



Media  
Pack 2012

# About the Association of Optometrists

As the leading professional organisation in the UK for optometrists, with over 10,000 members, the Association of Optometrists (AOP) takes its communications very seriously, promoting and facilitating the highest standards of practise as well as representing the needs and interests of individual optometrists and dispensing opticians. The AOP is the authoritative voice of optometry.

The AOP provides professional advice on commercial, economic, legal and administrative aspects of the profession and industry to its members and the wider community. The AOP represents and promotes the interests of its members in Parliament and to Government and other institutions in the UK and European community. AOP members are some of the most active and engaged eye care professionals in the UK and are made up of principals, assistants, employers and employees in the industry.

The AOP, via *Optometry Today (OT)*, offers many cost effective and leading advertising, sponsorship and marketing opportunities for you to communicate with its audience in print and online. This includes the fortnightly magazine *OT*, supplements, the website, [optometry.co.uk](http://optometry.co.uk), and a variety of e-newsletters.

*OT* has the highest circulation of any optical-related journal in the UK and is sent to all optometrists and dispensing opticians registered with the General Optical Council (GOC), most of who practise in the UK. *OT* also goes out to almost 1,000 overseas subscribers. As an essential read, the journal covers the latest relevant news – political, clinical, industrial or professional – and carries features on topics relating to the sector, including a highly respected clinical section providing CET to its readers who want to continue to practise in the UK. *OT* is the leading UK supplier of CET to optometrists and dispensing opticians.

*OT*'s industry leading website, [optometry.co.uk](http://optometry.co.uk), provides users with access to all print content and much more online. The free to access website provides users with a wealth of original content and information through text, video and audio-based format. The site contains regular video programmes covering recent news, events and features, as well as CET Video modules. The site presents an unrivalled medium for industry companies to target their events, products or job vacancies.

Through the *OT* Media platforms you are reaching the widest audience possible.

Some 87% of the profession are AOP members  
**OT ABC certification of circulation of 19,842**



# Marketing Options with OT Media

OT Media platforms provide you with a variety of ways to promote your product or service; advertise your vacancies; raise your profile and core values through sponsorship; and advertise your events to our readers.

Whatever your requirement or budget, OT Media can offer you a cost effective and responsive solution.

## Why advertise in OT?

- It is the highest circulation optical journal in the UK, 19,842 ABC (Jan 10-Dec 10)
- It keeps readers up-to-date with relevant information be it political, clinical, industrial or professional, so you can be sure that it gets read
- It is a membership benefit tailored to be exactly the kind of publication members of the AOP want to read
- It has highly competitive advertisement rates, with excellent discounts for regular advertisers

The editorial team has a breadth of industry knowledge and aims to entertain, inform and educate their readers.



## Key Statistics\*

91% of participants rated the quality of the content in OT excellent or good

Less than half of participants (48%) receive *Optician*

39% receive no other printed industry related journal

89% knew that OT was the journal of the AOP.

\*OT readership survey 2010

# Display Magazine Advertising Opportunities

## Display

Standard Positions

Full Page	£3,010
Half Page	£1,905
Third Page	£1,565
Quarter Page	£1,150

## Special Positions

Outside Back Cover	£4,050
Inside Back Cover	£3,470
Inside Front Double Page Spread	£7,525
Double Page Spread	£5,420

All advert text must be a minimum of 8 point in size. All advertorials must have 'Advertisement Feature' written at the top of the page (minimum 12 point).

Inserts, belly bands and other creative opportunities are available. For more information on options and rates, call Vanya Palczewski – 020 7878 2347 vanya.palczewski@tenalps.com

## Sponsorship

Many more opportunities are available via sponsorship for a number of OT Media. These include web pages, e-newsletters, supplements and members' handbooks. For more information, call Sunil Singh – 020 7878 2327 sunil.singh@tenalps.com



All rates exclude VAT at the current rate and are eligible for 10% agency commission to recognised agencies. All bookings are made and accepted subject to our standard Terms and Conditions. Terms and Conditions are available on [www.tenalpsmedia.com/terms](http://www.tenalpsmedia.com/terms)  
 \*ABC certified figure 2010 \*\*Figure from Google analytics showing the average number of users who were using the site in 2010



# Job Advertising Opportunities

OT Jobs, catering for all your recruitment needs. If you are looking to recruit or find a new job in the optical sector then look no further. Our media platforms offer everything you will need to find that perfect candidate or job.

## Why advertise your job vacancy with OT?

- OT is mailed to 19,842\* eye care professionals every fortnight
- **Optometry.co.uk** has on average 26,000\*\* users per month
- Online Job page and main homepage placement under 'Featured jobs'
- Geographical map positioning
- Employer profile listing
- Placement on a Job e-newsletter
- Employer CV search
- Company logo inclusion
- Job description and workplace photo inclusion
- Ability to change content as and when required

## OT Job Costs (minimum size is 6x1 scc)

Magazine advertising	£35.30 per single column centimetre (scc)
Upgrade to include online Job listing	£100.00 for 1 month
OT online only Job listing	£250.00 per month
Additional Job listing (booked at the same time)	£40.00 per job per month
Featured Job listing	£500.00 per month
CV database access (min order 3 months)	£400.00 per month
Employer profile listing	£200.00 per month

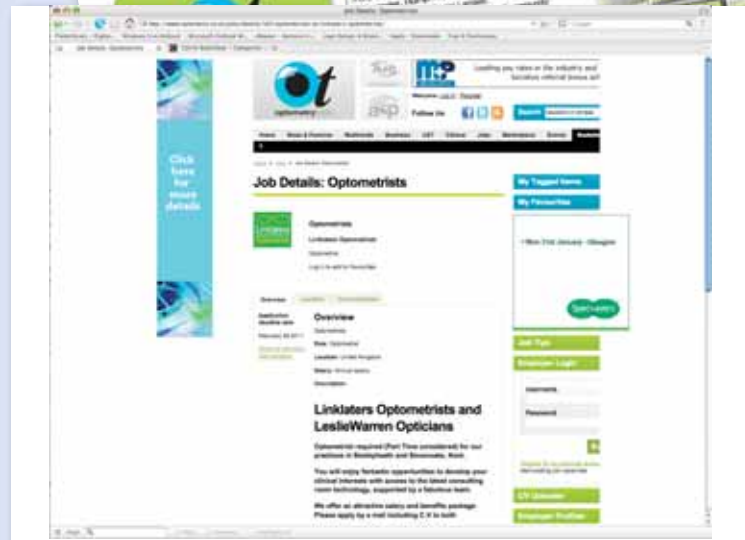
## Column Widths:

1. 29mm	4. 123mm
2. 60mm	5. 155mm
3. 92mm	6. 186mm

All advert text must be a minimum of 8 point in size.

All rates exclude VAT at the current rate and are eligible for 10% agency commission to recognised agencies. All bookings are made and accepted subject to our standard Terms and Conditions. Terms and Conditions are available on [www.tenalpsmedia.com/terms](http://www.tenalpsmedia.com/terms)

\*ABC certified figure 2010 \*\*Figure from Google analytics showing the average number of users who were using the site in 2010



**CLICK HERE** to place your advert or call Vanya Palczewski on 020 7878 2347

# Marketplace Advertising Opportunities

OT Marketplace is a directory for the optical industry both in print and online. OT is the simplest and most cost-effective means of reaching the UK optometry community.

Via **optometry.co.uk** our creative team can produce a streamlined, targeted campaign to fit your needs.

## Why advertise your product with OT?

- **Optometry.co.uk** has on average 26,000\*\* users per month and 40,000 page impressions
- By advertising in print you will reach 19,842\* eye care professionals every fortnight via the OT journal
- Compliment your print advert by uploading your product/s for FREE on our online Marketplace page and for a small annual fee you can have your listing enhanced to include product catalogues and a logo.

## Marketplace Costs (minimum size is 6x1 scc)

Magazine advertising	£26.25 per single column centimetre (scc)
Upgrade to include enhanced listing online	£10.00 for 1 month £75.00 for 12 months
OT online only basic listing	<b>Free</b>
OT online only enhanced listing or for 12 months	£20.00 per month £100.00
Employer profile listing	£200.00 per month

## Column Widths:

1. 35mm	4. 150mm
2. 73mm	5. 186mm
3. 110mm	

All advert text must be a minimum of 8 point in size.

All rates exclude VAT at the current rate and are eligible for 10% agency commission to recognised agencies. All bookings are made and accepted subject to our standard Terms and Conditions. Terms and Conditions are available on [www.tenalpsmedia.com/terms](http://www.tenalpsmedia.com/terms)  
\*ABC certified figure 2010 \*\*Figure from Google analytics showing the average number of users who were using the site in 2010



**CLICK HERE** to place your advert or call  
**Vanya Palczewski on 020 7878 2347**

# More Opportunities Online

## Banner Advertising

There are banner opportunities available throughout the OT website which can be used to communicate a product or brand message and link to a company website.

**Cost: £1,200 per month**

## Skyscraper Advertising

The OT skyscraper position offers a unique creative opportunity and is a prime position on our Marketplace or Jobs landing pages.

**Cost: £1,400 per month**

## MPU Advertising

MPU space is one of our most popular positions as they sit within the site content rather than around the edge.

**Cost: £1,800 per month**

## Page Button Advertising

Page buttons are ideal for those with smaller marketing budgets but with good creatives these ads can make a big impact, especially on the Marketplace and Jobs pages.

**Cost: £1,000 per month**

## Pre-roll Including Video Production

10 second pre-roll + end credit or interstitial £700.00 per video  
Each additional video (booked at the same time) £100.00 per month.

## Pre-roll and Own Video Supplied

10 second pre-roll + end credit or interstitial £400.00 per video  
Each additional video (booked at the same time) £100.00 per month.

All rates exclude VAT at the current rate and are eligible for 10% agency commission to recognised agencies. All bookings are made and accepted subject to our standard Terms and Conditions. Terms and Conditions are available on [www.tenalpsmedia.com/terms](http://www.tenalpsmedia.com/terms) \*ABC certified figure 2010 \*\*Figure from Google analytics showing the average number of users who were using the site in 2010

## Technical Data

### Skyscraper technical data

- 120 x 600 pixels
- Gif, jpeg, SWF or rich
- Max file size 30k
- Ad can be animated



### Banner technical data

- 468 x 60 pixels
- Gif, jpeg, SWF or rich media
- Max file size 15k
- Ad can be animated

### MPU technical data

- 250 x 250 pixels
- Gif, jpeg, SWF or rich media
- Max file size 15k
- Ad can be animated

Please call the team to place your advert or to find out more:

Display Advertising call Vanya Palczewski on 020 7878 2347; Marketplace or Jobs advertising call Vanya Palczewski on 020 7878 2313; Sponsorship and CET opportunities call Sunil Singh on 020 7878 2327.

# Technical Data

## Full Page

Trim 297 x 210mm

Bleed 303mm x 216mm

Type Area 280 x 186mm



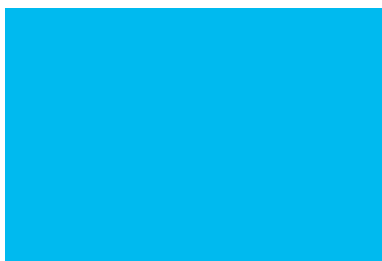
## Double Page Spread

Trim 297 x 420mm

Bleed 303 x 426mm

(allow 20mm in  
central gutter)

Type Area 280 x 372mm



## Half Page

Vertical 280 x 90mm

Horizontal 130 x 186mm



## Third Page

Vertical 280 x 60mm

Horizontal 83 x 186mm



## Quarter Page

Vertical 130 x 90mm

Horizontal 65 x 186mm



## Magazine and Online Advertising

Vanya Palczewski – 020 7878 2347  
vanya.palczewski@tenalps.com

## Jobs and Marketplace

Vanya Palczewski – 020 7878 2347  
vanya.palczewski@tenalps.com

## Sponsorship and CET

Sunil Singh – 020 7878 2327  
sunil.singh@tenalps.com

Ten Alps Media  
ONE New Oxford Street  
High Holborn  
London  
WC1A 1NU

All rates exclude VAT at the current rate and are eligible for 10% agency commission to recognised agencies. All bookings are made and accepted subject to our standard Terms and Conditions. Terms and Conditions are available on [www.tenalpsmedia.com/terms](http://www.tenalpsmedia.com/terms)  
\*ABC certified figure 2010 \*\*Figure from Google analytics showing the average number of users who were using the site in 2010