

Product Update

Product Update content

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

Optician Product Update 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: 4,651 (Publishers Statement Q1 2012)

Frequency: Weekly (Friday)

Target audience: Optician Product Update is delivered to a targeted audience of 4,651 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:

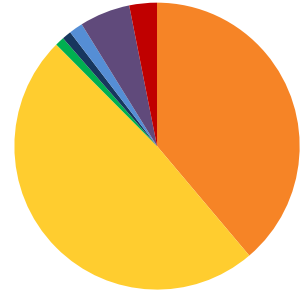
- 50% of respondents are managerial level or above and spend an average of 9 minutes reading the E-newsletters
- 69% of Optician E-newsletter subscribers have clicked on E-newsletter advertising

(Based on 289 respondents)

Optician Product Update

Job Function Demographic Breakdown

- Optometrist
- Dispensing Optician
- Optician
- Contact Lens Optician
- Optical Trade
- Ophthalmic Optician
- Director/Proprietor



Sample Size: 193



Product Update

Advertising opportunities

Bespoke Email & Subject line

- Get maximum impact from your advertising
- Deliver your targeted message in a standalone email
- Align yourself with our market leading brand

Ad unit	£
Bespoke Email	2,250

Advertising delivery requirements

Bespoke Product Update

Clients providing HTML:

- Max width 600 pixels. The height of the copy should not exceed 1000 pixels
- HTML code in a <table> tag structure Please avoid <div> tags
- Copy should consist of both images and text. We will not accept copy consisting of just one large graphic, or copy made entirely of images, due to image blockers / spam filters

Clients unable to provide a HTML file:

- Max 200 words of text, plus headline and link(s) in a word doc
- Header image / banner, max 600 pixels wide
- 1 additional body image, max 200 pixels wide
- If needed, Footer image / banner, max 600 pixels wide

Please note: Flash and Rich Media files will not display on emails, all images need to be in a GIF or JPEG format, (max file size 40k)

Example of Bespoke Email

Optician Product Update



CooperVision

Aim higher

Our industry is constantly evolving - innovative new products that meet complex vision correction needs are coming to market.

A CooperVision Course is your opportunity to learn from highly experienced clinicians and discover the latest product, clinical and business developments. This vibrant workforce with a strong emphasis on multifocal fitting will also enable you to increase your expertise and earn up to 5 CBT points - CooperVision eye.

Reserve your place today:

20th September - Glasgow	18th October - Leicester
21st September - Edinburgh	19th October - Southampton
22nd September - Newcastle	20th October - Brighton
27th September - Birmingham	25th October - Cambridge
28th September - Preston	26th October - Norwich
29th September - Sheffield	1st November - Bristol
6th October - London	2nd November - Cardiff

To find out more and reserve your place, please visit www.cooper-vision-courses.co.uk or call 0845 519 3831.



Events

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Product Update

Advertising opportunities

Ad unit		£ per insertion
Slot 1		850
Slot 2		750
Slot 3		550
Slot 4		400
Top Banner	(468 x 60px)	650
Skyscraper	(120 x 600px)	650

Advertisement Design / Campaign Optimisation = £250

Advertising delivery requirements

Standard Product Update slots

Clients should provide:

- 100 words of text, plus a headline approx 50 characters, link(s) to relevant landing page, one image in GIF or JPEG format, approx 150 x 150 pixels and / or one banner image in a GIF or JPEG format at 468 x 60 pixels
- A skyscraper slot (120 x 600 pixels) is also available

Optician
Product Update

Top Banner 468 x 60px

Slot 1

Slot 2

Slot 3

Slot 4

In this issue:
Advertiser 1 headline
Advertiser 2 headline
Advertiser 3 headline
Advertiser 4 headline

The latest news:
Headline 1
Headline 2
Headline 3

Sky
 120 x
 600px