



DISPENSING OPTICS

media
information
2025

JOURNAL | ONLINE

DELIVERING NEWS, INFORMATION
AND EDUCATION TO THE PROFESSION

As the professional journal of the Association of British Dispensing Opticians (ABDO), *Dispensing Optics* (DO) supports ABDO members at every stage of their career – from student to fully qualified dispensing optician (DO), contact lens optician (CLO) and beyond.

Published in print – with a companion presence in *DO Online* – *Dispensing Optics* delivers news, information and education relevant to members' everyday practice life.

As well as providing distance-learning continuing professional development (CPD) for DOs, CLOs and optometrists, the journal publishes news, business, marketing and product features to support the whole practice team – including optical assistants.

VALUED RESOURCE FOR MEMBERS

In a consultation with ABDO members undertaken in May 2024, which included an online survey and telephone interviews, more than 80 per cent of respondents said *Dispensing Optics* was their most useful membership benefit after CPD and training.

The majority of respondents (76 per cent) read the hard copy of the journal they received in the post, with 14 per cent either reading *DO Online* or the Issuu/PDF version they received by email*.

2025

media information

Dispensing Optics is a highly valued resource and benefit for ABDO members**

- 86% read every/most issues
- 87% regard the journal as excellent/above average
- 40% are interested in editorial about industry events/products/services
- 49% are interested in adverts about industry events/products/services
- 62% have taken action after reading an advert in *Dispensing Optics*

AVERAGE MONTHLY CIRCULATION
6,537 COPIES‡

REDUCING OUR CARBON FOOTPRINT

In January 2024, *DO* commenced a new x10 per year publication schedule – with combined July/August and November/December issues – to help the Association reduce its carbon footprint. The journal covers are printed on recyclable gloss paper, and the journal is packaged and posted to members in recyclable paper; this makes it 100 per cent recyclable.

Some 18 per cent of ABDO members now opt to read *DO* online only – an option introduced in July 2021 to support ABDO's sustainability goals. Members can read *DO* journal online as a downloadable PDF as well as a 'flip-through' on the e-publishing platform Issuu. Members receive an Issuu link as each publication goes live in their monthly *DO* e-news with links to news, features and CPD.

MULTI-PLATFORM PRESENCE

With its own section on the ABDO website, *DO Online* is the digital companion to *DO* journal – with news, features, a jobs vacancies section and banner advertising opportunities.

Tablet and mobile friendly, *DO Online* is consistently in the top 10 posts/page views for the entire ABDO website. From October 2023 to October 2024, the *DO Online* news pages notched up **59,896 page views** – up 17 per cent on the previous year.

Offering complimentary Bronze adverts to ABDO members, the *DO Online* jobs vacancies section had **17,531 page views** from October 2023 to October 2024.

DO Online also links in to ABDO's social media channels – providing links to news and features.

ONLINE ENGAGEMENT

From October 2023 to October 2024, *DO*'s online engagement rate rose by **+3.2 per cent** – with a **5.7 per cent increase** in followers.

 *DO Online X*: **3,291 followers** (October 2024)

 *DO Online Instagram*: **687 followers** (October 2024)

"DO Online is very useful for assignments and just to keep up-to-date with dispensing in general..."

*ABDO student member**



CONTENTS AT A GLANCE

- 10x distance-learning CPD articles per year
- Regular In Practice features
- Marketing and business insights
- Product Spotlight
- Profession and industry news
- Meeting and conference previews and reports
- Opinion pieces and interviews
- Sponsored features

Industry partners VOTING WITH THEIR FEET

Between 2020 and 2024, advertising spend across both *Dispensing Optics journal* and *DO Online* increased by a staggering **56%**

By advertising in *DO* journal and on *DO Online*, your company is building trust and loyalty to ABDO members: professionals making everyday decisions on what products and technology to offer their patients. You also reach the next generation of optical professional through ABDO's large student membership.

With bespoke marketing and advertising packages available, linking print advertising and editorial with online content and social media packages, *DO* and *DO Online* raises the profile of your company's products and services.

ADVERTISING IN DO JOURNAL

Dispensing Optics journal offers a full range of advert placement sizes, alongside sponsorship/promotional feature opportunities.

FRONT COVERS

Designing the front cover will need careful consideration as the position of the masthead will determine which images or layout will be most effective. A template is supplied.

ADVERTORIALS

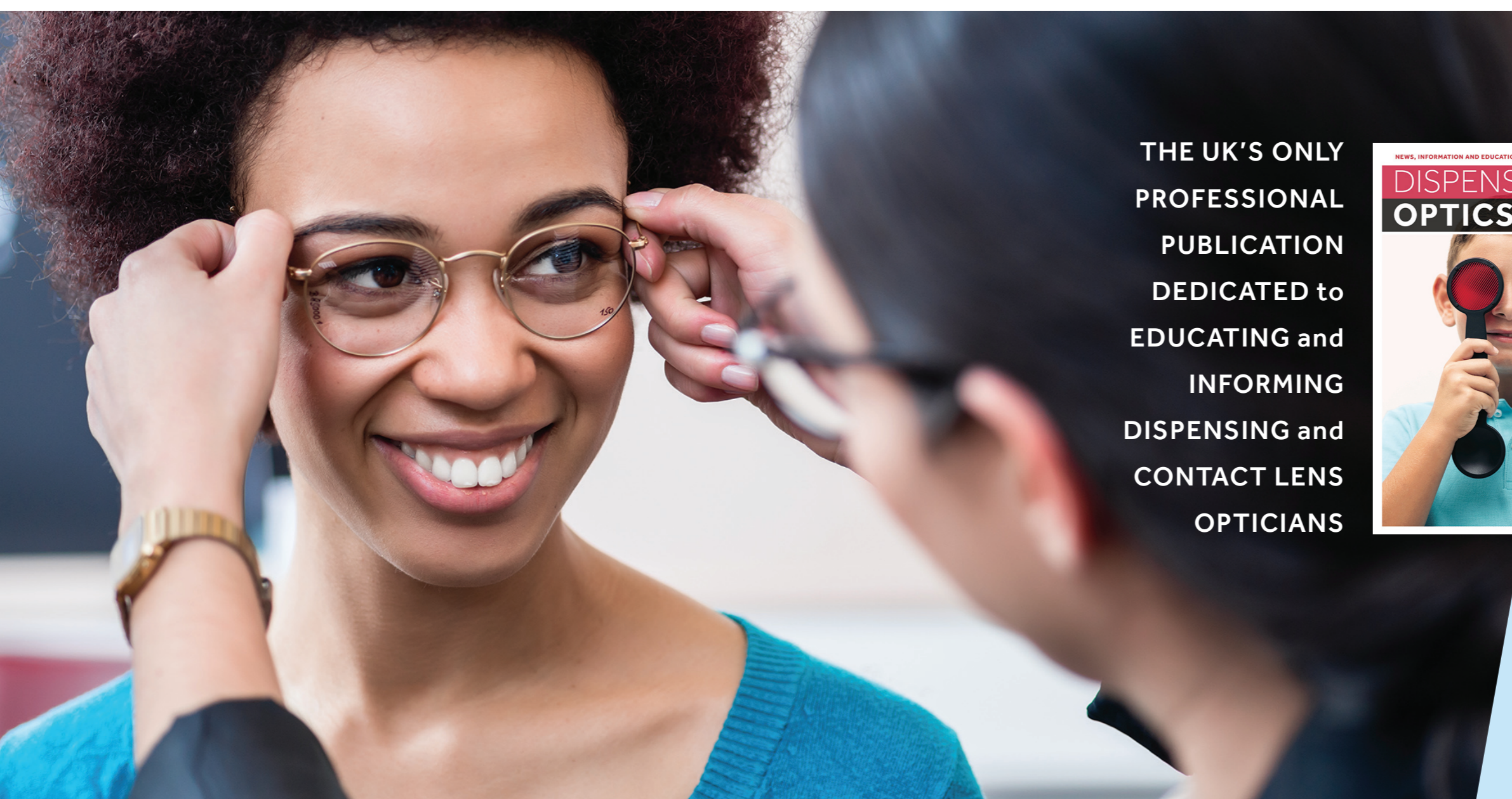
Advertorials start at £2,000 (plus VAT) for a double-page spread with full artwork supplied. Prices are quoted on application for advertorials designed in-house.

BOX ADVERTS

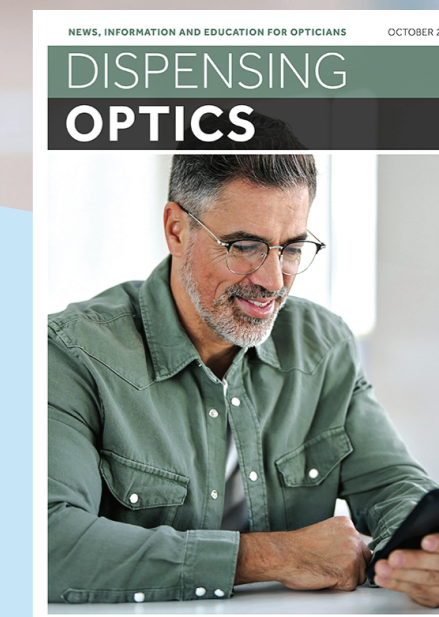
Box adverts can be booked for the *DO* Notices page, designed in-house or with artwork supplied. POA. Email ncollinson@abdo.org.uk

LOOSE INSERTS

Prices are provided on receipt of insert size, weight and distribution information. Inserts can be supplied as digital artwork for in-house printing or ready printed. Email ncollinson@abdo.org.uk



THE UK'S ONLY
PROFESSIONAL
PUBLICATION
DEDICATED to
EDUCATING and
INFORMING
DISPENSING and
CONTACT LENS
OPTICIANS



DO JOURNAL ADVERTISING RATES

DO Journal offers a range of extremely competitive advertising opportunities. Our rates for 2025 are as follows:

SIZE	ONE INSERTION	FIVE INSERTIONS 10% DISCOUNT	TEN INSERTIONS 20% DISCOUNT
Front cover (gloss)	£3,090	£2,781	N/A
Other cover pages (gloss)	£2,266	£2,040	£1,813
Double page spread	£2,987	£2,688	£2,390
Full page	£1,700	£1,530	£1,360
Half page	£1,082	£974	£890
Third page	£876	£788	£700
Quarter page	£541	£487	£433

NB: All prices are per insertion and subject to VAT. Agency commission may be available.

ADVERTISING TECHNICAL SPECIFICATIONS

SIZE	TYPE	BLEED	TRIM
Double page spread	x	303 x 426 mm	297 x 420 mm
Full page	280 x 185mm	303 x 216 mm	297 x 210 mm
Half page <i>Vertical</i>	270 x 90 mm	303 x 98 mm	297 x 95 mm
Half page <i>Horizontal</i>	130 x 185 mm	143 x 216 mm	140 x 210 mm
Third page <i>Vertical</i>	280 x 64 mm	303 x 77 mm	297 x 74 mm
Third page <i>Horizontal</i>	90 x 185 mm	103 x 216 mm	100 x 210 mm
Quarter page <i>Strip</i>	65 x 185 mm	78 x 216 mm	75 x 210 mm
Quarter page <i>Box</i>	130 x 90 mm	x	x
Notice Box Ads	<i>On request</i>	x	x

CPD ARTICLE SPONSORSHIP IN DO JOURNAL

For CPD article sponsorship in DO journal, the following Gold, Silver and Bronze packages are available.



PACKAGE	GOLD £5,000*	SILVER £3,000*	BRONZE £1,500*
'Sponsored by' company logo on title page	✓	✓	✓
Supporting statement box on final page (max 150 words)	✓	✓	✓
Company logo on all subsequent pages	✓	✓	✗
Half page advert in journal	✗	✓	✗
Full page advert in journal	✓	✗	✗
One-month leaderboard on DO Online	✓	✗	✗
One-month mid-page banner on DO Online	✗	✓	✗
One-month call to action (CTA) box on DO Online	✗	✗	✓
One social media package	✓	✓	✓

* All prices subject to VAT.

To discuss CPD sponsorship opportunities, email ncollinson@abdo.org.uk
Companies wishing to submit CPD articles for consideration should email abdocpd@abdo.org.uk



BESPOKE PACKAGES

If you have a set budget in mind, whether it be £5k, £10k or £20k, we will work with you to provide a truly bespoke package – combining DO journal, DO Online, social media packages and sponsored DO e-newsletters. We can link your activity in with trade and consumer campaigns you will be running through the year, and any related editorials.

Email ncollinson@abdo.org.uk to arrange an informal discussion.

ARTWORK SPECIFICATIONS

Artwork can be supplied in these formats:

- A high resolution (press-ready) PDF with fonts embedded (please ensure that images are made CMYK in artwork prior to post-scripting)
- A collected Quark XPress file (with fonts outlined or supplied)
- A jpeg to be 300ppi at the size it is to appear

Dispensing Optics is created using Quark XPress, Photoshop and Illustrator. We have access to other software, so please contact us if you are concerned about your output.

Offering three advertisement placements at highly competitive rates, as well as the chance to feature on the masthead banner in conjunction with front cover advertising bookings, *DO Online* provides a cost-effective way to promote your business, services and products with your target audience. You can also book sponsored content in the features and news sections of *DO Online*.

PERSONAL TOUCH

Bespoke print and online packages are available, designed to suit your specific needs and budget. Simply email ncollinson@abdo.org.uk with what you have in mind.

MASTHEAD BANNER

Image size - 2000 x 859 pixels. This position is reserved for *DO* journal front cover advertisers or by invitation.

SPONSORED CONTENT

Sponsored content is welcome on *DO Online*. Cost depends on length. POA.

JOB VACANCIES

Post your situations vacant direct with *DO Online*. A basic advert is free of charge for ABDO members, and £200 per month for non-members, with further promotional packages available.

ADVERTISING TECHNICAL SPECIFICATIONS

TYPE	DIMENSIONS (width x height)	MAX SIZE
1. Leaderboard Banner	1733 x 212 pixels	500kb
2. Mid-Page Half Banners	581 x 212 pixels	500kb
3. Call to Action Blocks	535 x 377 pixels	500kb

1. LEADERBOARD BANNER	1733 X 212 PIXELS
2. MID-PAGE HALF BANNER	581 X 212 PIXELS
3. CTA BLOCK	535 X 377 PIXELS

DO ONLINE ADVERTISING RATES (prices subject to VAT)

BANNER POSITION	ONE MONTH	THREE MONTHS	SIX MONTHS	TWELVE MONTHS
1. Leaderboard	£824	£2,060	£3,605	£7,210
2. Half Banner	£412	£1,030	£1,770	£3,605
3. CTA Block	£361	£824	£1,545	£2,884

FILE FORMAT

Please supply digital files in either one of these formats - GIF, PNG or JPG. Do not forget to send the click through URL and any third party tags.

FILE SUPPLY

Please email digital files to csmith@abdo.org.uk



SOCIAL MEDIA MARKETING PACKAGES

Connect with your audience with one of our social media packages.

PACKAGE 1 - £515

One Tweet (*DO* account), one Facebook post (*ABDO* account), one Instagram post (*DO* account) + one LinkedIn post (*ABDO* account)

PACKAGE 2 - £1,030

One sponsored footer *DO* e-news email (one image + 150 words)

PACKAGE 3 - £3,575

Four sponsored footer emails (*as above*)

PACKAGE 4 - £6,180

One email takeover to *ABDO* members

NB: All prices are subject to VAT.

Each issue of *DO* journal is packed with relevant and informative editorial content, from CPD articles to reports from the latest optical events in the UK and overseas. *DO Online* provides additional opportunities to regularly share professional and industry news and features.

PRODUCT SPOTLIGHT

In every issue of *DO* journal, we put a spotlight on the latest products in a full range of relevant categories including:

- Frames and sunglasses
- Children's eyewear
- Ophthalmic lenses
- Sports eyewear
- Contact lenses and aftercare
- Dry eye management
- Practice management software

For a chance to appear in Product Spotlight, supply 200 words maximum plus one high resolution image.

Email ncollinson@abdo.org.uk



FOCUS THEMES FOR 2025

- MYOPIA MANAGEMENT
- PAEDIATRIC DISPENSING
- LOW VISION PRACTICE
- DRY EYE MANAGEMENT
- TECHNOLOGY ADVANCES
- CONTACT LENS TECHNOLOGY
- EXTENDED SERVICES
- SUSTAINABILITY
- BUSINESS DEVELOPMENT
- STAFF TRAINING AND MANAGEMENT
- CAREER DEVELOPMENT

Email enquiries to the editor at ncollinson@abdo.org.uk

For *DO* journal, please note the deadlines provided in the publication schedule.

JOURNAL PUBLICATION DATES AND DEADLINES

	JAN	FEB	MAR	APR	MAY	JUNE	JULY / AUG	SEPT	OCT	NOV / DEC
DISPLAY ADVERT BOOKING DEADLINE	22 NOV	27 DEC	24 JAN	21 FEB	28 MAR	25 APR	23 MAY	25 JULY	22 AUG	26 SEPT
EDITORIAL COPY DEADLINE	25 NOV	30 DEC	27 JAN	24 FEB	31 MAR	28 APR	26 MAY	28 JULY	25 AUG	29 SEPT
DISPLAY ARTWORK COPY DEADLINE	29 NOV	3 JAN	31 JAN	28 FEB	4 APR	2 MAY	30 MAY	1 AUG	29 AUG	3 OCT
DIGITAL PUBLICATION DATE	1 JAN	1 FEB	1 MAR	1 APR	1 MAY	1 JUNE	1 JULY	1 SEPT	1 OCT	1 NOV
PRINTED PUBLICATION DATE	2 JAN	1 FEB	1 MAR	2 APR	1 MAY	2 JUNE	1 JULY	1 SEPT	1 OCT	1 NOV



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ABOUT ABDO

ABDO aims to support and represent members, promote awareness of their roles, enable their professional development and advance the profession as a whole.

Read more about the structure of the Association, and its strategic aims and objectives, on the ABDO website - www.abdo.org.uk

ABDO has a total of 8,050 members worldwide – including 1,436 student members (October 2024).

