

# Optical Prism

THE MAGAZINE FOR EYECARE PROFESSIONALS



MEDIA KIT

# Serving Canada's Eyecare Professionals for 38 years

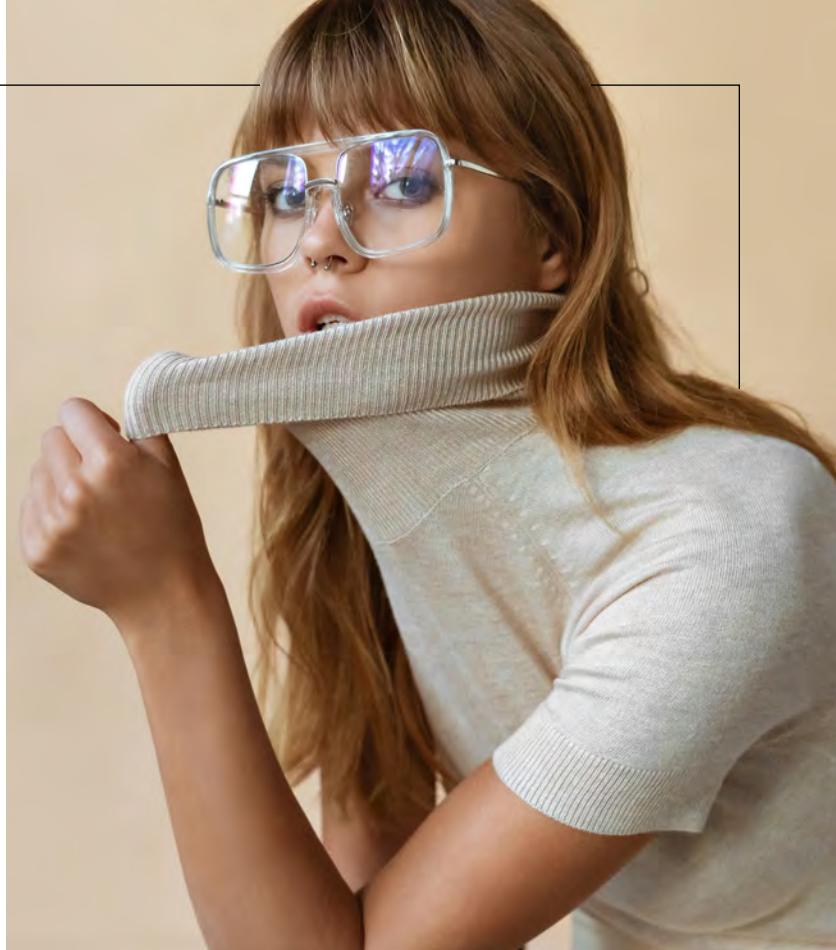
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## THE PRINT MAGAZINE - OPTICAL PRISM

Today's highly-educated and busy practitioners are looking for comprehensive, up-to-date articles that will assist them in the day-to-day running of their businesses. The primary source of industry information for Opticians, Optometrists and Ophthalmologists, the magazine has been serving optical professionals for 38 years.

Professionals turn to *Optical Prism* for its thorough and insightful coverage of articles on practice management, eye health, marketing and merchandising. New products and developments within the industry are covered in each issue and clinical material relating to lenses and contact lenses are also featured.

Published in print 8 times a year, *Optical Prism* continues to prove itself as the magazine for eyecare professionals.



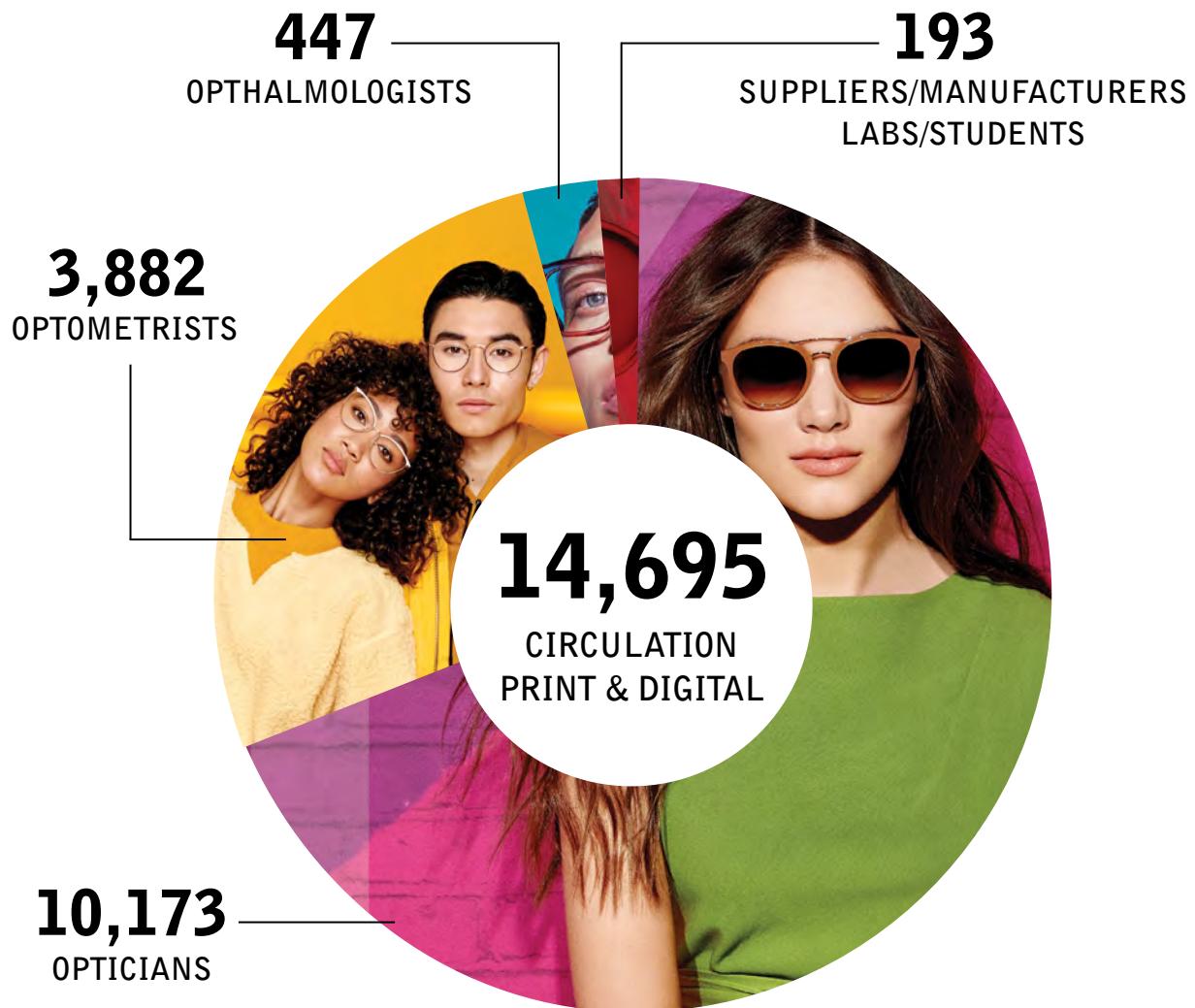
## EYE FOCUS THE DIGITAL MAGAZINE

Eye Focus digital magazine is posted 4 times annually - February, June, August and December. The digital version of *Optical Prism* completes the 12 month cycle of news, information and communication to Canada's eye care professionals.

## OPTICALPRISM.CA

*Optical Prism*'s website complements the print edition of Optical Prism and OP, the digital magazine is posted on this site 4 times per year. This lively, up-to-date website contains more information on topics that are covered by the magazine as well as web-exclusive stories. A digital issue of *Optical Prism* is posted on the website along with OP, one each quarter, which allows an expanded look at topics that are relevant to readers. Our exclusive videos, that are produced by *Optical Prism* staff, add another dimension of value for readers. The Optical Prism newsletter and social networking platforms create a well-rounded package for both readers and advertisers.





**10,173**  
OPTICIANS

DISTRIBUTION

#### GEOGRAPHIC BREAKDOWN

Nfld	251
P.E.I.	44
N.S.	191
N.B.	147
Quebec	2,934
Ontario	6,950
Manitoba	236
Sask	531
Alta	1,368
B.C.	2,065
Nunavut	4
NWT	4
Outside Canada	51

20  
21



## Editorial Themes 2021

### JANUARY: OPTICAL PRISM Eyewear trends for 2021.

This issue will focus on the anticipated trends for eyewear in 2021 – from hot colours and cool patterns to in-demand frame technologies and must-have lens options. There will be two main features: one on frame trends and the other on the latest and greatest in lenses. This issue will also include a pictorial showcasing frames with Pantone's Colour of the Year for 2021.

2021  
EDITORIAL THEMES

### FEBRUARY: EYE FOCUS The dangers of blue light.

The impacts of blue light on a person's vision and concerns about increased exposure in this digital age have become popular topics in recent years. This digital EyeFocus issue will ask the big questions to eye care professionals: what is blue light, what are the dangers of blue light exposure and what technologies are available in Canada to protect the eyes from long-term blue light exposure.

### MARCH: OPTICAL PRISM Health & Wellness in 2021.

With spring beginning to arrive in Canada, many people are thinking about heading outdoors more often and have turned their attention back to their own health. This issue will examine eye health and the conditions that are of concern to eye care professionals. What should ECPs be educating their patients about? And what solutions are on the market to address issues like lazy eye, myopia, astigmatism and low-vision.

### APRIL: OPTICAL PRISM Spring has sprung.

Our always popular spring issue will take a look at the latest styles for the spring/summer season as well as the latest in lens technologies available in the Canadian marketplace.

We will also include a colourful pictorial that showcases fun spring styles for both men and women.

### MAY: OPTICAL PRISM Eyewear and eyecare for seniors.

This issue, published just before Senior's Month in Canada, will feature the must-have frames for the 55+ demographic as well as the best lenses to help improve a senior's vision.

We will also speak to experts about the top vision issues facing older Canadians and possible solutions to address these problems.





To discuss  
editorial content  
or to pitch an idea,  
please email  
[dlanglois@optical  
prism.ca](mailto:dlanglois@opticalprism.ca)

## JUNE: EYE FOCUS Spectacular sunnies.

June 27 is National Sunglasses Day, so this digital EyeFocus issue will take a look at what's hot for sunglasses this summer as well as the latest in photochromic lenses. We will include a pictorial on some of the hottest sunnies for both men and women for summer 2021.

## JULY: OPTICAL PRISM Sports/athletic eyewear.

Many optical companies have developed eyewear aimed at improving athletic performance on the field, trails, slopes, links and the water. We will look at the latest products in each of these categories.

The right lenses are also key to improving performance, so this mid-summer issue will also examine these products.

We will also speak with eye care experts about the importance of protecting the eyes during sport and the potential dangers of not doing so.

20  
21

EDITORIAL THEMES

## AUGUST: EYE FOCUS Canadian eyewear.

Many eyewear companies are headquartered in Canada or have a significant presence here. This digital EyeFocus issue will feature these companies and their latest offerings.

We will also include a pictorial on frames that are perfect for Canada's four-season climate.

## SEPTEMBER: OPTICAL PRISM Back-to-school styles.

September is the month when children return to classrooms and young adults are back on college and university campuses.

We will speak in this issue with optical companies about popular eyewear styles and trends for children – from the youngest kindergartners to seniors in high school.

We will also discuss with eye care professionals the importance of regular vision tests for students and find out about the latest lens technologies that are great for classroom learning.

## OCTOBER: OPTICAL PRISM Eco-friendly eyewear.

Climate change and the worldwide problem of litter/waste are critical topics at this time.

Many eyewear companies have adapted their systems or developed eco-friendly eyewear to become better environmental stewards.

This issue will take a look at eco-friendly eyewear – including frames made of sustainable products like cotton and bamboo as well as from recycled products like old fish nets and plastic bottles.

We will also find out about how companies have changed their processes or ways of doing business to be more respectful of Mother Nature.

## NOVEMBER: OPTICAL PRISM Colourful styles.

From photochromic lenses to ultra-cool sunnies, more options exist than ever before for people looking for alternatives to traditional grey-black lenses. Some optical companies also offer mirrored options. This issue will focus on all of these products and discuss how to pair them with different looks.

We will also include a pictorial on fun, sassy and colourful frames as Canadians head back into winter.

## DECEMBER: EYE FOCUS New frame technologies.

From innovative hinges and cool clip-ons to lazered temples and 3-D-printed frames, this digital EyeFocus issue will look at the latest frame technologies available in the Canadian marketplace. A pictorial in this issue will feature cool sunnies for winter.

# Exclusive Advertising Opportunities

## SPOTLIGHT

Put the focus on your product through Spotlight! This feature works best for a new product or collection, and allows for your ad to shine through with full-length text and eye-popping photos.



## SPOTLIGHT: Optika



EXCLUSIVE OPPORTUNITIES

20  
21

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**4 COLOUR RATES\***

	1X	4X	8X
Cover Wrap (2 pages)	\$5,000	n/a	n/a
Inside Front Cover	\$4,220	\$4,009	\$3,798
Inside Back Cover	\$3,775	\$3,586	\$3,398
Outside Back Cover	\$4,450	\$4,228	\$4,005
Double Page Spread (DPS)	\$5,550	\$5,273	\$4,995
Full Page	\$3,670	\$3,487	\$3,303
1/2 page	\$1,500	\$1,425	\$1,350
1/3 Page	\$1,125	\$1,069	\$1,013
1/4 page	\$940	\$893	\$846
Business Card Ad	\$210	\$190	\$175
Custom Advertorial (DPS)	\$3,200	n/a	n/a
Polybag Insertion	Upon Request	n/a	n/a
Cover Flaps/Belly Band	Upon Request	n/a	n/a
Classified Ads - Max 50 words†	No Charge		

Contact us for custom advertising packages at [slacorte@opticalprism.ca](mailto:slacorte@opticalprism.ca)

20  
21

**RATE CARD**

\* Rates effective January 2021 † Classified ads are reserved for the selling of equipment, employment and/or business opportunities. Please submit all advertising material in English. Prices are in Canadian dollars and do not include taxes.



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## AD SIZES

## TRIM

## SAFETY

## BLEED

Cover Wrap	see page 12 for specs		
Full Page	8 1/8" x 10 7/8"	7 1/8" x 10"	8 3/8" x 11 1/8"
Double Page Spread (DPS)	16 1/4" x 10 7/8"		16 1/2" x 11 1/8"
Half Page (Horizontal)	7 1/8" x 4 3/4"		8 3/8" x 4 3/4"
Half Page (Vertical)	3 1/4" x 10"		3 1/4" x 11 1/8"
Quarter Page (Vertical Only)	3 1/4" x 4 3/4"		
Business Card	3 1/2" x 2"		

## CLOSING DATES 2021

ISSUE	BOOKING ADVERTISING SPACE	MATERIAL DUE
January 2021	November 20, 2020	December 4, 2020
February (Eye Focus)	January 8, 2021	January 15, 2021
March	January 22, 2021	February 5, 2021
April	February 19, 2021	March 5, 2021
May	March 26, 2021	April 9, 2021
June (Eye Focus)	May 14, 2021	May 21, 2021
July	June 4, 2021	June 18, 2021
August (Eye Focus)	July 16, 2021	July 23, 2021
September	July 30, 2021	August 13, 2021
October	August 27, 2021	September 10, 2021
November	September 24, 2021	October 8, 2021
December (Eye Focus)	November 12, 2021	November 17, 2021

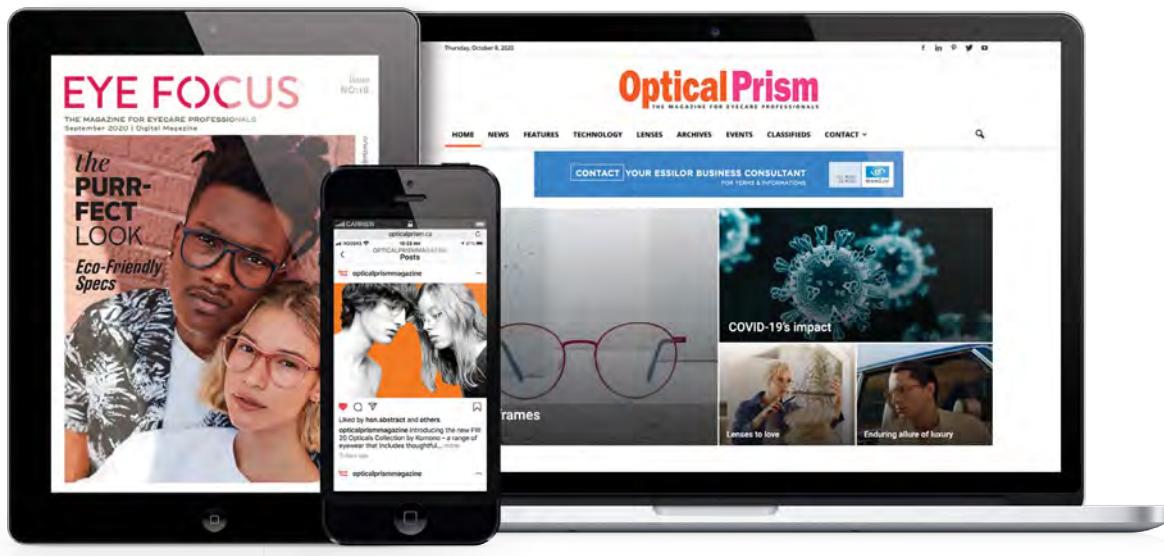
Please upload production material by email to [slacorte@opticalprism.ca](mailto:slacorte@opticalprism.ca)

## AD SIZES & CLOSING DATES

# Optical Prism

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# Digital Advertising Opportunities

## ONLINE NEWSLETTER:

Delivers the latest industry news monthly. Publishes breaking “must read” news on frames, lenses and industry developments. There are opportunities for various ad sizes in our newsletter. Rates and ad sizes available on request.

[WWW.OPTICALPRISM.CA](http://WWW.OPTICALPRISM.CA)

The Optical Prism website contains more information on topics not covered by the magazine as well as web sizes including leaderboard, banners and skyscrapers. Rates available on request.

CUSTOM E-MAIL BLASTS: \$400

An excellent way to promote your product or service. Material can be provided by you or customized with insightful commentary from OP editors giving readers a closer look at your products. Custom e-mail blasts can provide functionality to your ad by creating a customized user experience that will make your product stand out in the crowd.

EYE FOCUS DIGITAL

Canada's only digital eyewear magazine provides an excellent platform for your marketing messages.

## SOCIAL NETWORKING:

Take advantage of our industry leading social media via Twitter, Facebook and Instagram as support for your ad campaign or as a standalone media to create your unique marketing message.



## DIGITAL OPPORTUNITIES

# EYE FOCUS

THE MAGAZINE FOR EYECARE PROFESSIONALS

## EYE FOCUS - CANADA'S DIGITAL EYEWEAR MAGAZINE

Published 4x Annually

EYE FOCUS Digital will cover the latest news in frames, lenses, trends and fashion along with highlighting Canadian industry leaders and companies doing business in Canada.

The editorial content of EYE FOCUS will be entirely fresh and new and it will be written and researched by our Optical Prism team of journalists.

Posted on [www.opticalprism.ca](http://www.opticalprism.ca) in the following months:

February 1	material deadline: January 15, 2021
June 1	material deadline: May 21, 2021
August 1	material deadline: July 23, 2021
December 1	material deadline: November 17, 2021

## Rates:

Full Page	\$1300
Half Page	\$725
Quarter Page	\$425
Business Card Size	\$190



VIEWER  
IMPRESSIONS  
PER MONTH  
**25,600**



DIGITAL OPPORTUNITIES

2021

# OpticalPrism.ca

## Website Advertising Opportunities

Leaderboard 720 x 90 pixels

Medium Rectangle  
300 x 250 pixels

Rectangle  
180 x 150 pixels

Full Banner 468 x 60 pixels

Wide Skyscraper 160 x 600 pixels

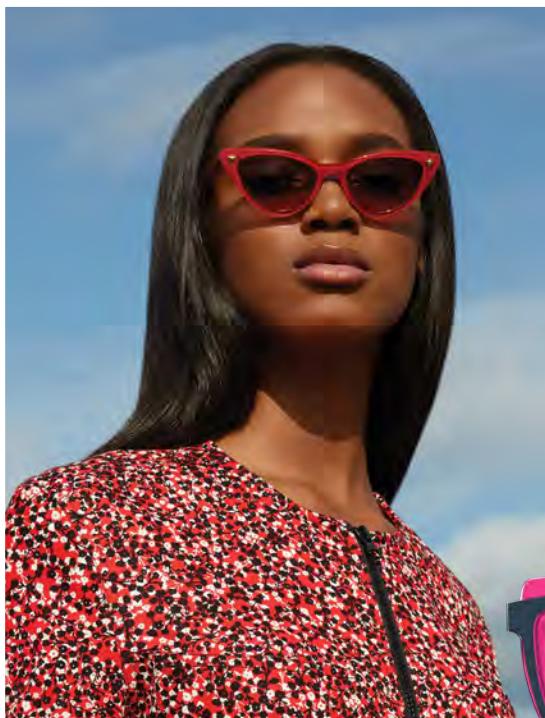
### WEBSITE RATES\*

Medium Rectangle (300 x 250 pixels)	\$500 per month
Rectangle (180 x 150 pixels)	\$500 per month
Leaderboard (720 x 90 pixels)	\$700 per month
Wide Skyscraper (160 x 600 pixels)	\$700 per month
Full Banner (468 x 60 pixels)	\$450 per month

WEBSITE ADVERTISING

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## Mechanical Specifications

PRINTED SHEET FED OFFSET, SADDLE STITCHED.

### MATERIAL

Ads must be supplied as: Adobe InDesign, Adobe Illustrator, Adobe Photoshop (CD-ROM with color proof). Images must be 300 dpi for 8 bit and 1200 dpi for 1 bit. No jpeg's, gif's, rgb's or eps's with jpeg encoding. All support files and fonts (screen and printer fonts in the main document and in all EPS files must be supplied with the document. Screens should be 150 line.

Adobe PDF in 2400 dpi CMYK. For other file formats , please contact the publisher.



### SHIPPING INSTRUCTIONS

Ship all materials to Optical Prism, 564 Rosedale Cres, Suite 100, Burlington, ON Canada L7N 2T1.

Upload production material to [slacorte@opticalprism.ca](mailto:slacorte@opticalprism.ca) for details.

Contact publisher for shipping information for inserts.

SUPPLIED INSERTS (minimum stock weight 47 lb. maximum 8 pt stock)

20  
21  
MECHANICAL SPECS

# Optical Prism

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## Cover Wrap Advertising

### Cover Wrap Page 1

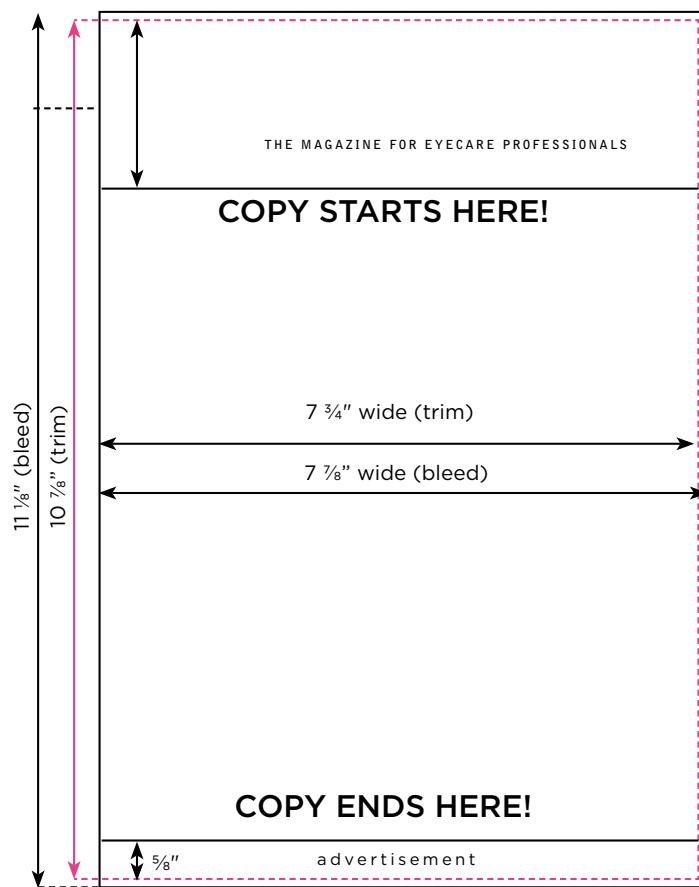
(No copy within  $2\frac{1}{4}$ " from the top trim and  $\frac{5}{8}$ " from the bottom trim)

$7\frac{3}{4}$ " X  $10\frac{7}{8}$ " bleed on the right hand side and top and bottom

### Cover Wrap Page 2

$7\frac{3}{4}$ " X  $10\frac{7}{8}$ " +  $\frac{1}{8}$ " bleed on all sides

If you have any questions, please contact  
Suzanne Lacorte at [slacorte@opticalprism.ca](mailto:slacorte@opticalprism.ca)



20  
21  
COVER WRAP SPECS

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THANK YOU