

ARE YOU IN THE MOST VISITED OPTICAL NEWS AND FASHION WEBSITE IN THE WORLD?

1,500,000+
Annual Site Visitors

450,000+
Monthly Page Views

WOW!

10,000+
Followers

BOOM!

5,500+
Followers

SMASH!

POW!

15,000+
Followers

WHAM!

12,000+
Followers

700,000+
Monthly Viewers

100,000+
Monthly Viewers

1 **Alexa**
The Web Information Company
Website Rankings
(We love the company we keep!)

1. The Optical Journal	136,604
2. Vision Monday	339,244
3. Invision Magazine	387,460
4. 20/20 Magazine	518,549
5. The Eyewear Forum - Netherlands	913,694
6. Optician Online - Great Britain	984,068
7. Eyecare Business	1,359,893
8. Spectr Magazine - Germany	1,757,765
9. Optical Prism - Canada	2,136,458
10. Insight News - Australia	2,402,730

Worldwide Website Ranking
(The lower the number, the better the ranking)
2020 ranking through Nov.



THE OPTICAL JOURNAL
OPTICALJOURNAL.COM

The Optical Vision Site and Optical Vision Resources were the two oldest stand-alone optical news blogs. Founded by Cathy Ives and Shirley Platzer-Stocks in 2008, these two sites became industry standards for ECPs and consumers alike.

In September 2019, we merged the two into a new website with a new name and easy to remember URL.

The Optical Journal is the #1 most visited optical news and fashion website in the world.

We put a greater emphasis in featuring stories others are not covering while adding sought after business and marketing trends and insights to help independent ECPs succeed. Are you and your brand showcased on our website? **You should be.**



Over 1.5 million visitors have consumed more than 12 million pages of compelling optical content from us in the past year!

Help us help you succeed by sending us your press releases and latest news. Let our readers know what is new and interesting by emailing us at info@opticaljournal.com.

Reach more eyecare professionals and eyewear connoisseurs with the biggest and best optical news and fashion audience anywhere. Our banner advertising provides the highest click-through rates in the industry. Our advertising pricing is a fraction of the trade magazine website costs with considerably more visitors every month. Are they seeing you?



2020 ADVERTISING OPPORTUNITIES
Feature Banner
 Our largest display banner 400x240 to best showcase your product(s).
 (3-month minimum)
\$350 per month

Prelude Banner
 Top of the website. Rotating 350x125 banner to get your brand the notice it deserves.
 (3-month minimum)
\$250 per month

Bridge Banner
 Middle of the site and underlining every story. Rotating 680x120 banner to be where people read.
 (3-month minimum)
\$275 per month

Coda Banner
 Bottom of the website. Large rotating 728x130 banner to leave a lasting impression of your brand.
 (3-month minimum)
\$200 per month

Logo Patron
 Show your support with an affordable large 140x140 logo linked to your website.
 (6-month minimum)
\$100 per month

Daily Email Sponsorship
 Your linkable banner at the top or bottom of every weekday email for a month.
 (3-month minimum)
\$650 ⬆ / \$525 ⬇ per month

Podcast Sponsorship
 :60-second ad at beginning every show and a thank you at the end. Sponsor banner on episode page.
 (3-month minimum/limit 2 pm)
\$250 per show

Bespoke Email
 Your custom email message sent to our own email subscriber list.
\$220/ \$275* CPM
 (*30 days prior to Vision Expo)

Revised November 16, 2020. Prices subject to change without notice.