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 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.

CONTACT US NOW

Opticianonline.net  darren.ward@markallengroup.com  020 7501 6668
@opticianonline  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:

- 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

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

**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%
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 3.1 readers an issue*, Optician has a total readership of 14,164 professionals per copy.

Optician Website  opticianonline.net
An average of 21,000 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 22% in 2017 to over 8,400 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.

* Fusion Study: Optician magazine reader survey over 10 years
** Google Analytics: Jan - Dec 2017
^ Adestra average open rate Jan - Dec 2017
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
- Business index charting the health of the independent sector
- Largest retail chains reports
- Practice software
## 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: £3,310

**SEMINAR/TRAINING COURSES**
- Full page: £1,339
- Half page: £875

**INSERTS**
Price includes printing and 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

**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

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**CONTACT US NOW**

- Opticianonline.net: darren.ward@markallengroup.com 020 7501 6668
- @opticianonline: joseph.lever@markallengroup.com 020 7501 6708
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 Opthalmics
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

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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

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Opticianonline.net    joseph.lever@markallengroup.com    020 7501 6708
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

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

**Email**

**Email files to**:
Jon Redmayne, Production Manager  jon.redmayne@markallengroup.com,
Julian Halse, Marketing Manager julian.halse@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

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

If you would like to order reprints please contact Darren Ward or Joseph Lever.

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.

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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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