

The magazine «Actual Optometry»

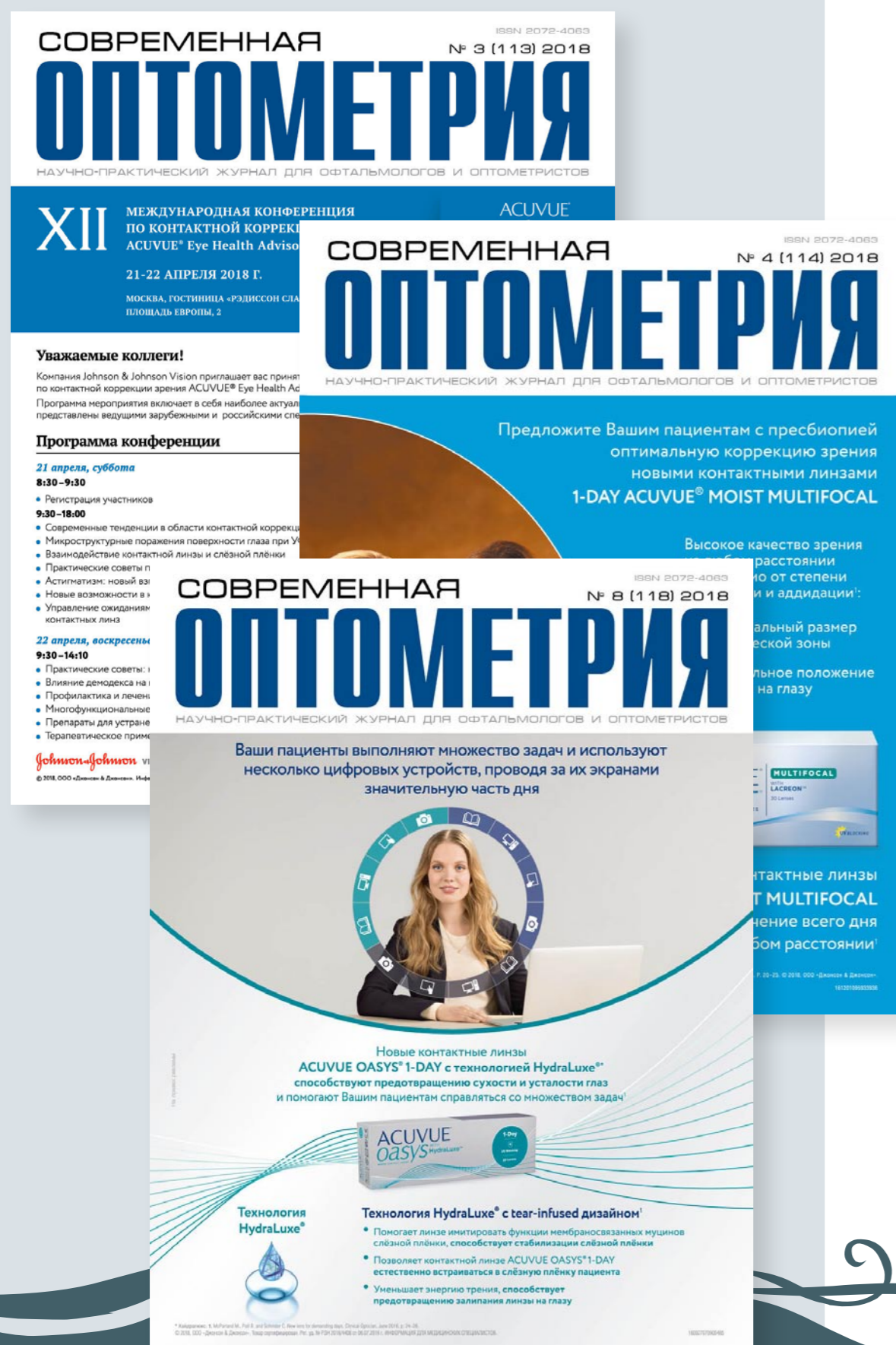
СОВРЕМЕННАЯ ОПТОМЕТРИЯ



«Actual Optometry» –
scientifically-methodical magazine



СОВРЕМЕННАЯ ОПТОМЕТРИЯ



«Actual Optometry» – scientifically-practical magazine for doctors-ophthalmologists, opticians, science officers, students medical and technical colleges, for all who is interested in optometry and adjacent areas of scientific knowledge.

"Actual Optometry" is published since January, 2007. The magazine circulation – 2500 copies, issued 10 numbers per year. The edition publishes articles of the Russian and foreign experts devoted to scientific and practical questions of optometry. Articles are reviewed, their publication for authors – is free. The edition has won a great popularity among opticians, optics and ophthalmologists.

The magazine is dispatched on all medical and to the technical colleges which connected with optometry, optics, other engineering science. The magazine has a subscription index in the subscription catalogue of Open Society "Rospechat", it is written out regularly by ophthalmologists, optics, opticians. Since 2009 the magazine is included in system of the Russian index of the scientific citing, all articles give all the best for paid access on a site www.e-library.ru (references are resulted in section «Archive of numbers»). «Actual Optometry» well-known to foreign experts in the field of the optometry, all articles have high-grade English summaries. The magazine has index ISSN. Are published full pre-article bibliographic lists. With scientific support of magazine «Actual optometry» regular scientific conferences in St.-Petersburg and Moscow are spent.

"ACTUAL OPTOMETRY" – SCIENTIFICALLY-METHODICAL MAGAZINE

"Actual optometry" – a monthly magazine for ophthalmologists and opticians, doctors of family medicine, and also students of the higher and average educational institutions of a medical and optical profile in which is considered actual means of optical correction of sight, principles and methods of their selection, possible complications and problems, and also ways and methods of their decision. The magazine «Actual optometry» is an additional possibility for the companies working in the market of means of optical correction of sight, to tell about the novelties of that audience which most requires the given information.

Ten numbers per a year.

The Edition extends together with magazine "VEKO".

Circulation of 2500 copies



СОВРЕМЕННАЯ ОПТОМЕТРИЯ



RELEASE DATES OF THE "ACTUAL OPTOMETRY" MAGAZINE IN 2019

№ issue	Release date	Deadline for materials
№ 1	February 05, 2019	01-10-2019
№ 2	March 04, 2019	02-06-2019
№ 3	April 05, 2019	03-11-2019
№ 4	May 06, 2019	04-08-2019
№ 5	June 03, 2019	05-06-2019
№ 6	July 02, 2019	06-05-2019
№ 7	September 04, 2019	08-09-2019
№ 8	October 04, 2019	09-09-2019
№ 9	November 06, 2019	10-11-2019
№ 10	December 06, 2019	11-11-2019



СОВРЕМЕННАЯ ОПТОМЕТРИЯ



PRICES FOR ADVERTISEMENT POSITIONING

Page size	Price, €
1/1	1590
1/2	880
1/3	600
1/4	460





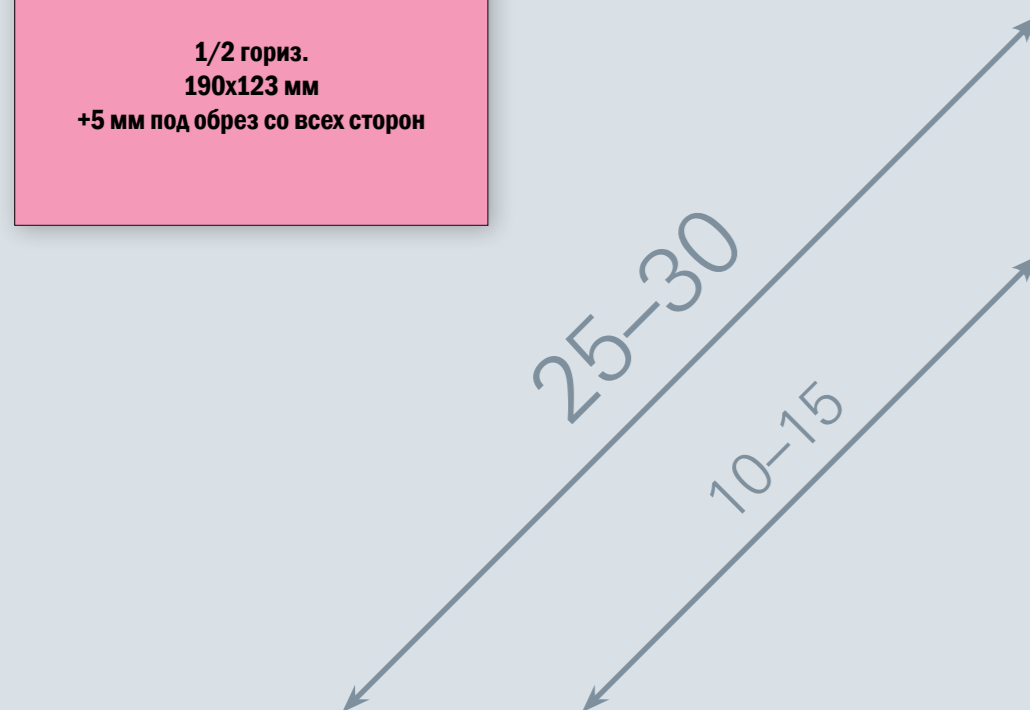
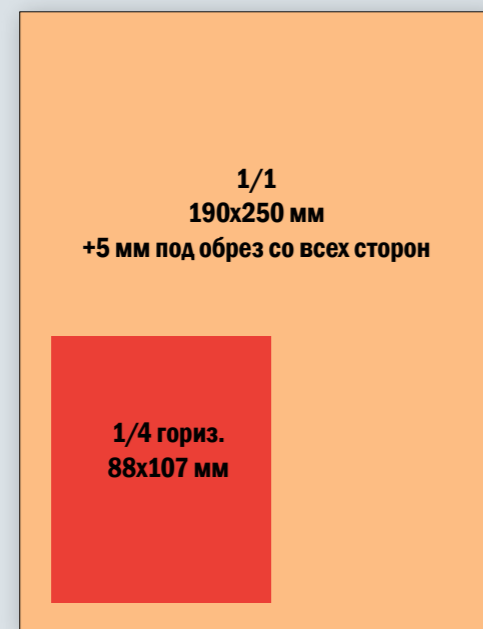
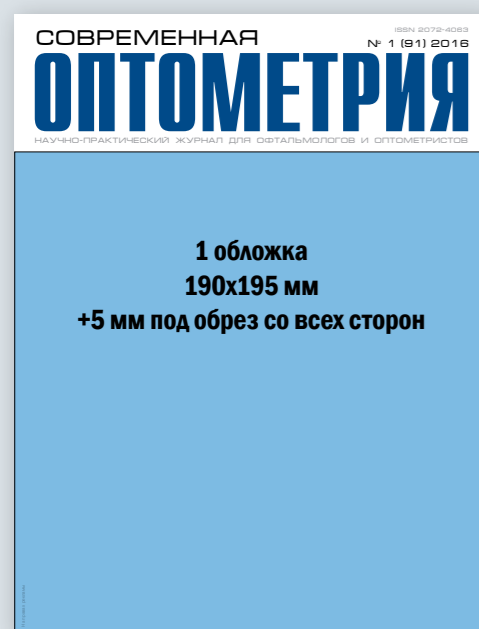
DISCOUNTS:

1. Depending on contract volume:
 - 2%** discount for 2 pages in one issue
 - 3%** discount for 3 pages in one issue
 - 4%** discount for 4 pages in one issue
 - 5%** discount for 5 pages in one issue
 - 2%** discount for advertising in 2 consecutive issues
 - 5%** discount for advertising in 4 consecutive issues
 - 7%** discount for advertising in 6 consecutive issues
 - 9%** discount for advertising in 8 and above consecutive issues
 - 12%** discount for advertising in 10 and above consecutive issues
2. At an advance payment for all volume under the contract the additional discount – **5%** is given.
3. For the advertisers participating in other projects – **3%**.
4. For the advertisers participating in all projects – **5%**.

NOTE: In case of availability of conditions for discounts the former are not summed but are provided successively.



СОВРЕМЕННАЯ ОПТОМЕТРИЯ



25-30
10-15



TECHNICAL REQUIREMENTS FOR THE ELECTRONIC VERSION OF THE MODEL

1. The size of "Actual optometry" issue: 190/250 mm, from above to leave a place of 190/55 mm for a logo "Actual optometry (leave for bleeding 5 mm).
2. The following programs are to be used: Adobe InDesign CS3, Adobe Illustrator CS3, Adobe Photoshop.
3. Images with resolution of 300 dpi.
4. The fonts are curved and attached to the model.
5. The text can't be less than 10 mm to page border

"Actual optometry" magazine size: 190/250 mm (for bleeds add 5 mm).
The text is not closer than 8 mm to page edge.

1/2 92,5x250 mm
190/123 mm
(for bleeds add 5 mm)

1/3 190/80 mm
(for bleeds add 5 mm)

1/4 88/107 mm

6. Software: Adobe InDesign CS3, Adobe Illustrator CS3, Adobe Photoshop.
7. Image resolution – 300 dpi
8. Fonts should be transformed to curves or be attached to the breadboard.
Attention! Furnish Macintosh fonts only as curves!
9. Fonts should be transformed to curves or be attached to the breadboard.
Attention! Furnish Macintosh fonts only as curves!

ATTENTION! If you have increased requirements to a colour rendition a breadboard model to submit in films with a colouring test. (A positive, emulsion downwards, 175 lpi)

To send by e-mail by size not more than 20 Mb (if a file big – to break into some letters)!

Electronic carriers: CD, DVD (it is obligatory to put listing)