

OT

Optometry Today



ASSOCIATION OF OPTOMETRISTS

MEDIA OPPORTUNITIES 2024



OPTOMETRY TODAY (OT)

The journal and associated website of the Association of Optometrists (AOP)

CIRCULATION: **18,108**

abc January to December 2023

OT has the largest audience of any brand or publication for the optical profession.

HOW INFLUENTIAL IS OUR PRINT AND DIGITAL AUDIENCE?

77% 

influence spending on **frames**

76% 

influence spending on **contact lenses and solutions**

83% 

influence spending on **ophthalmic equipment**

84% 

influence spending on **eye drops**

WHAT PRODUCTS ARE OT READERS LOOKING TO UPDATE?

74% are looking to update their **frame offering**

74% are looking to update their **eye drops/solution offering**

72% are looking to update their **ophthalmic lens offering**

71% are looking to update their **contact lens offering**

HOW WILL MEMBERS ENGAGE WITH YOUR MESSAGE?

65% use OT to learn about new products

46% look for further information on the advertiser's website

45% discuss a product/service with a colleague as a result of seeing an advert in OT

40% request further information from the advertiser's rep as a result of seeing an advert in OT

1 in 3

have made a purchase directly and recommended a product as a result of seeing an advert in OT



SOURCE: OT READER SURVEY (SEPT 2017)

OT JOURNAL

As the official journal of the AOP and a trusted source for readers at every point in their career, *OT* fuses highly rated, continuing professional development articles with in-depth science and business features, news and comment.

AOP MEMBERS' RELATIONSHIP WITH OT:



94% rated *OT* in print as **'Excellent or good'**

92% rated *OT* as an **'Important or very important'** part of their AOP membership package



76% said they spent **'30 minutes or more reading each edition'**



SOURCE: OT READER SURVEY (2021)

OT JOURNAL COVERS RATE CARD

We have a number of creative solutions such as commercial content, roll folds, belly bands and tip-ons are available to clients keen to gain maximum impact

DISPLAY

Bound-in insert	£10,000
Double page spread:	£7,500
Advertorial:	£4,800
Full page:	£4,000
Half page:	£2,500
Third page:	£2,000
Quarter page:	£1,500
Inserts (max size A4):	£275 per thousand*

*(based on insert weighing up to 10g)

COVERS

Barn door covers:	£15,000
False front cover:	£15,000
Roll fold covers:	£12,000
Belly band:	£12,000
Outside back cover:	£5,000
Inside front cover:	£4,500
Inside back cover:	£4,000
Advertising on Paperwrap:	£4,000



OT MARKETPLACE RATE CARD

Marketplace is the go-to section for products and services in optometry.

MARKETPLACE

Full page:	£4,000
Half page:	£2,000
Quarter page:	£1,250
Eighth page:	£750
Sixteenth page:	£400

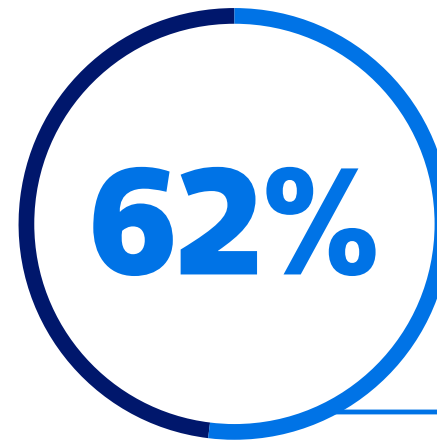
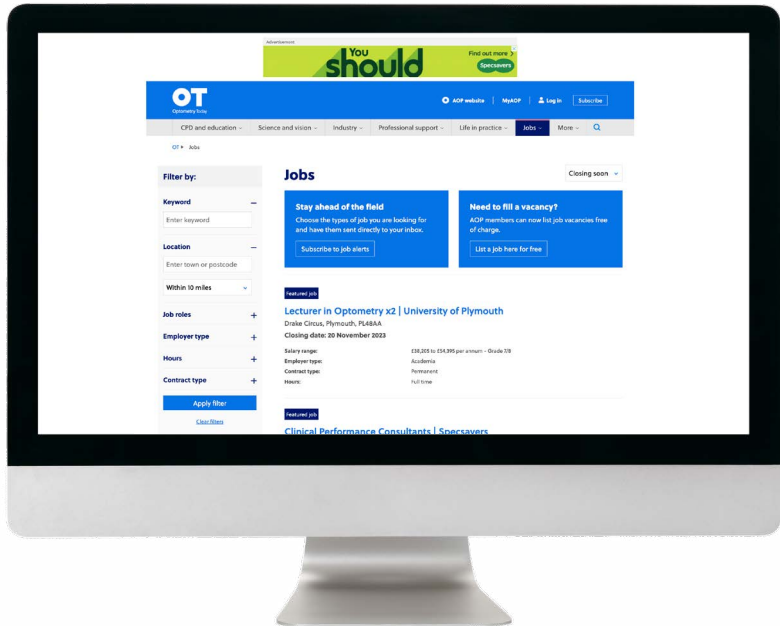


OT JOBS RATE CARD

By advertising your vacancy through OT channels, you are benefitting from exposure to the largest membership body operating in the UK optical sector and an audience dedicated to career progression. Feedback suggests the most successful campaigns are run crossplatform.

OT RECRUITMENT ONLINE

Housed within the OT website, the recruitment area is the only jobs platform endorsed by the users' membership body, the AOP.



use OT when searching for a new job role.

SOURCE: OT READERSHIP SURVEY (2021)

We are one of the largest eye hospitals (tertiary referral centres) in the UK and Optometry Today has helped me to advertise and recruit candidates of very high calibre in to our hospital and specialist optometrist posts over the last 3-5 years. It takes considerable time and effort to secure additional funding for new NHS posts and it is crucial that a wide pool of highly qualified and clinically skilled Optometrists across the UK can be reached. I would highly recommend Optometry Today.

Dr Waheeda Illahi, head of optometry services, Birmingham & Midland Eye Centre

Featured job listing:	£900	Leaderboard placement:	£1,500
Standard jobs listing:	£650	Billboard placement:	£1,500

Job of the week	£1,250
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Includes featured job listing on the jobs board and a job of the week post on the weekly e-newsletter

Job of the month	£1,650
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including featured job listing on all four e-newsletters sent in that month

OT's job alerts allow users to sign up to daily or weekly emails alerting them when a new job becomes available that matches their set criteria.

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OT JOURNAL – JOBS SECTION

The journal runs a popular bi-monthly jobs section. Not only does the section attract active jobseekers, but also casual browsers and those interested in careers advice, which precedes the section.



Full page: **£4,000**
Half page: **£2,500**
Quarter page: **£1,500**
Eighth page: **£800**

SPONSORSHIP AND SUPPLEMENTS

Our readers look to *OT* supplements for trusted independent advice on key topics in the optical sector. Firmly establish your company as a leading brand through supplement sponsorship.

SUPPLEMENTS

Run a supplement in partnership with the AOP on a certain topic or subject to help educate our audience as well as position yourself a thought leader in this field.

Run a supplement in partnership with the AOP on a certain topic or subject to help educate our audience as well as position yourself a thought leader in this field.

We offer standalone and bound in supplements.

EPOA

WHO ARE YOU GOING TO CALL?

How can locum optometrists build connections around them to help thrive professionally? *OT* asks locum optometrists about the benefits a professional network can bring

FOR SOME employed optometrists, their professional classes give them a network of people who will be there for them, day in, day out. For others, however, building these important connections can be a challenge.

Richard shared that she makes the most of opportunities to talk with other optometrists when working in practice. "It's good to have colleagues who can give you a different opinion on just something you've had a challenging day," she said.

Like-minded learning has also been found to be useful for making professional connections. "While attending conferences and regional guidelines, I've found myself particularly interested in workshops on topics that I'm not usually involved in. It's a great opportunity to connect with like-minded professionals. An optical conference has been a great opportunity for me to meet a range of optical professionals from all over the country as well as helping me to become better acquainted with the role of optics within the wider health and social care community," she said.

When Richard's well contain about a case, she will consult optometrists and regional guidelines. While sharing dedicated to optometry on social media platforms, such as WhatsApp, she said that she has found it helpful. "I've found it helpful to have a group of colleagues to talk to about a case that they can be helpful for. However, Richard added that there can be a risk of over-reliance on people when allocating time to educational and networking events.

Colin, a professional network, has been a great help to him. "You might not see about in the short term, but it's good to have a network of people who can help you out when you need it. It's also good to have a network of people who can help you out when you need it. It's also good to have a network of people who can help you out when you need it."

Help on hand When working in target areas with more than one optometrist, Richard said that it's important to build a professional network. "It's important to build a professional network. It's important to build a professional network. It's important to build a professional network."

Dates for the diary The AOP, supported by Johnson & Johnson Vision, is holding a series of events for 2023 with locum optometrists in mind.

Optical Learning Day: An online day of education tailored to the needs of locum practitioners across a range of clinical disciplines. The event will run on Sunday 25 June.

Clinical Skills Conference: A one-day, face-to-face event designed to allow optometrists to practice their clinical skills and develop their skills in contemporary areas of practice. The skills will be delivered as a series of workshops in a virtual format. The event will be held at the National Institute of Health Research, London. The event will be held on Monday 27 November. www.aop.org.uk/events

Next level nine-to-five: *OT* asks locum optometrists about their experience of working in a locum role.

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THE BIG SHORT

From establishing preferences to finding the perfect fit, *OT* asks how team members can add to the experience of a practice's youngest customers

DISPENSING FOR CHILDREN

practise patience and provide time

Three common mistakes that optometrists make when prescribing contact lenses

"The child should be made to feel special"

YOUR MYOPIA GUIDE

From communication tips to getting the guidance right, your essential guide to myopia management in 2023

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PRACTICE TEAM GUIDE LEVEL UP!

Practice team members share their tips on clearer progression, sporting clinical red flags and the contact lens lead

Association of Optometrists | Johnson & Johnson Vision | *OT* Optometry Today

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SPONSORSHIP AND SUPPLEMENTS

CPD

Become a CPD sponsor, with the option to own a particular topic or be seen as a market leading expert through exclusive series sponsorship.

EPOA

We have sponsorship opportunities across all CPD content produced by OT.

These include: CPD articles, CPD videos and Clinical Interpretation.

We have a range of bespoke partnership opportunities to suit all.

40,368

CPD taken across 2023

CPD

FOR OPTOMETRISTS, SPECIALTY OPTOMETRISTS, DISPENSING OPTICIANS AND CONTACT LENS OPTICIANS

EXAMS CLOSE: 4 MAY 2024

Sponsored by:

SEE BRILLIANTLY

Ocular ischaemic syndrome

This short article outlines the key features of ocular ischaemic syndrome (OIS), which is an uncommon but serious disorder that can be vision- or life-threatening.

Dr Adel Ebraheem MD, MS, OD

0.5

CPD POINTS

Sponsored by:

SEE BRILLIANTLY

Emerging light-based and thermomechanical therapies for dry eye disease

This article explores the evidence around the use of light-based therapies and an emerging thermomechanical treatment for dry eye disease.

Dr Chen Chen MD, PhD, FRCOphth, FRCOphthEd

50 Ocular ischaemic syndrome

53 The case for measuring blood pressure in the community

60 Emerging light-based therapies for dry eye disease

66 Assessing and managing digital eye strain in clinical practice



OT ONLINE

With the global climate as it is, staying informed has never been so important for our members. The *OT* website provides its audience with fresh content on a daily basis. It provides the opportunity to run interactive advertisements whilst allowing you to monitor the performance of every creative within each campaign. Working alongside the journal, the *OT* website will offer lead generation through branding and content-led solutions, driving the audience directly back to your website.



69,728

Average page views **per month**

OT DATA 2023

34,307

unique users **per month**

AVERAGE TAKEN 2023

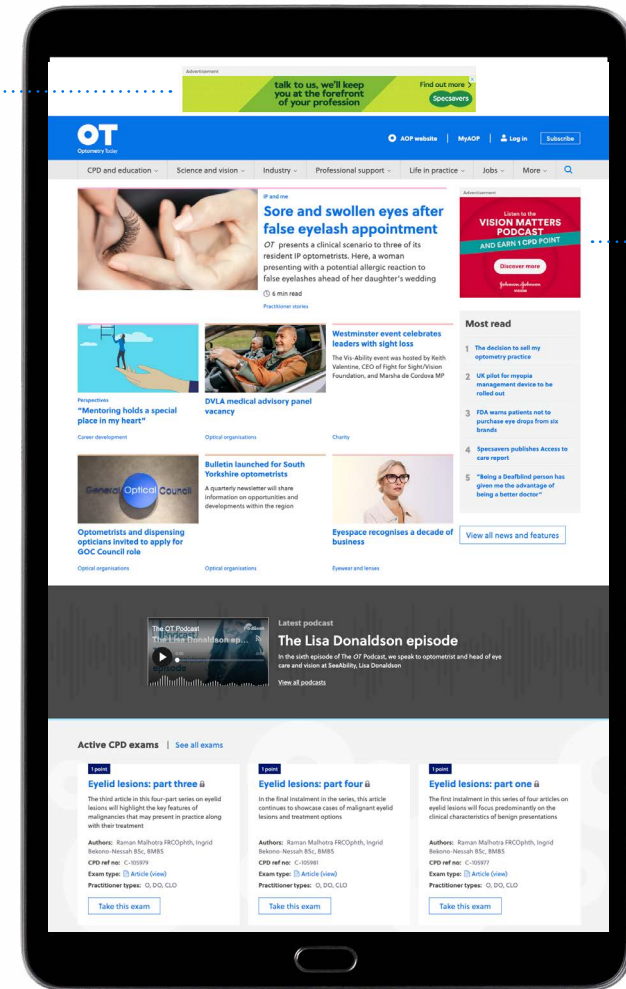
LEADERBOARD PLACEMENT

Advertise on homepage with a leaderboard placement that sits at the top of the page

CONTENT

Native content will appear on the *OT* website. It is featured on the homepage and will remain on the website indefinitely. Coverage is supported through Facebook and Twitter* promotion. You have the opportunity to embed video within the content.

*Facebook 29,000 followers, Twitter: 22,500 followers (2023)



MPU PLACEMENT

Use an engaging creative with a 'MPU'

OT ONLINE RATE CARD

MPU PLACEMENT

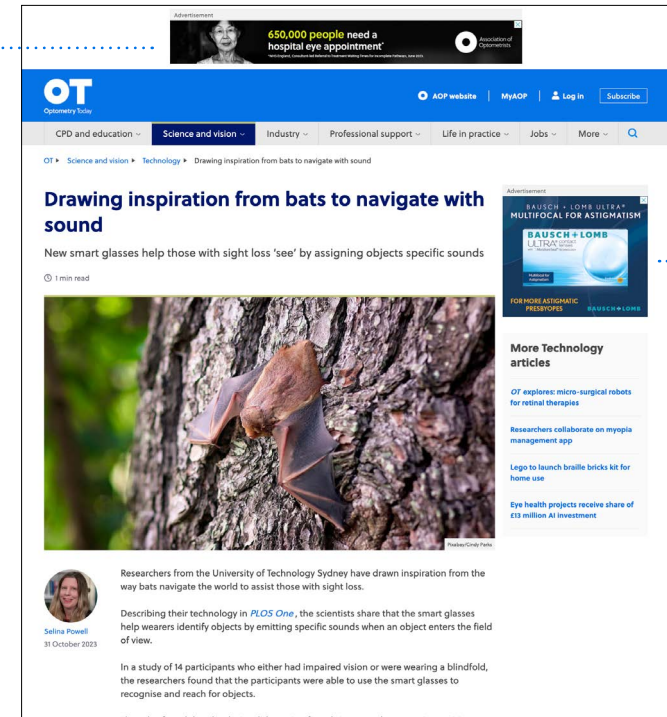
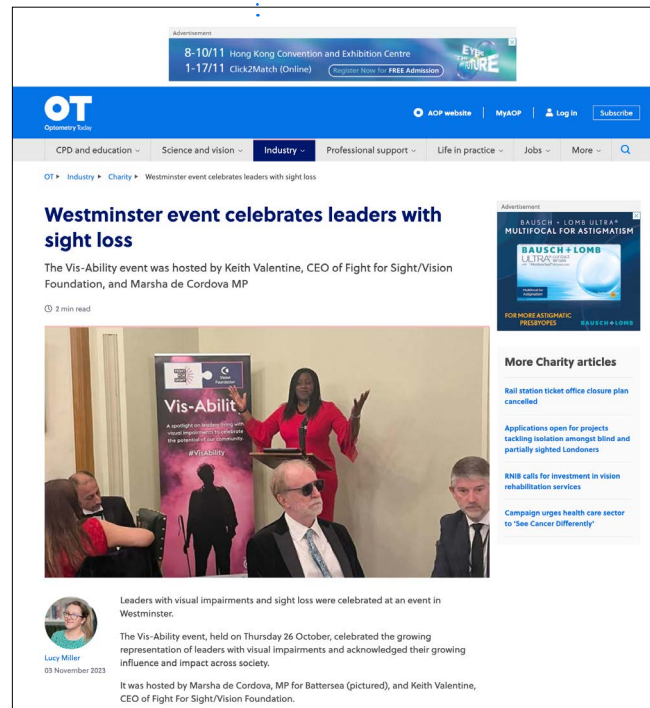
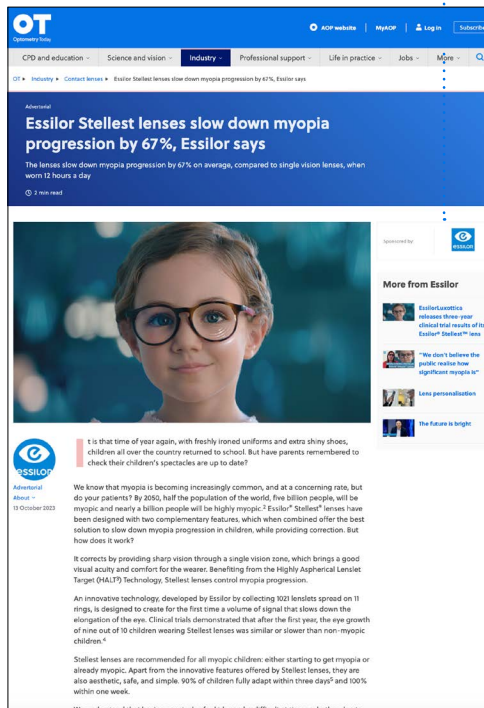
Use an engaging creative with a 'MPU' or 'half page' special creative

Native content: **£4,000**
 Homepage leaderboard: **£1,750**
 Homepage MPU: **£1,500**
 Sector leaderboard: **£2,500**
 Sector MPU: **£2,000**

NATIVE CONTENT

LEADERBOARD PLACEMENT

Advertise on homepage with a leaderboard placement that sits at the top of the page



SECTOR

- ▶ MPU or leaderboard advertising by sector
- ▶ Advertise on specific sections of the website
- ▶ Sectors include: ▶ Science & Vision ▶ Industry
- ▶ Professional support ▶ Life in Practice

Your advert will appear on the landing page, listing pages and within each related story published that month.

OT E-NEWSLETTER RATE CARD

Sent every Thursday, the weekly *OT* e-newsletter has become a vital method of staying up to date with industry news in a time where each week brings new developments.

A perfect platform for both branding and direct response campaigns, email marketing has proven to be a key growth area for advertisers. E-newsletter sponsorship gives you the opportunity to run advert and logo branding, linking to a URL of your choosing.

Content slots are also available on the e-newsletter which if clicked on will link to the online content of your choosing.

Drive traffic directly through to a web page of your choice, ensuring engagement with your product or service. Advertising in the *OT e-newsletter* is an excellent choice for branding and/or tactical campaigns.



OVER
14,700 recipients

AOP members and *OT* subscribers

42% AVERAGE OPEN RATE



ON AVERAGE FOR 2023

Rate card: **£6,000**

OT **SNAPSHOT**
A curated look at the week in optics

Our top stories this week

Ultra-responsive Gen S lens launched at Transitions Academy
The Gen S is ultra-responsive to light and will utilise HD vision and a newly revamped colour palette to revolutionise the lens category, Transitions said
[Read more](#)

GOC consultation on revised Standards of Practice opens
Steve Brooker, GOC director of regulatory strategy, highlighted the importance of the consultation to ensure the proposed changes are clear, proportionate, and reflect the current context
[Read more](#)

Elsewhere in optics...

What it is like being on AOP Council
OT speaks to four AOP Councillors who will stand down from their positions this year about their highlights on Council and why they would encourage optometrists to put themselves forward
[Read more](#)

CPD: the home stretch
OT explores the remaining steps practitioners need to take in the final year of the CPD cycle – including insight on a new reflective exercise
[Read more](#)

Eyes on 100% Optical
As schedules are finalised and bags are packed ahead of the 10th edition of 100% Optical, *OT* heard the latest on the education programme, exhibitor list, and upcoming launches
[Read more](#)

Postcard from... Vietnam
Optometrist Fiona Buckmaster on her role working as a lecturer at Hanoi Medical University – and the possibilities at the heart of a new profession
[Read more](#)

Patients with ocular syphilis misdiagnosed with macular disease
Clinicians have described two separate cases where the symptoms of ocular syphilis were initially diagnosed as macular disorders
[Read more](#)

Scientists explore the potential of tree bark in preventing contact lens infection
Hydroquinone, an organic compound found in the bark of some trees, could be used as a disinfectant for contact lenses
[Read more](#)

WEBINARS

Running a webinar is your chance to inform the conversation around the biggest issues within the optical sector. We worked with a number of companies in 2023 to help them reach their target audience.

These included a range of one off webinars, as well as those that formed part of our specialised webinar days around specific subjects, such as myopia and OCT.



Average of **799 registrations**
per webinar

Average of **527 attendees**
per webinar



VIDEOS

Work with *OT* to produce a high impacting video campaign, discussing hot-topics within the industry.

This platform will offer you:

- ▶ Positioning as a thought-leader in your field
- ▶ An opportunity to showcase your products/services
- ▶ The chance to put forward a case study
- ▶ Exposure across *OT*'s website and social media channels

This can be promotional or a case study video around a certain product to recruitment campaigns for your company.

ROUNDTABLES

A panel of KOLs or persons of your choosing will meet to develop a consensus on the best practice relating to your product/equipment, with a view to publication.

PODCASTS

Become a sponsor of our The OT Podcast which focuses on supporting the profession by addressing key topics that reflect members' professional interests and needs.

Pricing available on request



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