

2022

AD MEDIA Kit

L'OPT
MÉTRISTE

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.

1,765 members

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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

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: 3,050 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	\$2,200	\$2,000	\$1,800
1/2 page horizontal or vertical	\$1,250	\$1,125	\$1,000
1/3 page horizontal	\$975	\$875	\$775
1/4 page horizontal or square	\$750	\$675	\$600
Double-page	\$3,700	\$3,350	\$2,950
Inside covers (C2 and C3)	\$2,600	\$2,350	\$2,100
Outside cover (C4)	\$3,000	\$2,700	\$2,400

SCHEDULE

Issue	Reservation	Artwork	Release
January-February	December 3	December 15	End of January
March-April	January 28	February 15	End of March
May-June	April 1	April 15	End of May
July-August	June 3	June 14	End of July
September-October	July 29	August 12	End of September
November-December	October 1	October 14	End of November

CIRCULATION

Optometrists	1,760
Opticians	955
Ophthalmologists	13
Companies, suppliers and pharmaceuticals	189
Healthcare facilities	80
Associations, universities, professional order	53

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

OCT Challenge	98%
News column	96%
Articles	96%
University vision clinic column	94%
Editorial	93%
Legal column	70%
Insurance column	59%
Advice and investments 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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