

2023

# AD MEDIA Kit

L'OPT  
MÉTRISTE

Journal

- 1 AOQ Presentation
- 2 Members Profile
- 3 Print Publication

**AOQ** Association des  
**OPTOMÉTRISTES**  
du Québec

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# 1

## 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](http://aoqnet.qc.ca).

**1,767** members

## 2

MEMBERS  
PROFILE

## Distribution by age group



## Distribution by status



## Geographic distribution



Men  
**28%**



**72%**  
Women

34 years old and less	33.2%
35 to 44 years old	26.1%
45 to 54 years old	23.4%
55 to 64 years old	14.1%
65 years old and more	3.3%

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

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

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

# L'OPT MÉTRISTE

3

## *L'Optométriste Journal*

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

PRINT  
PUBLICATION

**Circulation:** 3,000 copies

**Delivery:** Postes Canada

*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.

### Quotes from our readers:

— I love the magazine, excellent work!

— 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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