



DISPENSING OPTICS

media
information
2024

JOURNAL | ONLINE

DELIVERING NEWS, INFORMATION
AND EDUCATION TO THE PROFESSION

As the professional journal of the Association of British Dispensing Opticians (ABDO), *Dispensing Optics* (DO) supports ABDO members throughout their career – from student to fully qualified practitioner and beyond.

Published in print – with a companion presence in *DO Online* – DO delivers news, information and education relevant to members' everyday practice life.

As well as providing distance-learning continuing professional development (CPD) for dispensing opticians, contact lens opticians and optometrists, the journal publishes news, business, marketing and product features to support the whole practice team – including optical assistants.

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PUBLISHING SUSTAINABLY

In 2023, ABDO achieved carbon neutral status for the year 2022, in accordance with PAS 2060 – the internationally recognised specification for carbon neutrality.

From January 2024, DO will be published in print 10 times a year – with a combined July/August issue and a combined November/December issue. This will help the Association reduce its carbon footprint yet further.

In January 2023, DO's gloss laminated front cover was replaced with recyclable gloss paper. DO is packaged and posted in recyclable paper – meaning the journal is now fully recyclable.

More than 10 per cent of ABDO members now opt to read DO online only – an option introduced in July 2021 to support the Association's sustainability goals. Members can download a PDF of the journal by logging into the ABDO website, and receive a link each month to a flip-though version.

IN 2023, FOLLOWERS OF DO ONLINE'S SOCIAL MEDIA CHANNELS INCREASED BY 4.5 PER CENT.

3,211 followers on X (Nov 2023)

552 followers on Instagram (Nov 2023)

Social media engagement rate: +3 per cent (Oct 2022-2023)

Social media reach: 51k+ (Oct 2022-2023)

OMNICHANNEL PRESENCE

With its own section on the ABDO website, *DO Online* is the digital companion to DO journal – 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 2022 to October 2023, the *DO Online* news pages notched up 51,019 page views.

Offering FREE Bronze adverts to ABDO members, the *DO Online* jobs vacancies section had 21,650 page views from October 2022 to October 2023.

DO is 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 connects to the ABDO Facebook page – providing links to news and features.

CONTENT AT A GLANCE

CPD articles

In practice features

Marketing and business insights

Optical Assistant Corner

Product Spotlight

Profession and industry news

Meeting and conference reports

Opinion pieces

Interviews



AVERAGE MONTHLYCIRCULATION
6,846 COPIES*



WHY ADVERTISE WITH DO/DO ONLINE?

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

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

NEW ADVERTISING OPPORTUNITIES FOR 2024

SPECIAL POSITIONS

DO journal is now offering the following special positions:

BELLY BANDS: from £3,500+VAT

COVER WRAPS: from £3,950+VAT

TIP-INS: from £2,600+VAT

ADVERTISE IN RE:VIEW

Advertise direct to FDBO students in the ABDO College journal *Re:View* – to be published with the January and June 2024 issues of *DO*. POA.



DO JOURNAL ADVERTISING

DO journal offers a full range of advert placement sizes; front cover, inside front cover, double page spread, half page etc (*the full range and rates is listed on the following page*), alongside sponsorship opportunities.

BOX ADVERTISEMENTS

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

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.

LOOSE INSERTS

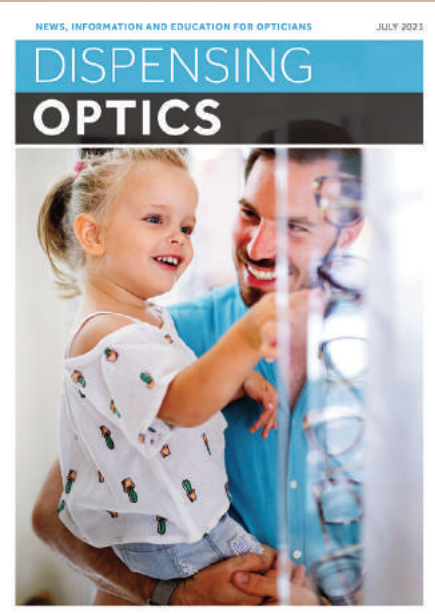
Prices are provided on receipt of insert size, weight and distribution information. Inserts can be supplied as digital artwork for in-house printing or ready printed.

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. Guides and template will be supplied.



THE UK'S ONLY
PROFESSIONAL
PUBLICATION
DEDICATED to
EDUCATING and
INFORMING
DISPENSING and
CONTACT LENS
OPTICIANS



DO JOURNAL ADVERTISING RATES

DO Journal offers a range of extremely competitive advertising opportunities. Our rates for 2024 are as follows:

SIZE	ONE INSERTION	FIVE INSERTIONS 10% DISCOUNT	TEN INSERTIONS 20% DISCOUNT
Front cover (gloss)	£3,000	£2,700	N/A
Other cover pages (gloss)	£2,200	£1,980	£1,760
Double page spread	£2,900	£2,610	£2,320
Full page	£1,650	£1,485	£1,320
Half page	£1,050	£945	£840
Third page	£850	£765	£680
Quarter page	£525	£473	£420

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 <i>Vertical</i>	270 x 90 mm	303 x 98 mm	297 x 95 mm
Half page <i>Horizontal</i>	130 x 185 mm	143 x 216 mm	140 x 210 mm
Third page <i>Vertical</i>	280 x 64 mm	303 x 77 mm	297 x 74 mm
Third page <i>Horizontal</i>	90 x 185 mm	103 x 216 mm	100 x 210 mm
Quarter page <i>Strip</i>	65 x 185 mm	78 x 216 mm	75 x 210 mm
Quarter page <i>Box</i>	130 x 90 mm	x	x
Notice Box Ads	<i>On request</i>	x	x

CPD ARTICLE SPONSORSHIP IN DO JOURNAL

NB: All prices are subject to VAT.

PACKAGE	GOLD £3,000*	SILVER £2,000*	BRONZE£1,000*
'Sponsored by' company logo on title page	✓	✓	✓
Supporting statement box on final page (max 150 words)	✓	✓	✓
Company logo on all subsequent pages	✓	✓	✗
Full page advert in journal	✓	✗	✗
Half page advert in journal	✗	✓	✗

BESPOKE PACKAGES

If you have a set budget in mind, whether it be £5k, £10k or £20k, we will work with you to provide a truly bespoke package – combining DO journal, DO Online, social media packages and sponsored DO e-newsletters. We can link your activity in with trade and consumer campaigns you will be running through the year, and any related editorials. Email ncollinson@abdo.org.uk to arrange an informal discussion.

To discuss CPD sponsorship opportunities, email ncollinson@abdo.org.uk. Companies wishing to submit CPD articles for consideration should email abdocpd@abdo.org.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.



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 *DO* journal advertisers or by invitation).

SPONSORED CONTENT
Sponsored content is welcome on *DO Online*. Cost depends on length. Prices on application.

JOB VACANCIES
Post your situations vacant direct with *DO Online* from £200+ VAT. ABDO members may place Bronze advert 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	£800	£2,000	£3,500	£7,000
2. Half Banners	£400	£1,000	£1,750	£3,500
3. CTA Blocks	£350	£825	£1,500	£2,800

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 email digital files to csmith@abdo.org.uk

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

PACKAGE 1

£500

One Tweet (*DO* account),
one Facebook post (ABDO account),
one Instagram post (*DO* account) +
one LinkedIn post (ABDO account)

PACKAGE 2

£1,000

One sponsored footer *DO*
e-news email (one image + 150 words)

PACKAGE 3

£3,500

Four sponsored footer
emails (as above)

PACKAGE 4

£6,000

One email takeover to
ABDO members

NB: All prices are subject to VAT.



Each issue of *DO* journal is packed with informative and relevant editorial content, from CPD articles to reports from the latest optical events in the UK and overseas. *DO Online* provides additional opportunities to regularly share professional and industry news and features.

PRODUCT SPOTLIGHT

In every issue of *DO* journal, we put a spotlight on the latest products in a full range of relevant categories including:

- Frames and sunglasses
- Children's eyewear
- Ophthalmic lenses
- Sports eyewear
- Contact lenses and aftercare
- Dry eye management
- Practice management software

For a chance to appear in Product Spotlight, supply 200 words maximum plus one high resolution image.



JOURNAL PUBLICATION DATES AND DEADLINES

	JAN	FEB	MAR	APR	MAY	JUNE	JULY / AUG	SEPT	OCT	NOV / DEC
.....										
DISPLAY ADVERT BOOKING DEADLINE	24 NOV	29 DEC	26 JAN	23 FEB	22 MAR	26 APR	24 MAY	26 JULY	23 AUG	27 SEPT
.....										
EDITORIAL COPY DEADLINE	29 NOV	3 JAN	31 JAN	28 FEB	26 MAR	1 MAY	29 MAY	29 JULY	28 AUG	2 OCT
.....										
DISPLAY ARTWORK COPY DEADLINE	1 DEC	5 JAN	2 FEB	1 MAR	27 MAR	3 MAY	31 MAY	2 AUG	30 AUG	4 OCT
.....										
DIGITAL PUBLICATION DATE	1 JAN	1 FEB	1 MAR	1 APR	1 MAY	1 JUNE	1 JULY	1 SEPT	1 OCT	1 NOV
.....										
PRINTED PUBLICATION DATE	2 JAN	1 FEB	1 MAR	2 APR	1 MAY	1 JUNE	1 JULY	2 SEPT	2 OCT	1 NOV
.....										

FOCUS THEMES FOR 2024

- MYOPIA MANAGEMENT
- PAEDIATRIC DISPENSING
- LOW VISION PRACTICE
- DRY EYE MANAGEMENT
- TECHNOLOGY ADVANCES
- CONTACT LENS TECHNOLOGY
- EXTENDED SERVICES
- SUSTAINABILITY
- BUSINESS DEVELOPMENT
- STAFF TRAINING AND MANAGEMENT
- CAREER DEVELOPMENT

To enquire about contributing to – or supplying – editorial features and news on topics relevant to ABDO members, email ncollinson@abdo.org.uk. For *DO* journal, please note the deadlines provided in the publication schedule.



DISPENSING OPTICS

EDITOR

Nicky Collinson

T: 0797 903 3542

E: ncollinson@abdo.org.uk

ASSISTANT EDITOR

Jane Burnand

T: 0793 993 6872

E: jburnand@abdo.org.uk

DESIGN & PRODUCTION

Duncan Taylor-Jones

E: dtaylor-jones@abdo.org.uk

SUBSCRIPTIONS

Edward Fox FBDO

T: 01227 733 911

E: efox@abdo.org.uk

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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 8,149 members worldwide – including 1,264 students members (October 2023).

