The Optical Journal is THE most visited optical news and fashion website in the world. We ranked as the 69,745th most popular site in the world in 2021. Our next closest colleague ranked at 314,824, according to Alexa.

- **USA**: 67%
- **UK**: 6%
- **FRANCE**: 6%
- **CANADA**: 6%
- **GERMANY**: 5%
- **NETHERLANDS**: 3%

**MORE VISITORS**
The Optical Journal has more visitors every month than most print magazine websites get all year.

**INTERNATIONAL TRAFFIC**
USA 67%  
UK 6%  
FRANCE 6%  
CANADA 6%  
GERMANY 5%  
NETHERLANDS 3%

**LIMITED STORIES**
No one has time to sit and read anything cover to cover anymore. We are selective about the stories we run, which makes your story stand out!

**GRAPHICS INTENSIVE**
A picture is worth 1,000 words. Every story features large images that attract attention and get your story read.

**OVER 18 MILLION PAGEVIEWS IN 2021**

**OVER 8,000 MONTHLY PODCAST LISTENERS**

**OVER 2.5 MILLION VISITORS IN 2021**

**OVER 1 MILLION PINTEREST IMPRESSIONS MONTHLY**

**OVER 12,000 FACEBOOK FOLLOWERS**

**OVER 6,000 LINKEDIN FOLLOWERS**

**OVER 15,000 INSTAGRAM FOLLOWERS**

**OVER 10,000 TWITTER FOLLOWERS**

**OVER 10,000 MONTHLY PODCAST LISTENERS**

**NEARLY 5,000 EMAIL SUBSCRIBERS**

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The Optical Journal shares the passion of the world’s most distinctive eye care professionals through stories that educate and inspire our readers, viewers, and listeners to succeed by being meaningfully different.

"We love working with the Optical Journal. They have a uniquely independent viewpoint, excellent content, striking visuals, and it is always on the front lines of new vehicles of communication."

Tina Lahti  
IOT

"The Optical Journal is a professional and drive traffic I feel there is a real partnership in growing our business. They produce results."

Jack Erker III  
Studio Optyx

"The Optical Journal helps us reach eye care professionals around the world with efficient and personalized service. Thank you Optical Journal."

Jason Kirk  
Kirk & Kirk

"A great return on investment for your advertising dollars. The Optical Journal has proven to be a breath of fresh air the industry needed and Daniel has been a true professional and gentleman to work with."

Leo Zupan  
Laibach & York

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What can we do to help you?

We want to help you share your story, your passion, your products, and your services with our readers, listeners, and viewers. Let’s work together to help you make 2022 a banner year.

Feature Banner
- Our largest display banner
- Continuous 400x240 banner to best showcase your products or services
- (3-month minimum)
- $750 per month

Prelude Banner
- Big, bold and top of the website
- Rotating 680x120 banner to get your brand noticed quickly
- (3-month minimum)
- $375 per month

Bridge Banner
- Middle of the site and underlining every story
- Rotating 680x120 center of attention banner
- (3-month minimum)
- $300 per month

Coda Banner
- Bottom of the website
- Large rotating 728x130 banner to leave a lasting impression of your brand
- (3-month minimum)
- $150 per month

Logo Patron
- Set it and forget it
- Promote your brand with an affordable static linkable 140x140 logo
- (3-month minimum)
- $100 pm/$1000 annual

Daily Email Sponsorship
- Bold banners at the top or bottom of every weekday email for a month
- $750 ▼ $650/$500 ▲ per month

Podcast Sponsorship
- 60-second ad beginning every show and a thank you message at the end
- Sponsor banner on episode page
- (limit 2 pm)
- $175 per episode

Bespoke Email
- Your solus email message sent to our exclusive subscriber list
- $900 • 2/$1,700 • 3/$2,400

Over 2.5 million visitors consumed more than 18 million pages of compelling content in The Optical Journal in 2021.

DID THEY SEE YOU?

Reach more eye care professionals by advertising with the The Optical Journal. Our rates are a fraction of the print magazine websites with considerably more visitors and higher click through rates. You’ll be glad you did.

Prices effective 1/1/22. Banner sizes and prices subject to change without notice.