



DISPENSING OPTICS

media
information
2026
JOURNAL | ONLINE

DELIVERING NEWS, INFORMATION
AND EDUCATION TO THE PROFESSION

Dispensing Optics (DO) is the professional journal of the Association of British Dispensing Opticians (ABDO).

Supporting ABDO members throughout their career – from student to fully qualified dispensing optician (DO) and beyond – *DO* is published 10 times a year in print. With an online companion presence in *DO Online*, *DO* delivers news, information and education relevant to members' everyday practice life.

With a focus on multi-disciplinary working, *DO* provides distance-learning continuing professional development (CPD) for DOs, contact lens opticians (CLOs) and optometrists in every issue. We also publish the latest profession and industry news, practice management, product features and more.

HIGHLY VALUED BY MEMBERS

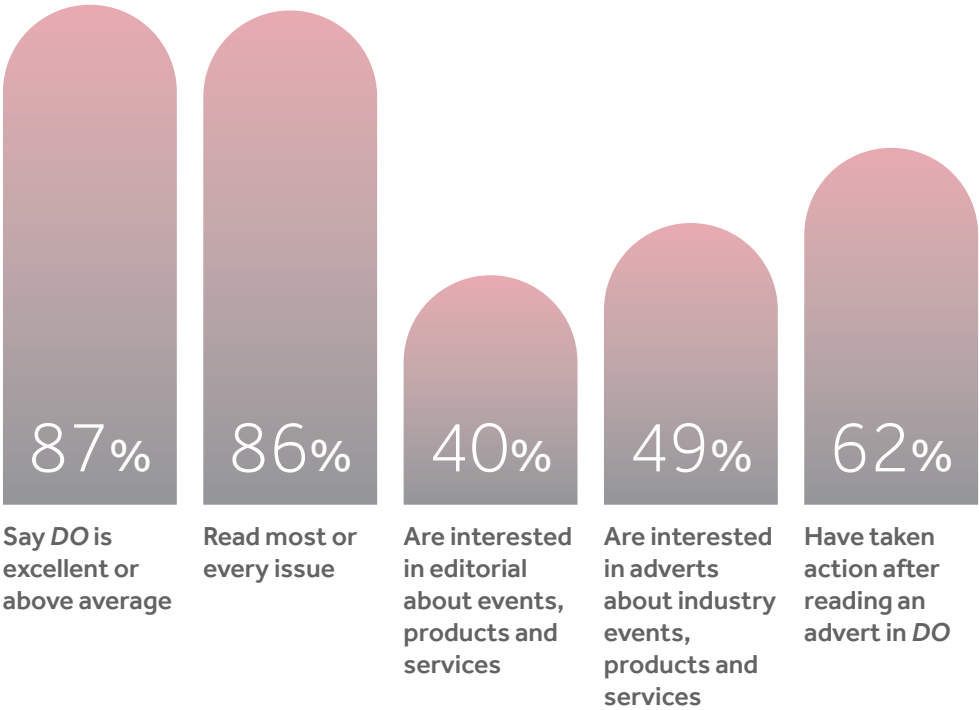
More than 80 per cent of ABDO members cite *DO* as their most useful membership benefit after CPD; 86 per cent say they receive the right level and type of information through the journal. The majority of members (76 per cent) read the journal in print.*

AVERAGE MONTHLY CIRCULATION

6,283 COPIES[‡]

2026
media information

WHAT ABDO MEMBERS SAY **



VALUED MEMBERSHIP BENEFIT

All ABDO members receive a hard copy of *Dispensing Optics* as part of their membership benefits package. The journal is printed 10 times a year on high-quality recyclable paper – including the gloss covers. *DO* is also packaged and posted to members in recyclable paper.

In 2021, we introduced an 'online only' option for members, in support of ABDO's sustainability goals. The majority of members (82 per cent) opt to continue to receive *DO* by post – highlighting the value placed on the print edition. Eighteen per cent of members have opted to read *DO* online only.

As well as receiving a hard copy in the post, all members can read *DO* online as a downloadable PDF as well as a 'flip-through' on the e-publishing platform Issuu. Members receive an Issuu link as each publication goes live in their monthly *DO* e-news – with links to news, features and CPD

DO ONLINE

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


Tablet and mobile friendly, *DO Online* is consistently in the top 10 top posts/page views for the entire ABDO website. From October 2024 to October 2025, the *DO Online* news pages notched up 14,640 page views.


Offering complimentary Bronze adverts to ABDO members, the *DO Online* jobs vacancies section had 13,131 page views from October 2024 to October 2025.

DO Online also links in to the ABDO's social media channels – providing links to news and features.

ONLINE ENGAGEMENT

DO has a strong online engagement, with a **social media reach of 53,822** as of October 2025 – up by almost 20,000 in the preceding 12 months.

**DO Online X:**
3,239 followers (October 2025)

**DO Online Instagram**
794 followers (October 2025)

"DO Online is very useful for assignments and just to keep up-to-date with dispensing in general..."

*ABDO student member**



CONTENTS AT A GLANCE

- 10x distance-learning CPD articles per year
- In Practice features
- Marketing and business insights
- Product Spotlight
- Profession and industry news
- Meeting and conference previews and reports
- Opinion pieces and interviews
- Sponsored features

SUPPORTING THE PROFESSION

By advertising in *DO* journal and on *DO Online*, your company is building trust and brand loyalty amongst DOs and CLOs – key members of the multi-disciplinary primary eyecare team. You are also reaching the next generation of DOs and CLOs 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* raise the profile of your company's products and services.

ADVERTISING IN DO

DO offers a full range of advert placement sizes, alongside sponsorship/promotional feature opportunities.

ARTWORK SPECIFICATIONS

Artwork can be supplied in following formats:

- 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 with all fonts outlined
 - A jpeg to be 300ppi at the size it is to appear
- DO* 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 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 supplied.

ADVERTORIALS

Advertorials start at £2,070 (plus VAT) for a double-page spread with full artwork supplied. Prices are quoted on application for advertorials designed in-house.

LOOSE INSERTS

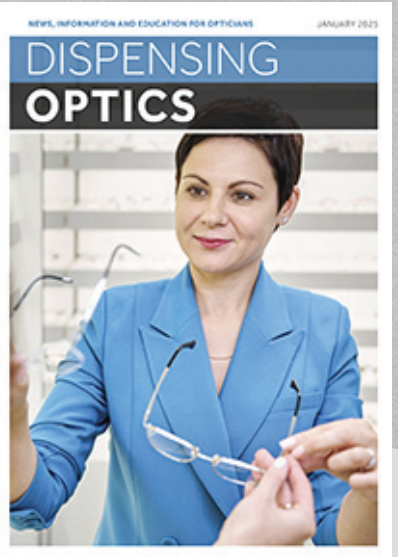
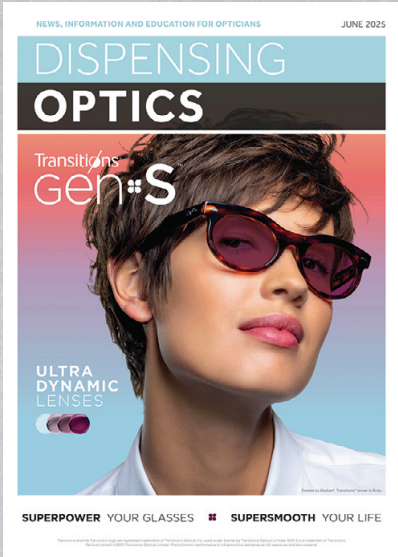
Prices are provided on receipt of insert size, weight and distribution information. Inserts can be supplied as digital artwork for in-house printing or ready printed. Email ncollinson@abdo.org.uk

BOX ADVERTS

Box adverts can be booked for the *DO* Notices page, designed in-house or with artwork supplied. POA. Email ncollinson@abdo.org.uk



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



DO ADVERTISING RATES

Our rates for 2026 are as follows:

| SIZE | ONE INSERTION | FIVE INSERTIONS 10% DISCOUNT | TEN INSERTIONS 20% DISCOUNT |
|--------------------|---------------|---------------------------------|--------------------------------|
| Front cover | £3,198 | £2,878 | N/A |
| Other cover pages | £2,345 | £2,111 | £1,876 |
| Double page spread | £3,092 | £2,783 | £2,474 |
| Full page | £1,760 | £1,584 | £1,408 |
| Half page | £1,120 | £1,008 | £896 |
| Third page | £907 | £816 | £726 |
| Quarter page | £560 | £504 | £448 |

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

BESPOKE PACKAGES

If you have a set budget in mind, we will work with you to provide a truly bespoke package – combining DO journal, DO Online, social media packages and sponsored DO e-news.

Email ncollinson@abdo.org.uk to arrange an informal discussion.



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

For CPD article sponsorship in DO journal, the following Gold, Silver and Bronze packages are available.



| PACKAGE | GOLD £5,175* | SILVER £3,105* | BRONZE £1,553* |
|--|--------------|----------------|----------------|
| 'Sponsored by' company logo on title page | ✓ | ✓ | ✓ |
| Supporting statement box on final page (max 150 words) | ✓ | ✓ | ✓ |
| Company logo on all subsequent pages | ✓ | ✓ | ✗ |
| Half page advert in journal | ✗ | ✓ | ✗ |
| Full page advert in journal | ✓ | ✗ | ✗ |
| One-month leaderboard on DO Online | ✓ | ✗ | ✗ |
| One-month mid-page banner on DO Online | ✗ | ✓ | ✗ |
| One-month call to action (CTA) box on DO Online | ✗ | ✗ | ✓ |
| One social media package | ✓ | ✓ | ✓ |

* All prices subject to VAT.

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

Offering three advertisement placements at highly competitive rates, as well as the chance to feature on the masthead banner in conjunction with *DO* 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. Simply email ncollinson@abdo.org.uk with what you have in mind.

MASTHEAD BANNER

Image size - 2000 x 859 pixels. This position is reserved for *DO* journal front cover advertisers or by invitation.

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. Leaderboard | £853 | £2,132 | £3,731 | £7,462 |
| 2. Half Banner | £426 | £1,066 | £1,832 | £3,731 |
| 3. CTA Block | £374 | £853 | £1,600 | £2,985 |

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.

SPONSORED CONTENT

Sponsored content is welcome on *DO Online*. Cost depends on length. POA.

JOB VACANCIES

Post your situations vacant direct with *DO Online*. A basic advert is free of charge for ABDO members, and £200 per month for non-members, with further promotional packages available.



SOCIAL MEDIA PACKAGES

Connect with your audience with one of our social media packages.

PACKAGE 1 - £533

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

PACKAGE 2 - £1,066

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

PACKAGE 3 - £3,700

Four sponsored footer
emails (*as above*)

PACKAGE 4 - £6,396

One email takeover to
ABDO members

NB: All prices are subject to VAT.

Each issue of *DO* journal is packed with relevant and informative 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.

FOCUS THEMES FOR 2026

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

Email enquiries to the editor at ncollinson@abdo.org.uk

For *DO* journal, please note the deadlines provided in the publication schedule.

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
- Instrumentation
- Sports eyewear
- Contact lenses
- Dry eye solutions

And more...

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

Email ncollinson@abdo.org.uk



PUBLICATION DATES AND DEADLINES

| | JAN | FEB | MAR | APR | MAY | JUNE | JULY / AUG | SEPT | OCT | NOV / DEC |
|---------------------------------|--------|--------|--------|--------|--------|--------|------------|---------|--------|-----------|
| | | | | | | | | | | |
| DISPLAY ADVERT BOOKING DEADLINE | 21 NOV | 29 DEC | 23 JAN | 20 FEB | 23 MAR | 24 APR | 22 MAY | 24 JULY | 28 AUG | 25 SEPT |
| | | | | | | | | | | |
| EDITORIAL COPY DEADLINE | 26 NOV | 30 DEC | 28 JAN | 25 FEB | 23 MAR | 29 APR | 27 MAY | 29 JULY | 2 SEPT | 30 SEPT |
| | | | | | | | | | | |
| DISPLAY ARTWORK COPY DEADLINE | 28 NOV | 2 JAN | 30 JAN | 27 FEB | 2 APR | 1 MAY | 29 MAY | 31 JULY | 4 SEPT | 2 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 | 1 APR | 1 MAY | 1 JUNE | 1 JULY | 1 SEPT | 1 OCT | 2 NOV |
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DISPENSING OPTICS

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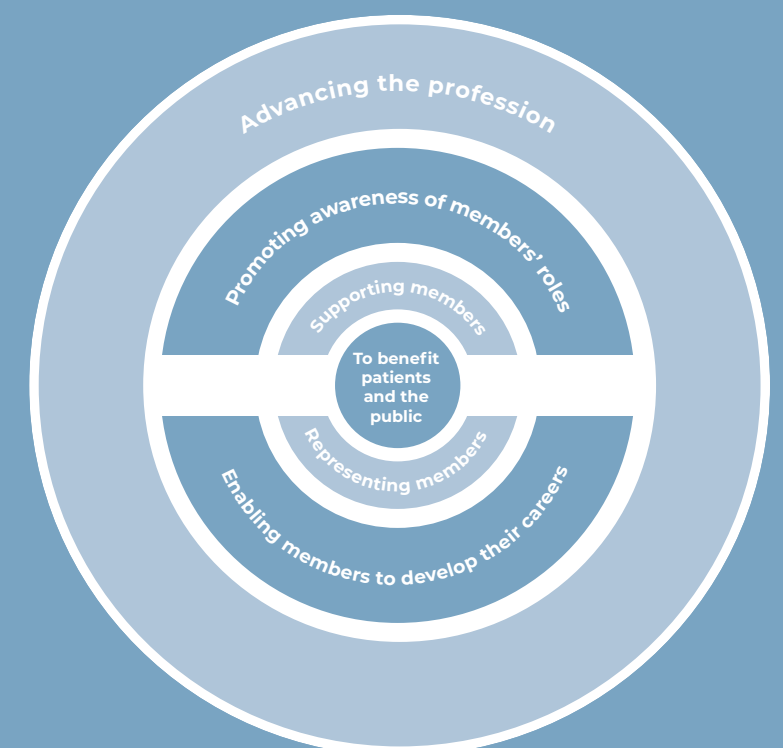


ABOUT ABDO

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 8,202 members worldwide – including 1,464 students members (October 2025).



NOVEMBER 2025