"The Optical Journal is professional and drives traffic. I feel there is a real partnership in growing our business. They produce results."
Jack Erker III
Studio Optyx

"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

Over 15 Million Page Views in 2020

1. The Optical Journal  74,482
2. Vision Monday  324,189
3. 20/20 Magazine  362,432
4. Invision Magazine  446,173
5. Vision Plus Magazine India  546,410
6. The Eyewear Forum - Netherlands  655,972
7. Spectr Magazine - Germany  825,080
8. The Indian Optician - India  1,066,140
9. AcuLife - France  1,095,889
10. Eyecare Business  1,520,806

2021 Website Rankings
January - August 2021

"The Optical Journal is a superb vehicle to talk to the optical community. Thoroughly recommended."
Jason Kirk
Kirk & Kirk

"A great return on investment for your marketing 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."
Alexandra Peng
TC Charton
2021 ADVERTISING OPPORTUNITIES

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

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

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

Bottom of the website. Large rotating 728x130 banner to leave a lasting impression of your brand. (3-month minimum)
$175 per month

Support independent optical news with a linkable affordable logo 140x140 logo (3-month minimum)
$100 per month

Linkable banners at the top or at bottom of every weekday email. 650x200+/650x300+ (3-month minimum)
$750+$650/$500+ per month

:60-second ad beginning every show and a thank you message at the end. Sponsor banner on episode page. (limit 2 per)
$185 per episode

Your solus email message sent to our own email subscriber list.

$250/ $275* CPM (30 days prior to Vision Expo)

Reach more ECPs and eyewear connoisseurs by advertising with the largest optical news and fashion website in the world. Our rates are a fraction of the magazine sites with considerably more visitors and higher click through rates.

Are our readers, listeners, and viewers keeping up with your brand? Let us know what is new and interesting by emailing us your press releases, new campaigns, product images, and updates about your brand at info@opticaljournal.com.

Want to guarantee your story runs? We welcome sponsored stories scheduled to meet your agenda. Ask us for more information and pricing.

2020 W3 AWARD WINNER

Optical news with independent views

THE OPTICAL JOURNAL IS THE #1 OPTICAL NEWS AND FASHION WEBSITE IN THE WORLD!

Are you in The Optical Journal? You should be!

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

More than 2.5 million visitors consumed over 15 million pages of compelling content on The Optical Journal over the past year! Did they see you?

Passion of the world’s most distinctive eye care professionals through thoughtful and thought provoking stories that educate and inspire our readers, viewers, and listeners to succeed by being meaningfully different.