



DISPENSING OPTICS

media
information
2023

JOURNAL | ONLINE

DELIVERING NEWS, INFORMATION
AND EDUCATION TO THE PROFESSION

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) articles for dispensing opticians, contact lens opticians and optometrists. As well as clinical articles, *DO* publishes news, business, marketing and product features to support all practice staff.

CONTENT AT A GLANCE

- CPD articles
- Clinical articles
- In Practice features
- Optical Assistant Corner
- Product Spotlight
- Profession and industry news
- Meeting and conference reports
- Opinion pieces

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 2021 to October 2022, the *DO Online* news pages notched up 50,480 page views.

Offering free Bronze adverts to ABDO members, the *DO Online* jobs vacancies section had 17,586 page views from October 2021 to October 2022.

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 CPD.

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

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 professionals 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.



AVERAGE MONTHLY CIRCULATION **8,967 copies***



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EIGHT PER CENT INCREASE IN FOLLOWERS IN 2022 AND RISING...

- 3.1k+ followers on Twitter
- 408 followers on Instagram
- Social media engagement rate: 3.6 per cent

"As a company, we hold *Dispensing Optics* magazine in very high regard and it's one of our go-to titles to share news and advertise with to help us communicate with our target audience of eyecare professionals,"

Tim Precious
managing director, Essilor



"Dispensing Optics allows us to communicate with members of ABDO who are really relevant to our products. We really enjoy the flexibility the magazine gives us as well and the good value it represents,"

Russell Bickle FBDO
general manager, Shamir

In November 2022, we sent a survey to ABDO members about *Dispensing Optics* and *DO Online*.

We found that the majority of respondents view the journal extremely positively – highly valuing it for both content and quality – and that it is useful to them in everyday practice. In addition, the majority will continue to read the journal in print – in addition to enjoying online content via *DO Online*.

- SURVEY HIGHLIGHTS**
- 69 per cent** KEEP THE JOURNAL FOR MORE THAN ONE MONTH
- 87 per cent** RATE THE JOURNAL AS 'EXCELLENT' OR 'ABOVE AVERAGE'
- 39 per cent** SAID THE JOURNAL HAD IMPROVED OVER THE PAST THREE YEARS
- 39 per cent** USE INFORMATION FROM THE JOURNAL IN THEIR WORK VERY OFTEN/OFTEN EACH MONTH
- 60 per cent** INTEND TO KEEP READING THE JOURNAL IN PRINT
- 27.6 per cent** WILL KEEP READING THE JOURNAL IN PRINT AND ON DO ONLINE

We will be using the results of the survey, and in regular engagement with ABDO members and advertisers, to help us plan for 2023 and beyond.



SUSTAINABILITY

In a bid to be more environmentally-friendly, we have replaced our compostable wrap with paper.

In January 2023, we will replace our gloss laminated front cover with recyclable gloss paper. This means our journal will hence be fully recyclable.

As of October 2022, 11.16 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.

87% RATE THE JOURNAL AS 'EXCELLENT' OR 'ABOVE AVERAGE'





DO offers a full range of advert placement sizes, as shown on the next page, alongside many sponsorship opportunities.

"DO gives us the opportunity to talk direct to our target audience – dispensing professionals. Working with and supporting the media of ABDO allows Stepper to encourage the very best in dispensing outcomes, and this is core to the Stepper Eyewear ethos,"

Alex Davis, head of brands and marketing, Stepper UK

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

DISPLAY ADVERTISING RATES

Dispensing Optics offers a range of extremely competitive advertising costs, with special rates available on request. Our rates for 2023 are as follows:

SIZE	ONE INSERTION	SIX INSERTIONS 10% DISCOUNT	TWELVE INSERTIONS 20% DISCOUNT
Front cover (gloss)	£2,900 (max. x 3 per year)	N/A	N/A
Back cover (gloss)	£2,100	£1,890	£1,680
Inside front cover (gloss)	£2,100	£1,890	£1,680
Inside back cover (gloss)	£2,100	£1,890	£1,680
Double page spread	£2,800	£2,520	£2,240
Full page	£1,600	£1,440	£1,280
Half page	£1,000	£900	£800
Third page	£800	£720	£640
Quarter page	£500	£450	£400

NB: All prices are per insertion and subject to VAT. Agency commission may be available.

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





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*.

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

1. LEADERBOARD BANNER

1733 X 212 PIXELS

2. MID-PAGE HALF BANNER

581 X 212 PIXELS

3. CTA BLOCK

535 X 377 PIXELS

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

SOCIAL MEDIA MARKETING

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

1. £350 +VAT	One Tweet (<i>DO</i> account), one Facebook post (ABDO account), One Instagram post (<i>DO</i> account) + one LinkedIn post (ABDO account)
2. £700 +VAT	One sponsored footer email (one image + 150 words) to the <i>DO</i> audience
3. £2,000 +VAT	Four sponsored footer emails (as above)
4. £5,000 +VAT	One bespoke/exclusive email to the <i>DO</i> audience

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

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 with what you have in mind, ncollinson@abdo.org.uk

"An invaluable monthly publication. Keeping up-to-date with everything that is happening within the optical industry. Excellent CPD articles essential for maintaining registration with the GOC and regular features covering the latest spectacle lens and frame technology,"

Raymond Francis FBDO BSc (Hons)

DISPENSING OPTICS

Dispensing Optics Online
News, Information and Education for Opticians

Home > Students & Members > Dispensing Optics Online

25-27 FEBRUARY 2023
EXCEL LONDON

- GAIN INVALUABLE CPD POINTS
- NETWORK WITH FELLOW INDUSTRY PEERS
- DISCOVER THE LATEST INNOVATION

ABDO hosts independent entrepreneurs
On 11 October, a group of entrepreneurial dispensing opticians and optometrists gathered at the ABDO National Resource Centre in Birmingham to attend the Become on...

MPs to discuss national eye care strategy
Spectacovers has expressed support for a national eye health strategy in England ahead of a parliamentary debate on the issue to be held next Tuesday...

All ABDO news

All Profession news

All Industry news

All Education news

Job vacancies

Dispensing optician, Storrington
We are looking for a part-time dispensing optician to join us in delivering outstanding patient care at Martin Steels Optometrists in Storrington.

Dispensing optician, Essex
Dispensing optician wanted to join our independent practice in Loughton Essex.

Dispensing optician, Sutton Coldfield
We are looking for an enthusiastic dispensing optician to join our team to fill the space left by the retirement of our dispensing optician.

Advertise your job vacancy here

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Each month, *DO* is packed with informative and relevant editorial content, from CPD 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 in the table opposite.

PRODUCT SPOTLIGHTS 2023

MONTH	THEME
JANUARY	Product Mix
FEBRUARY	Eyewear
MARCH	Contact lenses
APRIL	Lenses
MAY	Eyewear
JUNE	Contact lenses
JULY	Children's eyewear
AUGUST	Practice management software
SEPTEMBER	Product mix
OCTOBER	Eyewear
NOVEMBER	Lenses
DECEMBER	Eyewear

ALL THEMES SUBJECT TO CHANGE.
Supply 200 words maximum plus one high resolution image.
Email ncollinson@abdo.org.uk

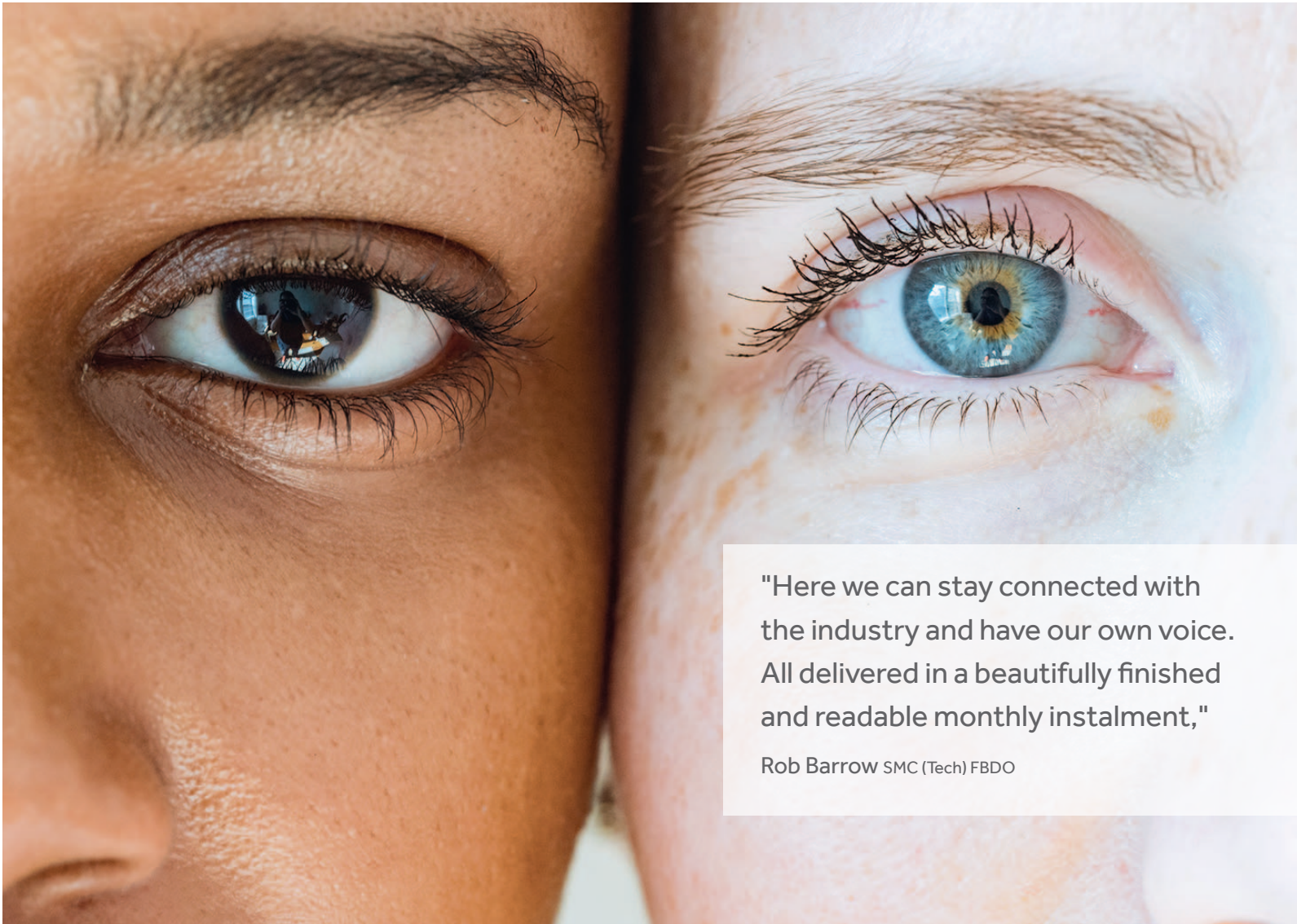
CPD SPONSORSHIP

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



PUBLICATION SCHEDULE 2023

	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
DISPLAY ADVERT BOOKING DEADLINE	25 NOV	30 DEC	27 JAN	24 FEB	31 MAR	28 APR	26 MAY	23 JUNE	28 JUL	25 AUG	29 SEPT	27 OCT
EDITORIAL COPY DEADLINE	30 NOV	4 JAN	1 FEB	1 MAR	3 APR	3 MAY	31 MAY	28 JUNE	2 AUG	30 AUG	4 OCT	1 NOV
DISPLAY ARTWORK COPY DEADLINE	2 DEC	6 JAN	3 FEB	3 MAR	5 APR	5 MAY	2 JUNE	30 JUNE	4 AUG	1 SEPT	6 OCT	3 NOV
DIGITAL PUBLICATION DATE	1 JAN	1 FEB	1 MAR	1 APR	1 MAY	1 JUNE	1 JULY	1 AUG	1 SEPT	1 OCT	1 NOV	1 DEC
PRINTED PUBLICATION DATE	3 JAN	1 FEB	1 MAR	1 APR	1 MAY	1 JUNE	1 JULY	1 AUG	1 SEPT	2 OCT	1 NOV	1 DEC



"Here we can stay connected with the industry and have our own voice. All delivered in a beautifully finished and readable monthly instalment,"
Rob Barrow SMC (Tech) FBDO

DISPENSING OPTICS

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

DISPENSING OPTICS IS PUBLISHED BY

The Association of British Dispensing Opticians, Unit 2, Court Lodge Offices,
Godmersham Park, Godmersham,
Canterbury, Kent CT4 7DT

DISPENSING OPTICS IS PRINTED BY

P&P Litho Ltd, 117 Feltham Road,
Ashford TW15 1AB

NOVEMBER 2022



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 8,561 members worldwide – including 1,312 students members (November 2022).

