



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](http://Opticianonline.net)

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

[darren.ward@markallengroup.com](mailto:darren.ward@markallengroup.com)

020 7501 6668

[joseph.lever@markallengroup.com](mailto:joseph.lever@markallengroup.com)

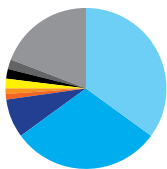
020 7501 6708

# 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.

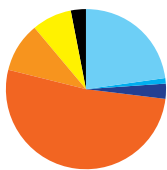
Optician is a premium space to place your targeted marketing messaging, due to its highly qualified and loyal readership

- 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



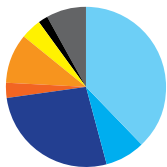
### Job Function

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



### Job Status

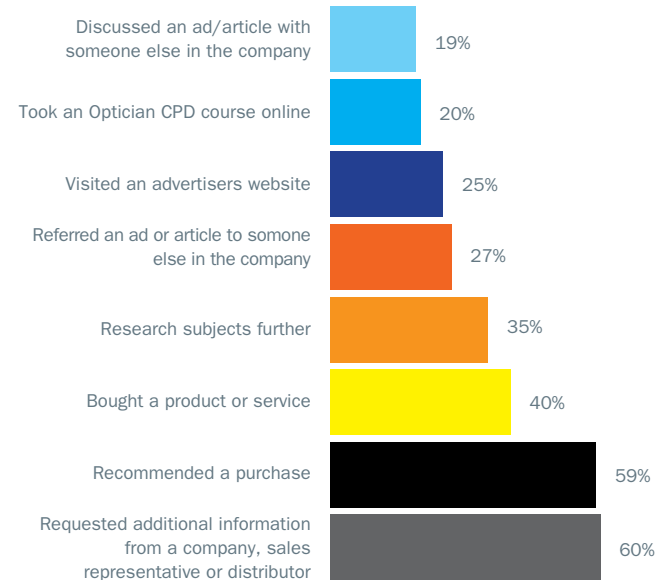
- Owner
- Franchisee
- Joint Venture Partner
- Employed
- Pre-registered Practitioner
- Self Employed
- Locum
- Other



### 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 3,250 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 12,409 professionals per copy.



### Optician Website [opticianonline.net](http://opticianonline.net)

An average of 42,000 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% in 2023 to over 17,800 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](http://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 2023 – Dec 2023

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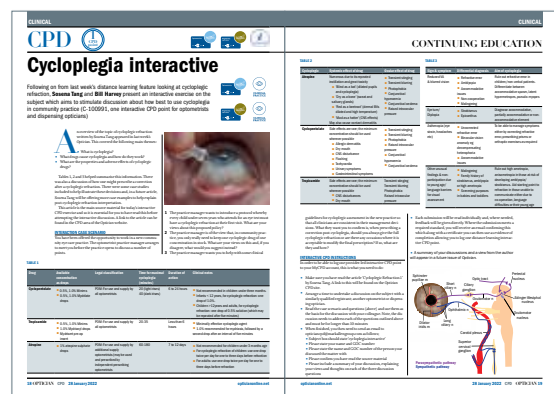
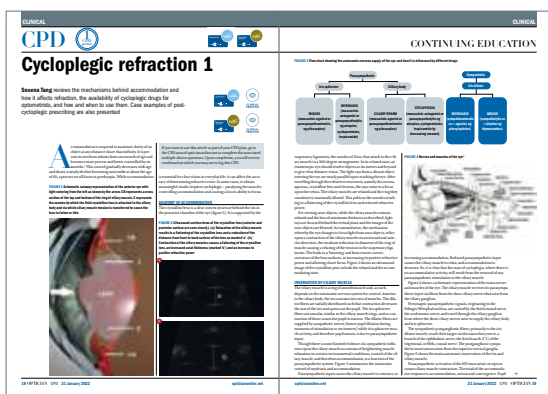
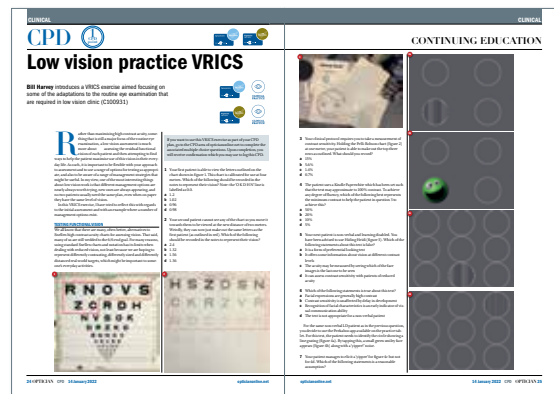
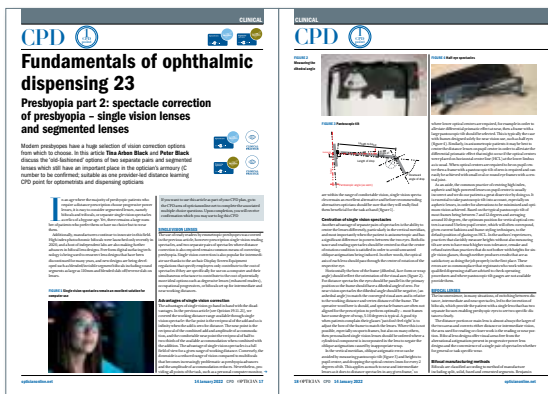
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# Optician features

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 20g

Inserts below 20 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

### HOMEPAGE & 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

### 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: £22,000

More information at [opticianawards.co.uk](https://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](mailto: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

3,800+ followers  
Recommended image size: 1200 x 628px  
Max Characters: 280

## Twitter / X

11,000+ followers  
Recommended image size: 1200 x 628px  
Max Characters: 280

## LinkedIn

3,000+ followers  
Recommended image size: 1200 x 628px  
Max Characters: 280

**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 Charlotte Rutland, Production Controller.

[Charlotte.Rutland@markallengroup.com](mailto:Charlotte.Rutland@markallengroup.com)

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

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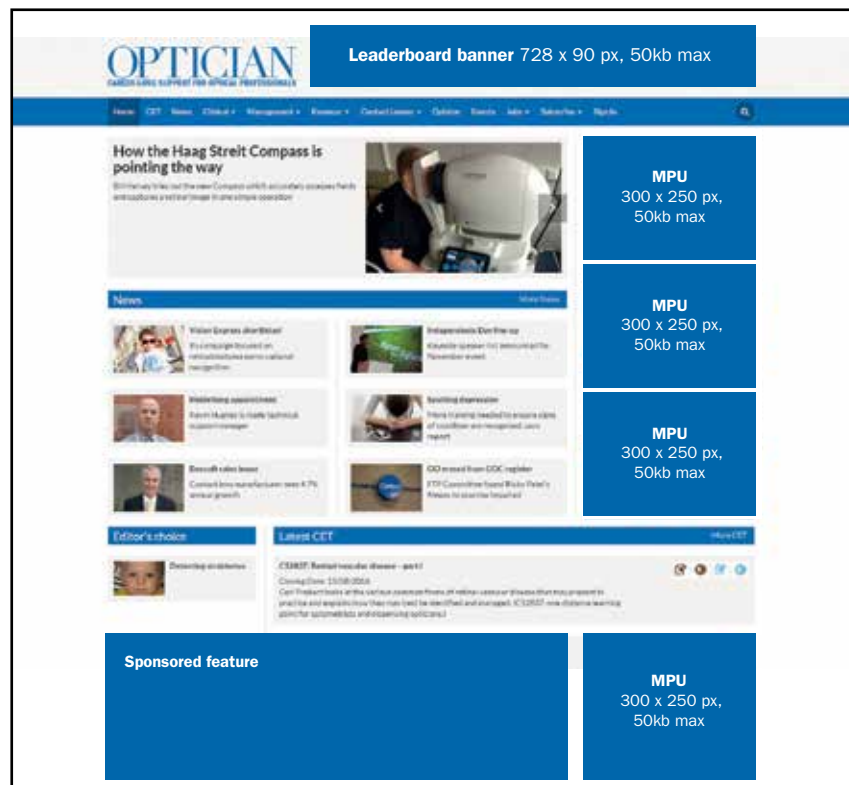
020 7501 6708

# Technical specifications

## Website

Measurements are width x height

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



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

**Files to:** Charlotte Rutland, Production Controller [Charlotte.Rutland@markallengroup.com](mailto:Charlotte.Rutland@markallengroup.com)

## Email

**Email files to:**  
 Julian Halse, Deputy Head of Marketing [julian.halse@markallengroup.com](mailto: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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# Optician Reprints

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

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- 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.



<b>4 Page Reprint Rate:</b>	<b>8 Page Reprint Rate:</b>
1000 copies – £3,400	1000 copies – £6,400
2000 copies – £3,600	2000 copies – £6,600
3000 copies – £3,800	3000 copies – £6,800
4000 copies – £4,000	4000 copies – £7,000
<b>6 Page Reprint Rate:</b>	<b>10 Page Reprint Rate:</b>
1000 copies – £4,400	1000 copies – £7,400
2000 copies – £4,600	2000 copies – £7,600
3000 copies – £4,800	3000 copies – £7,800
4000 copies – £5,000	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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