

E-newsletter

▶ E-newsletter content

Optician Direct has been designed to keep business professionals updated with industry news and hot topics written by award winning journalists.

Optician Direct offers you a unique platform to generate high quality sales leads, drive traffic to your website and raise your brand awareness.

▶ Market reach and frequency

Circulation: 4,885 (Publishers Statement Q1 2012)

Frequency: Fortnightly (Monday)

Target audience: Optician Direct is delivered to a targeted audience of 4,885 opted-in subscribers. We send to an active only database, resulting in market leading open and click through rates. In return this helps to raise your profile and generate new quality sales leads for your business.

▶ Our recent research shows:

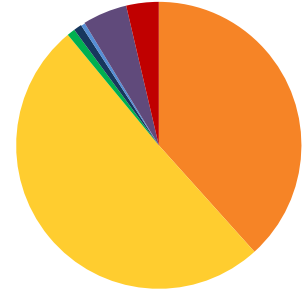
- 50% of respondents are managerial level or above and spend an average of 9 minutes reading the E-newsletters
- 69% of Optician E-newsletter subscribers have clicked on E-newsletter advertising

(Based on 289 respondents)

▶ Optician Direct

Job Function Demographic Breakdown

- Optometrist
- Dispensing Optician
- Optician
- Contact Lens Optician
- Manager
- Ophthalmic Optician
- Director/Proprietor



Sample Size : 219



E-newsletter

Advertising opportunities

Ad unit	Size	£ per insertion
Top Banner	(468 x 60px)	700
Skyscraper	(120 x 600px)	600
Supplier News	See below	149
Advertorial	See below	750
Mid Banners	(468 x 60px)	400
MPU	(300 x 250px)	400
Solus		1,650

Advertisement Design / Campaign Optimisation = £250

Advertising opportunities

Advertisements and/or copy must be submitted to enewsletters.copy@rbi.co.uk at least five business days before scheduled sponsorship

- GIF, animated GIF and JPEG images are accepted. Flash and rich media files are not accepted
- File size should not exceed 40k
- All advertisements should be accompanied by a text equivalent in order to be seen by all subscribers (maximum 200 characters)
- Supplier News: Text only 8 word link (each E-newsletter will carry 3 supplier news links)
- Advertorial: Text only profiles: up to 8 words in the headline, 50 words in the body text and an 8 word link to your website (each E-newsletter will carry only 1 advertorial slot)

Optician

Top Banner 468 x 60px

Story of the week:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam ac eros nec neque vehicula gravida. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Fusce sit amet libero non nunc tempus pellentesque at eget erat. Quisque nunc lorem, vestibulum vel condimentum sit amet, fermentum sed nisi.

The latest news:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam ac eros nec neque vehicula gravida. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Fusce sit amet libero non nunc tempus pellentesque at eget erat. Quisque nunc lorem, vestibulum vel condimentum sit amet, fermentum sed nisi. Class aptent taciti sociosqu ad litora torquent per conubia.

Advertorial

Top news:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam ac eros nec neque vehicula gravida. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Fusce sit amet libero non nunc tempus pellentesque at eget erat. Quisque nunc lorem, vestibulum vel condimentum sit amet, fermentum sed nisi. Class aptent taciti sociosqu ad litora torquent per conubia.

Mid Banner 468 x 60px

MPU 300 x 250px

Events:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam ac eros nec neque vehicula gravida. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Fusce sit amet

Sky
120 x
600px

Supplier
News
8 word link