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AD MEDIA Kit L'OPT® METRISTE

Journal

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Association des
OPTOMÉTRISTES
du Québec

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**PRESENTATION** 

Founded in 1966 to represent the social, economic and professional interests of optometrists, the mission of the *Association des optométristes du Québec* is:

- To promote the value and role of optometry within Québec's health care system;
- To foster the professional and financial independence of optometrists and mobilize our professionals around common goals;
- To anticipate trends and guide and support optometrists according to their needs.

To find out more about the AOQ, visit our website at aoqnet.qc.ca.

**1,767** members



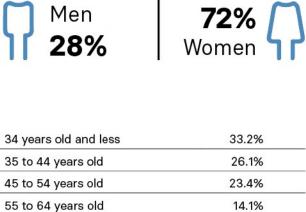
Distribution by age group



Distribution by status



Geographic distribution



Independent workers	70.5%	
Owners and associates	28.6%	
Paid employees	0.9%	

3.3%

77.3% of owners or associates operate a single point of sale.

65 years old and more

Montréal	21.3%
Laurentides/Lanaudière	20.9%
Montérégie	19.4%
Capitale-Nationale	12.8%
Outside of Québec	25.6%

Source: Survey on optometric practices, June 2020, BIP

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MEMBERS PROFILE



3

PRINT PUBLICATION

### L'Optométriste Journal

Produced six times a year, L'Optométriste Journal is the media that represents the largest group of optical professionals in Quebec.

Circulation: 3,000 copies

**Delivery:** Postes Canada

# L'OPT METRISTE

L'Optométriste Journal is the ideal tool to promote your products and services.



Journal size:

20.637 cm x 27.622 cm (8.125 in x 10.875 in)

Preferential position: 10% extra

Inserts: rates upon request

Translation and graphic design: rates upon request

ADVERTISING RATES				
Format	1 issue	3 issues	6 issues	
1 page	\$2,350	\$2,150	\$1,925	
1/2 page horizontal or vertical	\$1,350	\$1,200	\$1,075	
1/3 page horizontal	\$1,050	\$950	\$850	
1/4 page horizontal or square	\$800	\$725	\$650	
Double-page	\$3,950	\$3,600	\$3,150	
Inside covers (C2 and C3)	\$2,800	\$2,500	\$2,250	
Outside cover (C4)	\$3,200	\$2,900	\$2,575	

SCHEDULE			
Issue	Reservation	Artwork	Release
January-February	December 2	December 16	End of January
March-April	January 27	February 10	End of March
May-June	March 31	April 14	End of May
July-August	June 2	June 16	End of July
September-October	July 28	August 11	End of September
November-December	September 29	October 13	End of November

CIRCULATION		
Optometrists	1,767	
Opticians	884	
Ophtalmologists	13	
Companies, suppliers and pharmaceuticals	191	
Healthcare facilities	79	
Associations, universities, professional order	55	

## A much-loved magazine!

96%

of readers give the magazine an average to high rating.









75% consider the information relevant and the graphics appealing.









66%

find the topics interesting.



61%

have been reading the magazine for more than 10 years.

TOPICS READ	
News column	96%
Articles	96%
University vision clinic column	94%
Editorial	93%
Legal column	70%
Insurance column	59%
MNP column	52%

Source: Online survey conducted by BIP Research among 532 respondents from April 16 to May 7, 2021.

#### There are excellent reasons to advertise in it!

You directly reach your target audience.

Your ad has a long life-cycle.

You are associated to a journal that has credibility and prestige and has been published for over 40 years.



You benefit from an outstanding print quality.

You benefit from a considerable impact on all the stakeholders in the optics field, since the journal is distributed to optometrists, opticians and ophthalmologists.





- Very interesting!

— Continue your excellent work!

— I keep and file articles dealing with the same subject, this provides me with an information bank that is easy to consult."





## **Reservation and information**

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