



Build your brand,
find customers and make sales
in partnership with **Optician**



Optician is the only career-long partner for optical professionals with over 100 years' publishing and information experience.

Eye care professionals trust our independent view, news, advice and CPD education courses to help them maintain essential skills and manage their businesses profitably.

With the profession's leading publication, website, awards event and social media following, Optician provides an unequalled multi-media platform for suppliers to the optical industry to inform and engage a high quality audience.

CONTACT US NOW

 Opticianonline.net

 [@opticianonline](https://twitter.com/opticianonline)

darren.ward@markallengroup.com

020 7501 6668

joseph.lever@markallengroup.com

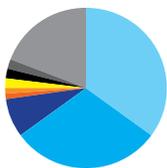
020 7501 6708

Reach a professional eye care audience

Optician will support your integrated marketing campaign across multiple channels to generate awareness, inform potential customers, support a lead generation or direct sales programme or help you maintain your brand position.

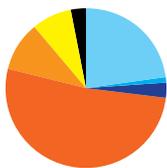
Optician is a premium space to place your targeted marketing messaging, due to its highly qualified and loyal readership

- 83% of subscribers are qualified practitioners (OO, DO, CLO, IP)
- 82% are employed/owner/self employed
- 52% work for independent opticians or regional optical chains
- 21% work for national retail chains



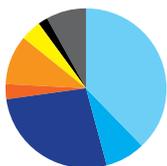
Job Function

- Optometrist
- Dispensing Optician
- Contact Lens Optician
- Independent Prescriber
- Pre-registered Practitioner
- Optical Technician
- Other Practice Staff
- Other Non-practice Staff
- Other



Job Status

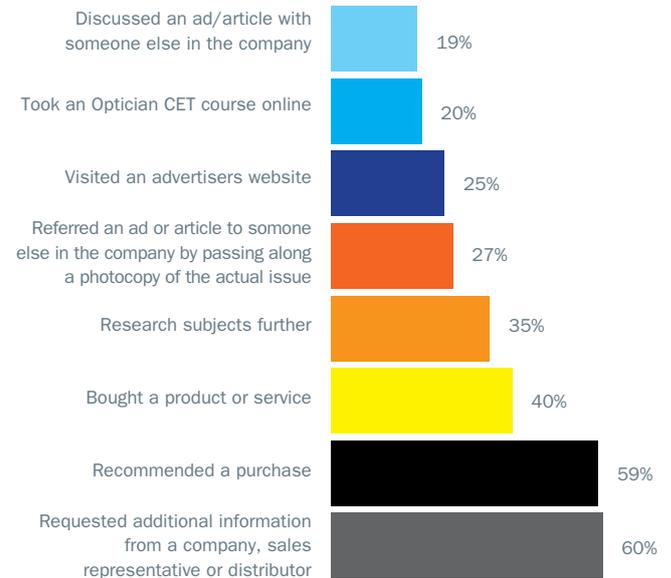
- Owner
- Franchisee
- Joint Venture Partner
- Employed
- Pre-registered Practitioner
- Self Employed
- Locum
- Other



Company Type

- Independent Optician <5 practices
- Regional Optician chain >5 practices
- National Optician chain
- Supermarket Optician
- Manufacturer/Distributor
- Educational Establishment
- Professional Association
- Other

Actions taken as a result of advertisements/articles seen



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Content with integrity



Optician boasts a powerful stable of knowledgeable and skilled optical journalists reporting and analysing the eye care profession for over 125 years.

Optician's greatest strength is its independence which allows it to report on contentious issues without fear or favour. The inclusive nature of Optician's coverage allows it to take a neutral standpoint of issues affecting the whole profession.

Optician provides all of the CPD credits optometrists DOs, IP and other specialists are required to earn under General Optical Council rules including distance earned CPD points and peer discussion credits.

Optician is now delivering content in print, digitally and at face to face professional meetings. With a loyal and dedicated audience of eye care professionals, Optician is ideally placed to partner with suppliers to the optical sector and support your business objectives.

Simon Jones
Editor

Eye care professionals say this about Optician*

"Keeps me abreast of news within my profession"

"I like getting optical news, CET opportunities and general information relevant to my job"

"Keeping ahead of new products"

"Got pretty much everything you need on one site"

"Up to date news and management information"

"How else are you going to know what is going on?"

*Optician Reader Research 2020

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Marketing channels



Optician Magazine

Read in print and digitally by over 3,300 eye care professionals. Our loyal readers demonstrate their commitment to Optician by paying for their copy and 66% of our subscribers have been enjoying their subscription for over 10 years. With an average of 3.8 readers an issue*, Optician has a total readership of 12,601 professionals per copy.



Optician Website opticianonline.net

An average of 46,000 unique users** visit the site each month interested in content related to their business, practice, careers and suppliers.



Optician Awards

The UK's leading and most prestigious honours dedicated to the optical industry. Recognising and celebrating the achievements of optical talent across the UK and Ireland for over 20 years. From individual, team and practice awards to service, product and supplier categories.



Social Media

A dedicated and growing social savvy audience interested in connecting with the eye care profession. The number of followers of @opticianonline has grown 7.4% in 2021 to over 15,900 accounts.



Email

Optician commercial e-shots are sent directly to circa 35,000 professionals interested in optical products and services.



Market Research

Actionable market research to meet your needs: Brand Awareness, Advertising ROI, Buyer Behaviour, Product and Market Trends, Product Development, Website Optimisation, Customer and Employee Satisfaction.

OPTICIANJOBS

Optician Jobs

Hundreds of vacancies across the whole of the profession are posted online at opticianonline.net/jobs as well as in the magazine. Now including audiology positions.



Directory & Wallplanner

The Optician Directory published in November is distributed free to all magazine subscribers and hosted on our website year round. An Optician's essential guide to the year ahead, the Wall Planner is published every December and also distributed free to magazine subscribers.



Talking Optics podcast

Every month Optician talks to key opinion leaders throughout the industry on a variety of thought-provoking hot topics.

* Fusion Study: Optician magazine reader survey over 10 years
** Google Analytics: Jan 2021 - Dec 2021

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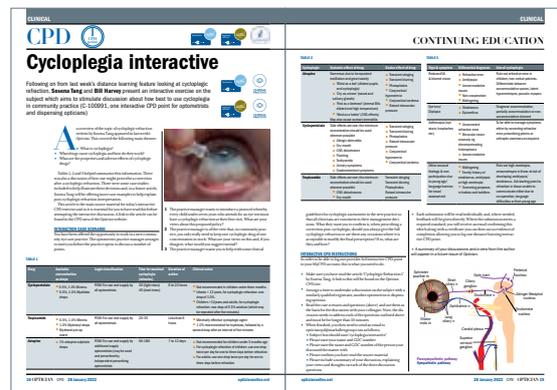
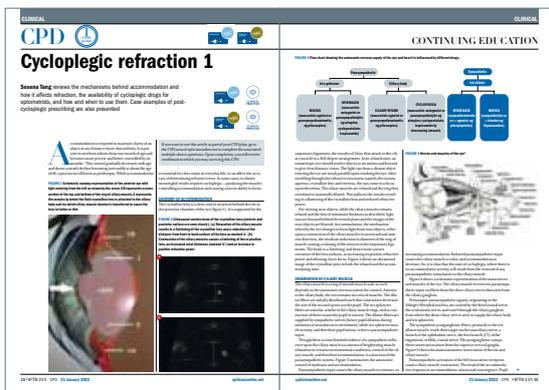
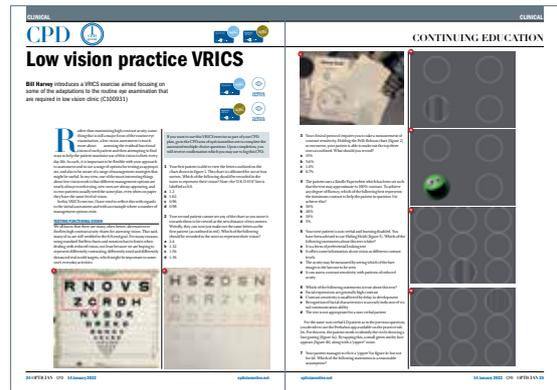
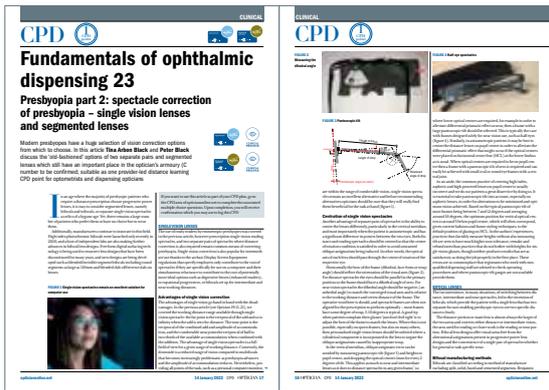
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Optician features

Optician delivers product and clinical content throughout the year covering all areas of the optical profession

- Major clinical and business conference reviews
- Reports from clinicians
- Fashion and design exhibition reports
- The latest advances in contact lens materials technology and design
- Spectacle lens design and advancements in frame and lens technology reports
- Optical manufacturing laboratory profiles
- Frame trends, styles and collections
- Frame designer profiles
- Frame distributors
- Business management covering everything from absenteeism to marketing
- Largest retail chains reports
- Practice software



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Rates

Magazine

SPECIAL POSITIONS

Front cover	£4,983
Fake Front Cover	£10,000
Barn Door	£7,500
Front Cover Tip On	£7,500
Belly Band on DPS	£10,000
Centre spread	£5,960
DPS	£5,356
First right hand spread	£3,193
Inside front cover	£3,090
Outside back cover	£3,296

LICENCE

UK one Year	£3,000
Global one Year	£5,000
UK to Perpetuity	£5,000
Global to Perpetuity	£7,000

CET SPONSORSHIP

Per module	POA
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SEMINAR/TRAINING COURSES

Full page	£1,539
Half page	£1,075

REGULAR POSITIONS

Full page	£2,935
Half page	£1,802
Third page	£1,236
Quarter page	£927

Prices for multiple bookings available on request

INSERTS

Price includes insertion based on single sheet up to 10g

Inserts below 15 grms	£2,000
Tip on/Hand inserted	£2,375
Cover Stock 4 page bound Insert	£7,500
Cover Stock 2 page bound Insert	£4,000

Website

HOME PAGE & RUN OF SITE

Banner/MPU campaign	£1,250/month
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SPONSORED FEATURE

Includes editorial section and solus MPU tenancy	£2,000/month
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Email

PRODUCT UPDATE EMAIL

Solus email effort

OPTICIAN BULLETIN EMAIL

Full takeover of the weekly Optician bulletin. Includes main carousel (up to three images), native advertisement slot, banner slot and advertorial. £3,750



Social Media

Social media package of one Facebook post, one tweet and one LinkedIn post to Optician audiences £1,500



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Rates

Awards



SPONSORSHIP

The sponsorship package includes 9 months of activity, positioning your brand as a thought-leader aligned to your sponsored category, includes:

- Senior representative from your company invited to announce the winner on stage
- One table to seat 10 at the Awards in a prime position & 10% discount on additional table sales
- Opportunity to propose a judge from your company and an independent judge
- Two tickets to the Awards Shortlist party
- Your personal letter to the shortlist for your category
- Opportunity to host your guests in a branded area at the Awards reception
- Your company profile on the Optician Awards website
- Your logo on all Awards promotional/advertising efforts across magazine, website
- Your logo on all Awards stationery including Awards tickets, entry forms, table menus, etc
- Your logo on the Awards stage screens and Award reception sponsor wall
- Your logo on the post event category feature in Optician magazine with photographs of winners and sponsors

Sponsorship per category: £21,000

More information at opticianawards.co.uk



Sustainability Award
Winner 2021: Eyespace

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Optician medical education services

Optician has a dedicated medical education team with over 30 years' experience in providing sophisticated robust educational content to opticians on behalf of industry.

Their experience is varied and progressive, harnessing all forms of media communication from online webinars to the traditional printed supplements.

Some of our most popular forms of medical education have been abbreviated here to give you an idea of the platforms created:

Product focus:

A product focus is a clinical article written by an Optician about the use and application of a particular product. The article is researched, referenced and outlines the clinical benefits of using the product, as well as an in depth literature review of the therapy area in which the product is used. It will include 4-6 case studies

Guides:

These handy resource guides describe key clinical information and best practice relevant to your products/equipment

Case series supplements:

These provide generic clinical education, supplemented by technical information on and in-depth case studies about your products/equipment

Evidence reviews:

These constitute a comprehensive and accessible description of all the evidence on one or more of your products/equipment

Non-randomised control studies

We can conduct and publish evaluations on the efficacy and cost-effectiveness of your products/equipment

Live broadcast events:

Presented by a KOL, these provide an opportunity to present evidence or user information on your products and equipment, followed by a live Q&A

Webinars:

Filmed in advance, these are presented by a KOL and provide evidence on your product/equipment, along with a demonstration on how to use it

Round tables:

A panel of KOLs, ophthalmologists and/or dispensing opticians will meet to develop a consensus on the best practice relating to your product/equipment, with a view to publication

Focus groups:

These can be used to generate intelligence, customer feedback on marketing initiatives or insights into new markets

Blinded market analysis

This is detailed market research about your product/equipment with consenting ophthalmologists and/or dispensing opticians whose identities will not be disclosed to you

Targeted KOL development:

We can help you nurture new relationships with KOLs, with a view to them becoming champions for your brands

Evidence base gap analysis:

We can systematically identify areas in the evidence base where data or research evidence is missing on your brands

Data collection and analysis:

We can develop a protocol for systematic data collection and analysis on any requested area, to be presented in an accessible report

Above are just a few examples, the key to the success of the medical education team is an in-depth knowledge of the whole optical industry, including business practices, clinical conditions and policy implications.

For further information on Optician medical education please email darren.ward@markallengroup.com or call **07747897823**

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Build your social media presence with Optician

Optician now provides bespoke social media packages for our trusted partners. It includes a sponsored message to our followers on all three of our social media platforms: Facebook, Twitter, and LinkedIn – an easy way to reach an engaged audience.

Facebook

3,200+ followers
Recommended image size: 1200 x 628px
Recommended copy: 30 – 50 words

Twitter

10,700+ followers
Recommended image size: 1200 x 628px
Max copy: 280 characters

LinkedIn

2,000+ followers
Recommended image size: 1200 x 628px
Recommended copy: 700 – 2,000 characters

TOTAL COST – £1500.00



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Technical specifications

Magazine

Measurements are height x width

Front Cover

Type 164mm x 210mm
Bleed 303mm x 216mm



DPS

Type 270mm x 396mm
Trim 297mm x 420mm
Bleed 303mm x 426mm



Page

Type 270mm x 188mm
Trim 297mm x 210mm
Bleed 303mm x 216mm



Half Page DPS

Type 126mm x 396mm



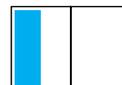
Half Page Horizontal

Type 123mm x 188mm



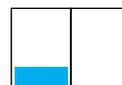
Half Page Vertical

Type 270mm x 92mm



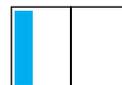
Third Page Horizontal (solus)

Type 78mm x 188mm



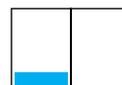
Third Page Vertical (solus)

Type 270mm x 63mm



Quarter Page Horizontal (solus)

Type 60mm x 188mm



Creative solutions such as front cover outserts and bellybands are available

Deadlines

FRONT COVER: Three weeks prior to publication date

OTHER COPY: Thursday prior to publication date

Artwork

Email a high resolution CMYK PDF to Larry Oakes, Production Controller.

larry.oakes@markallengroup.com

Tel: +44 (0)20 7501 6783

Advertisements are accepted subject to MA Healthcare Limited standard Terms and Conditions

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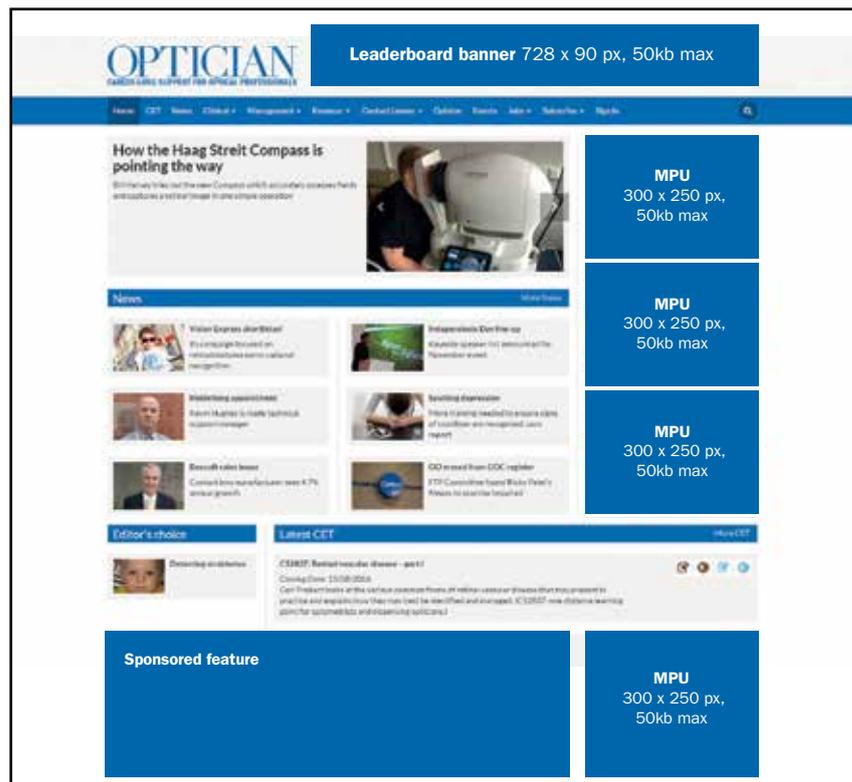
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Technical specifications

Website

Measurements are width x height

Leaderboard banner 728 x 90 px, 50kb max
MPU 300 x 250 px, 50kb max



Format: PNG, GIF, JPEG, HTML5 including 3rd party tags and other Adobe files
 Include your clickthrough URL

Files to: Larry Oakes, Production Controller larry.oakes@markallengroup.com

Email

Email files to:

Larry Oakes, Production Controller larry.oakes@markallengroup.com
 Julian Halse, Deputy Head of Marketing julian.halse@markallengroup.com

For Product Update (solus):

Please supply HTML file (under 100kb in size, max width 600px).

Alternatively we can build the email for you.

Please supply: 600px header image 300px product image (optional);
 100-150 words body copy; URL link to website; Company logo

Please see email specifications sheet for more information.

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License

UK – 1 year: £3,000

Global – 1 year: £5,000

UK to perpetuity: £5,000

Global to perpetuity: £7,000



Paper reprints

All reprints are printed on high quality gloss paper and delivered within 10 working days of order. If delivery is outside the UK an extra delivery charge will apply.

4 Page Reprint Rate:

1000 copies – £3,400

2000 copies – £3,600

3000 copies – £3,800

4000 copies – £4,000

8 Page Reprint Rate:

1000 copies – £6,400

2000 copies – £6,600

3000 copies – £6,800

4000 copies – £7,000

6 Page Reprint Rate:

1000 copies – £4,400

2000 copies – £4,600

3000 copies – £4,800

4000 copies – £5,000

10 Page Reprint Rate:

1000 copies – £7,400

2000 copies – £7,600

3000 copies – £7,800

4000 copies – £8,000



Print Specifications

Job title: Reprint

Frequency: One-off

Size: 297mm x 210mm (PORTRAIT)

Extent: 2 pages

Colour Fall: 4 colour process both sides

Material: 170 gsm

Cover Finish: Woodfree gloss

Origination: From PDF and hard copy supplied to our specification

Proofing: Soft electronic proof

Finishing: Trimmed to size

Packaging: Packed in cartons

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