



eyes

PACK 2011
MEDIA

eyes 2011 MORE THAN A MAGAZINE

Eyes brings you plenty of added value through a selection of exciting sections and supplements giving you all you need to promote your company and its products to the whole UK optical market in a cost effective, yet high profile way.

EYES SUPPLEMENTS 2011

In 2011 Eyes will publish the following dedicated sections and supplements:

- **Lens & Laboratory Specials: (January & July)**

Featuring the most up-to-date UK laboratory listing these supplements take an in-depth look at the ophthalmic lens market.

- **Equipment & Instrument Specials: (March & October)**

A must read for those looking to improve or invest in in-house labs or consulting rooms.

- **Sun & Sports: (February)**

Eye protection from harmful UV in all walks of life is one of the optical industry's hottest topics right now.

- **Contact Lenses, Solutions and Eye Health: (June)**

With a strong clinical flavour this supplement is invaluable to both optometrists and dispensing opticians alike as they look to grow their contact lens sales and related products.

SPECIAL SECTIONS

- **Product Promotion**

A special section making it easy for small companies to advertise. You can feature your product image plus short text in our Product Promotion pages, ensuring your latest models get full exposure.

Prices from £150

- **Talking Point**

This half page editorial is dedicated to your company's ideas, tips, advice, product information or even education. Either as a one-off comment or a regular series this column enables you to get your valuable message across.

Price from £750

- **Advertisement Features**

This easy-to-read advertorial format enables your company to get across its message. Running alongside a full page advert, an advertorial gives you an opportunity to talk about your company; its strengths, its sales team; and of course, its products.

Double page spread from £2950

- **Inserts**

All shapes, sizes and weight of inserts including catalogues, newsletters, brochures are welcome in EYES. We also offer a design and print service for custom made promotions, including A5 cards.

- **Xmas Wall Calendar**

Keep your company name and brands in front of your customer for the whole year by advertising on this attractive A2 poster EYES calendar.

2 box sizes available: 50x45mm - £265 & 85x45mm - £430.





eyes ADVERTISING RATES – 2011

EYES FACTS 2011

EYES is the leading monthly magazine for key staff in all UK optical practices.

In an exciting, fashionable format EYES features up-to-the-minute ophthalmic frame fashions, the latest optical products, comprehensive dispensing articles as well as monthly accredited education articles for both optometrists and dispensing opticians.

As EYES is delivered *free of charge* to every optical practice it is designed to appeal to each member of the staff and readership figures show that each magazine is read by an average of four people - bringing the total readership to over 30,000!

Good Reasons to Advertise in EYES:

- It is delivered free to 6,500 optical outlets as well as more than 1,000 additional subscribers
- It is designed to appeal to all optical staff from Optical Assistants to Optometrists and Practice Owners
- Regular supplements mean there is always something for everyone.

- Suppliers' Guide and Directory enabling readers to locate your brand and contact information effortlessly
- It is packed with lively, attractive, informative editorial:
 - Showcase pages enable advertisers to feature their latest products.
 - Accredited Education articles assist Dispensing Opticians and Optometrists gain CET points
 - Fashion frame articles include forthcoming trends, sunwear, sportswear & children's wear
 - Business features with advice on running practices more successfully
 - Dispensing articles focusing on key issues in lens, contact lens and solutions markets
 - The latest instrument and equipment developments
 - Vital industry news

DISPLAY ADVERTISING (4-colour)

Size	GB Pounds
1 Full Page:	£2045
Half Page:	£1100
Quarter Page:	£790

Front Cover:	£3100
Back Cover:	£2595

(Special positions, gatefolds & inserts etc. available on request)

Advertising Dimensions

Full single page:	230mm wide x 300mm height
Double page spread:	460mm wide x 300mm height
Half page horizontal:	189mm wide x 125mm height
Half page vertical:	93mm wide x 260mm height

(Add 3mm bleed for full single page and double page spread)

Guide to Suppliers

12 x insertions: £960 (Minimum size: 45mm wide x 85mm height)

Suppliers' Directory

Per company entry: £360 per annum (Logos available on request)

eyes Media Services 2011

CONTRACT PUBLISHING

As part of Rims Media, EYES is able to offer you a wide range of contract publishing services including editorial, design, layout and translation for:

- Tailor-made brochures
- Practice newsletters
- Comprehensive catalogues
- Direct mail material
- In-house magazines
- Translation services

PR

EYES offers a full PR service for those wishing to grow their editorial presence in both optical B2B and consumer magazines. We can do as much or as little as you require ensuring that your product remains highly visible to your customers. Full cuttings service available.

eyes Contacts

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EYES PRODUCTION SCHEDULE 2011

Issue	Editorial Deadline	Ad Material Deadline	Mailing Date
JANUARY	17th Dec 2010	4th January	21st January
FEBRUARY	26th January	3rd February	18th February
MARCH	23rd February	3rd March	18th March
APRIL	23rd March	31st March	18th April
MAY	20th April	25th April	16th May
JUNE	25th May	2nd June	20th June
JULY	23rd June	1st July	18th July
AUGUST	27th July	4th August	22nd August
SEPTEMBER	24th August	1st September	19th September
OCTOBER	26th September	4th October	19th October
NOVEMBER	26th October	3rd November	21st November
DECEMBER	22nd November	1st December	16th December

SHOW ISSUES

	Preview issues	Bonus Copies
Opti Munich	January	
MIDO	February	
Optrafair	February & March	500
BCLA	April & May	
SILMO	August & September	400
EYECARE 3000	December	



Healthy

eyes

MEDIAPACK 2011

HEALTHY EYES 2011

Optical consumer magazine

This successful twice-yearly EYES publication gives you the opportunity to reach a wide range of eyewear consumers with effective direct marketing via Healthy Eyes.

Published every April and October, Healthy EYES is aimed exclusively at practice patients.

Designed for use in optical practice reception areas and for practitioners to use as an invaluable direct marketing and promotional tool to potential and existing customers, this publication trumpets the importance of visiting opticians and the use of premium optical products. Practices (and suppliers) may order as many copies as they wish for their marketing purposes.

Reasons to Advertise in Healthy EYES

- An effective method of reaching an unlimited number of both existing and potential eyewear consumers
- Reinforce your brand's name in the eyes of patients
- Cost effective dedicated advertising
- An attractive, easy-to-read format
- Editorial topics including:
 - The importance of visiting an optician
 - Lenses for all purposes
 - Contact lens advice
 - Protecting eyes from the sun
 - Frame fashion trends
 - Children's eyewear

Healthy EYES Advertising Rates (4-colour)

Size	GB Pounds
1 Full Page:	£1500
Half Page:	£ 950
Quarter Page:	£ 500
Back Cover:	£2000

(Other special positions, gatefolds etc. available on request)

Advertising Dimensions

Full single page:	210mm wide x 297mm height
Double page spread:	420mm wide x 297mm height
Half page horizontal:	180mm wide x 130mm height
Half page vertical:	90mm wide x 260mm height

(3mm bleed for full single page and double page spread advertisements)

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