MEDIA INFORMATION
Advertising solutions for suppliers to optometrists
Acuity is the new journal of the College of Optometrists.

The College is the professional body for optometry. It qualifies the profession and delivers the guidance and training to ensure optometrists provide the best possible care. Its new journal is designed to enable the College to support the professional development of members by providing them with content that helps them to serve their patients well and therefore contribute to the wellbeing of local communities.

KEY ACUITY FACTS

- Quarterly frequency with the first issue published in mid-2018
- High quality production values – each issue 52 pages perfect bound – providing a perfect environment for discerning optometry suppliers
- Mailed individually to the home addresses of each College member – circa 13,000 circulation

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

95% of members want to continue to learn and develop new skills throughout their career

98% rate clinical advice as important

95% of members rate a journal as an important benefit of College membership

40% of practising members and 60% of future optometrists have an ambition to own their own practice and will therefore require a broad range of goods and services

According to research conducted by ComRes (sample over 3,500 College members and other optometrists)

CONTACT US NOW AT: +44 (0) 20 7880 6231 | acuity@redactive.co.uk
ADVERTISING RATES

As well as offering a premium environment for optometry supplier advertising, Acuity offers the most cost-effective access to UK optometrists with cost per thousand per page of advertising of just £150.

**SIZE** | **RATE**
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Double page spread (DPS) | £3,500
Full Page | £1,950
Half page | £1,100
Cover position | + 10%
Advertorial | + 40%

**ISSUE** | **DATE**
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Summer 2018 (launch issue) | 13 July 2018
Winter 2018-19 | 30 November 2018

(cpt - cost per thousand)

**Inserts & Creative Add Ons:**

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<thead>
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<th>Up to 10</th>
<th>11-20</th>
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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

To discuss your promotional requirements or book your advertisement, please contact:

Redactive Media Group

+44 (0) 20 7880 6231

acuity@redactive.co.uk

Acuity is published on behalf of the College of Optometrists by Redactive Publishing Limited, part of Redactive Media Group.