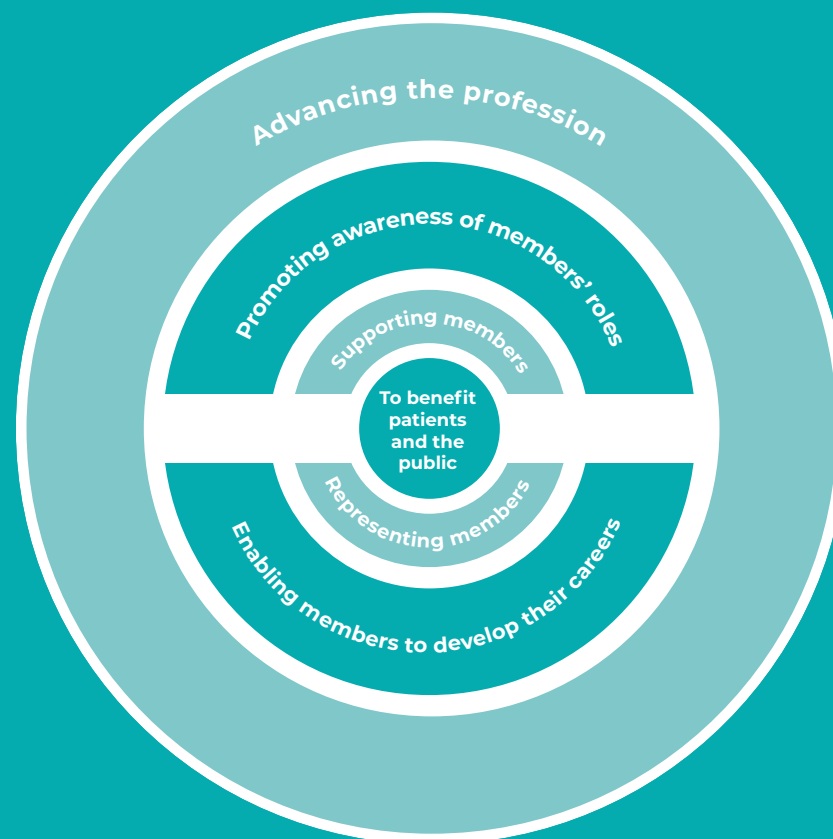
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Godmersham, Canterbury, Kent CT4 7DT

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ABOUT ABDO

ABDO aims to support and represent members, promote awareness of their roles, enable their professional development and advance the profession as a whole.

Read more about the structure of the Association, and its strategic aims and objectives, on the ABDO website - www.abdo.org.uk

ABDO has a total of 8,615 members worldwide – including 1,473 students members (September 2021).

