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 CET education courses to help them maintain essential skills and manage their businesses profitably.

With the profession’s leading publication, website, awards event and our involvement in delivering the UK’s leading optical exhibition, Optician provides an unequalled multi-media platform for suppliers to the optical industry to inform and engage a high quality audience.
Reach a professional eye care audience

**Over 110,000 opportunities** to be seen

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*

- 74% of subscribers are qualified practitioners (OO, DO, CLO, IP)
- 85% are employed/owner/self employed
- 46% work for independent opticians or regional optical chains
- 27% work for national retail chains

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*Source: Combined reach of Optician Magazine (4,569 average circ ABC Jan-Dec '14), Website (29,165 unique users Google Analytics Jan-May 2017), Product Update (7,700 Optician emails), Twitter (7,695 followers April 2017), Facebook (728 likes April 2017), Awards (575 average attendance 3 years to '15)

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**Actions taken as a result of advertisements/articles seen**

- Discussed an ad/article with someone else in the company: 19%
- Took an Optician CET course online: 20%
- Visited an advertisers website: 25%
- Referred an ad or article to someone else in the company by passing along a photocopy of the actual issue: 27%
- Research subjects further: 35%
- Bought a product or service: 40%
- Recommended a purchase: 59%
- Requested additional information from a company, sales representative or distributor: 60%

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**Company Type**

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

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**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

---

**CONTACT US NOW**

- Opticianonline.net
- @opticianonline
- darren.ward@markallengroup.com 020 7501 6668
- gary.cunningham@markallengroup.com 020 3874 9224
Content with integrity

Optician boasts a powerful stable of knowledgeable and skilled optical journalists reporting and analysing the eye care profession for nearly 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 CET credits optometrists DOs, IP and other specialists are required to earn under General Optical Council rules including distance earned CET points and peer discussion credits. Our monthly Index business benchmarking feature is well known and used by the industry and profession and has charted optic’s fortunes for 20 years.

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.

Chris Bennett
Editor and Associate Publisher

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 2015
### Marketing channels

**Optician Magazine**
Read in print and digitally by over 4,500 eye care professionals. Our loyal readers demonstrate their commitment to Optician by paying for their copy and 62% of our subscribers have been enjoying their subscription for over 10 years. With an average of 2.8 readers an issue*, Optician has a total readership of 12,793 professionals per copy.

**Optician Website  opticianonline.net**
An average of 27,000 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 30% in the 11 months to April 2016 to over 7,600 accounts.

**Email**
Optician Product Update is sent directly to 7,700 professionals interested in optical products and services. At 22%^, our average unique open rate is higher than the 17.5% national benchmark.

**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.

**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.

**Optrafair Show Guide**
Optician is the official publisher of the Optrafair show guide, distributed free to all magazine subscribers and to visitors at the show.

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* Fusion Study: Optician Magazine reader survey Nov ’14
** Adobe Analytics: May 2016 to April 2017 excluding Jobs
^ Exact Target average open rate Mar ’15 to May ’15
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
- Business index charting the health of the independent sector
- Largest retail chains reports
- Practice software
Rates

**Magazine**

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<td>Global one Year</td>
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<td>UK to Perpetuity</td>
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<td>Global to Perpetuity</td>
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<td>Tip on / Hand inserted</td>
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<tr>
<td>Cover Stock 4 page bound Insert</td>
<td>£7,500</td>
</tr>
<tr>
<td>Cover Stock 2 page bound Insert</td>
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**Website**

- **RUN OF SITE**
  - Banner/MPU campaign £750/month
  - Leaderboard, site takeover, page peel and other creative options available 1,040/month

**Email**

- **PRODUCT UPDATE EMAIL**
  - Solus email effort £3750
Rates

Awards

SPONSORSHIP

The sponsorship package includes 12 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 £22,000

More information at opticianawards.com

Optical Supplier of the Year Winner 2017:
Scope Ophthalmics
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:**

**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 anthony.kerr@markallengroup.com or call 07979520828.
Technical specifications

Magazine

Measurements are height x width

<table>
<thead>
<tr>
<th>Type</th>
<th>Front Cover</th>
<th>DPS</th>
<th>Page</th>
<th>Half Page DPS</th>
<th>Half Page Horizontal</th>
<th>Half Page Vertical</th>
<th>Third Page Horizontal (solus)</th>
<th>Third Page Vertical (solus)</th>
<th>Quarter Page Horizontal (solus)</th>
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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 Jon Redmayne, Production Manager.
jon.redmayne@markallengroup.com
Tel: +44 (0)20 7501 6724

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

Website

Measurements are width x height

**Leaderboard banner** 728 x 90 px, 50kb max
**MPU** 300 x 250 px, 50kb max
**Wallpaper (2 images)** 400 x 1200 px each
**Site overlay/Page peel** 500 x 500 px, 50kb max

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

Email

**Email files to:** Jon Redmayne, Production Manager,
jon.redmayne@markallengroup.com

**For Product Update (solus):**
150px x 150px image
600px x 100px banner
Approx 200 words in body text
URL link to your website

**For Optician newsletter:**
300 x 250 or 600 x 300 image
600 x 100 banner
Approx 100 - 150 words body copy
URL link to your website

**Tel:** +44 (0)20 7501 6724

HTML preferred
If HTML is not available we accept GIF/JEG files for banner/MPU/logo or image, 40kb max
Optician Reprints

If you would like to order reprints please contact Darren Ward or Gary Cunningham.

Digital reprints
A reprinted digital PDF will cost £750 for the first page, then a further £250 for each subsequent page. This includes the right to use these pages on your website.

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 - £3400
2000 copies - £3600
3000 copies - £3800
4000 copies - £4000

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 - £4400
2000 copies - £4600
3000 copies - £4800
4000 copies - £5000

10 Page Reprint Rate:
1000 copies - £7400
2000 copies - £7600
3000 copies - £7800
4000 copies - £8000

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
Last word from our valued advertisers

“Optician work with us as partners to develop solutions to enhance our business. The strength of the Optician brand enables us to reach a high calibre audience en masse, and we find that the activity we work with them on to be highly effective at driving results.”

Fiona Phelan, UK & Ireland Trade Marketing Executive, CooperVision

“When we launched Impression FreeSign 3, Rodenstock decided to include Optician in our media plan. We were really impressed with the results as Optician is a great way to reach optical decision makers, and to grow awareness to the rest of the profession via opticianonline.net.”

Debbie Bathgate, Lens Product Manager, Rodenstock

“International Eyewear have worked with Optician to launch and promote new products for many years. Brand and product awareness for our Prescription Sunglass ranges has grown considerably since our mini sunglasses brochure campaign used as an insert into the Optician magazine, and enquiries from customers across the UK have increased. We know that including Optician in our media schedule will ensure our marketing messages get maximum exposure among key decision makers.”

Olivia Southall, Marketing Executive, International Eyewear

Contact us

To discuss your marketing objectives and how Optician can help please get in touch:

darren.ward@markallengroup.com
020 7501 6668

gary.cunningham@markallengroup.com
020 3874 9224

Special projects and medical education:

anthony.ken@markallengroup.com
0207 501 6726
07979 520828