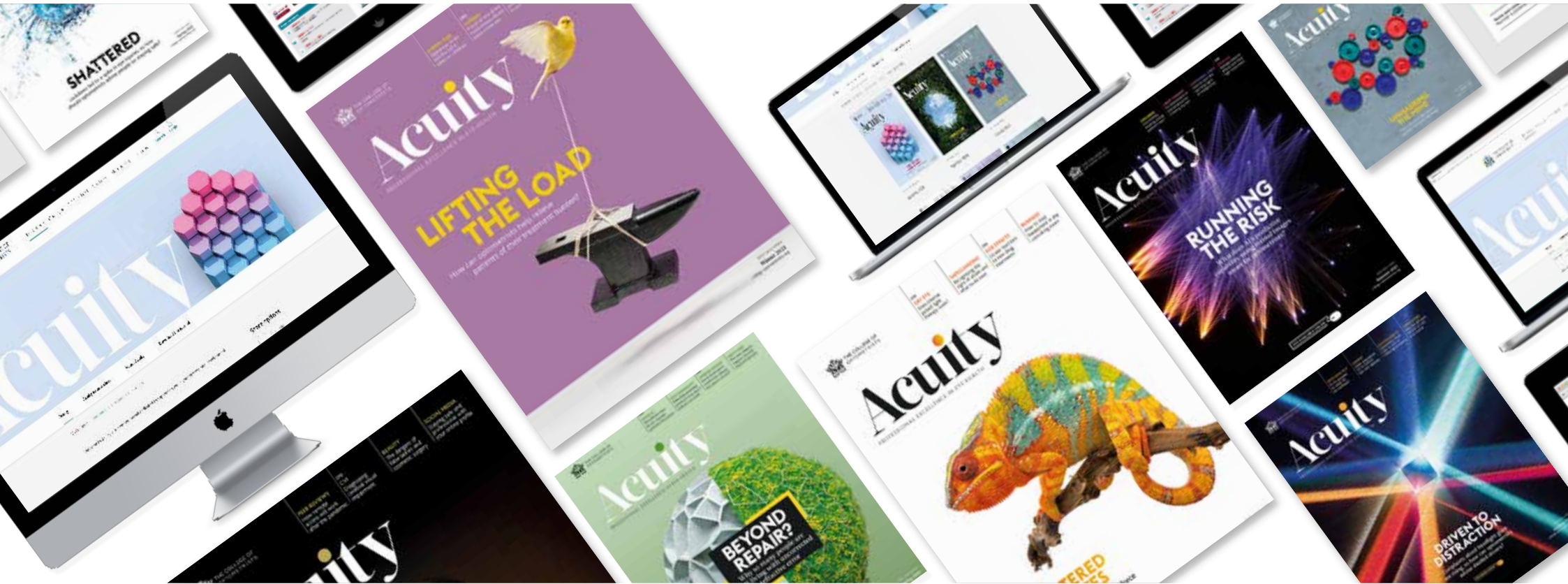


Acuity

WITH OVER **11,250** COLLEGE MEMBERS RECEIVING THE PRINT JOURNAL QUARTERLY AND A TOTAL DIGITAL AUDIENCE OF OVER **13,500** PER MONTH, *ACUITY* OFFERS TARGETED ACCESS TO A LARGE AUDIENCE OF PROFESSIONAL OPTOMETRISTS.



MEDIA INFORMATION 2024



THE COLLEGE OF
OPTOMETRISTS

redactive

Tel: +44 (0) 20 7880 6243 Email: advertising@acuityjournal.co.uk



Acuity is the official journal of the College of Optometrists

The College is the professional body for optometrists. It qualifies the profession and delivers guidance and training to ensure optometrists provide the best possible care.

With over **11,250** College members receiving the print journal quarterly and a total digital audience of over **13,500*** per month, *Acuity* offers targeted access to a large audience of professional optometrists.

What's more, our valuable audience is made up of highly qualified individuals and decision makers working in senior roles across a wide range of large multiples and independents. These professionals carry genuine influence and spending power.



95%

of members want to continue to learn and develop new skills throughout their careers



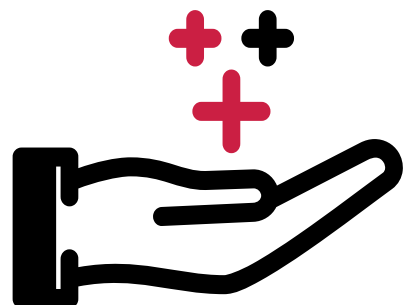
98%

of members rate the journal as an important benefit of College membership



40%

of practising members and...



98%

rate clinical advice as important



60%

of future optometrists have an ambition to own their own practice and will therefore require a broad range of goods and services

MEMBER PROFILE

- *Acuity* is sent to all UK-based College members comprising:
- Optometrists working in high street practice (independents and multiples) and hospitals
- Locums
- Key profession stakeholders

PURCHASING POWER

Acuity is the essential read for optometrists. This means that your partnership with us will land in the hands of those with purchasing power.

Advertising within these pages will ensure that your brand and proposition are recognised and understood by the optometry community.

It's the sure-fire media partner to get your organisation noticed by the movers and shakers.

The influencers and decision-makers who control how and with whom budgets are spent.

You'll attract the attention of a highly targeted audience that can truly make a difference.

Inserts & Creative Add Ons

Grams	CPT
Up to 10	£125
11-20	£130
21-30	£135
31-40	£140
41-50	£145
51-60	£155
61-70	£165
71-80	£180
81-90	£195
91-100	£220

Bound inserts +10% Cover mount inserts +30%
Please note all insert bookings are provisional until a hard copy sample has been seen and approved by Redactive
Belly bands, creative inserts and spreadmarkers POA

Advertising rates

Size and position	Price
Double page spread (DPS)	£3,900
Full Page	£2,560
Half page	£1,735
Cover position	+ 10%
Advertorial	+ 40%

Series discounts

No. of issues	Discount
2 issues:	10% discount
4 issues:	20% discount

In order to be eligible for the series booking discounts, advertisements must be booked in advance and cannot be subsequently cancelled.



Advertising dates

	Winter 2024	Spring 2024	Summer 2024	Autumn 2024	Winter 2025
Booking deadline	Fri-22-Dec	Thu-28-Mar	Mon-1-Jul	Mon-30-Sep	Tue-24-Dec
Publication date	Thu-1-Feb	Fri-3-May	Fri-2-Aug	Fri-1-Nov	Mon-3-Feb

E-NEWSLETTER

Sent out monthly, the e-newsletter has over **13,500** subscribers with a 47% open rate and directs traffic to your website or hosted content on the **Acuity** website. The newsletter is the digital edition of the journal, featuring exclusive online content.



RATE

Type	Size/package	Price
Sponsored content	35 words and logo	£1,155
MPU	300 x 250	£920

WEBSITE CONTENT

The **Acuity** content channel on the College website attracts over **56,000** users per month. Including your content here puts you in front of professional members who are actively engaging with CPD and CET content.



RATE - 1 MONTH TENANCY

Type	Size	Price (p/m)
Sponsored content	Article and image/s included within Acuity content channel on the College website	From £1,155

As part of a new service, *Acuity* now offers consultative content solutions to deliver specific messages directly to your audience.

We can help open a dialogue between your organisation and the engaged member readership. From thought leadership, to infographics, surveys, video and case studies, we are positioned to create the most effective assets for your needs, utilising our resources at *Acuity*.

Our dedicated teams are able to advise and create targeted multichannel strategies based on your objectives, aligning you with the credibility and authority of the voice of *Acuity*.

Why content?

Our readers (your audience) are B2B purchasers. One of the most effective ways to influence is to educate and inform; content is a powerful vessel to do this. Content-led marketing gives an authoritative voice to an organisation, and we can give you access to the most receptive and high quality audience to hear it.

Acuity reach:

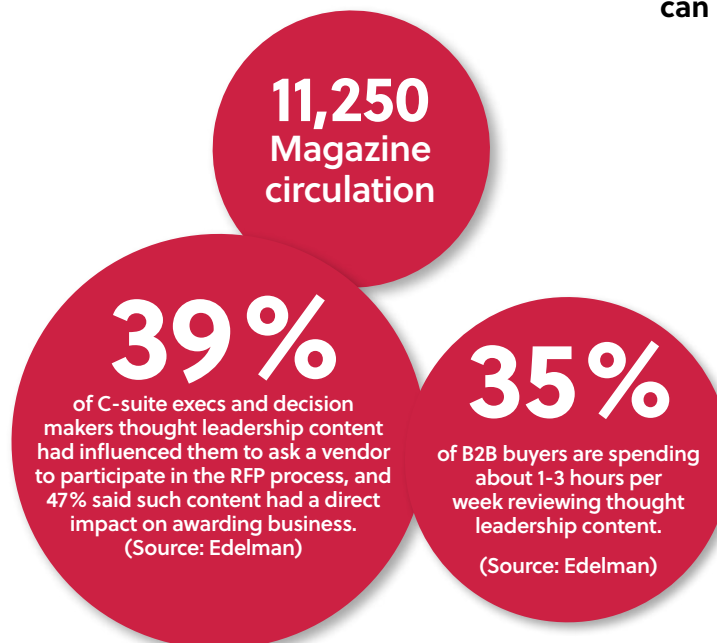
Print – 11,250 readers

Digital – 13,500 audience

Some of our content solutions:

- Webinars
- Sponsorship of 'Eye Pod' podcast
- Digital Supplements
- Sponsored Surveys

Please contact us to discuss how *Acuity* can help you with a content strategy.



SUPPLYING ARTWORK

Acuity operates a digital workflow system and so prefers to receive artwork as a Pass4Press PDF via email to rachel.young@redactive.co.uk, or via <https://filetransfer.redactive.co.uk/filedrop/rachelyoung>

Colours should be saved as CMYK with fonts and hi-resolution images embedded.

We are able to accept some other formats with prior agreement with **Rachel Young** (+44 (0) 20 7880 6209).

Word or PowerPoint files are NOT acceptable as artwork.

Digital data

File Types Accepted

Digital display/images: JPEG, PNG, GIF

Sponsored email: HTML (to be replicated), Word Doc

Digital copy contact: advertising@acuityjournal.co.uk



DATES

ISSUE	BOOKING DEADLINE	PUBLISHED
Winter 2024	Fri-22-Dec	Thu-1-Feb
Spring 2024	Thu-28-Mar	Fri-3-May
Summer 2024	Mon-1-Jul	Fri-2-Aug
Autumn 2024	Mon-30-Sep	Fri-1-Nov
Winter 2025	Tue-24-Dec	Mon-3-Feb

SPECIFICATIONS

DOUBLE PAGE SPREAD (H X W)
Type - 246mm x 400mm
Trim - 270mm x 420mm
Bleed - 276mm x 426mm

HALF PAGE
H: 120mm x 190mm
V: 246mm x 92mm

FULL PAGE (H X W)
Type - 246mm x 190mm
Trim - 270mm x 210mm
Bleed - 276mm x 216mm

QUARTER PAGE (H X W)
H: 57mm x 190mm
V: 120mm x 92mm