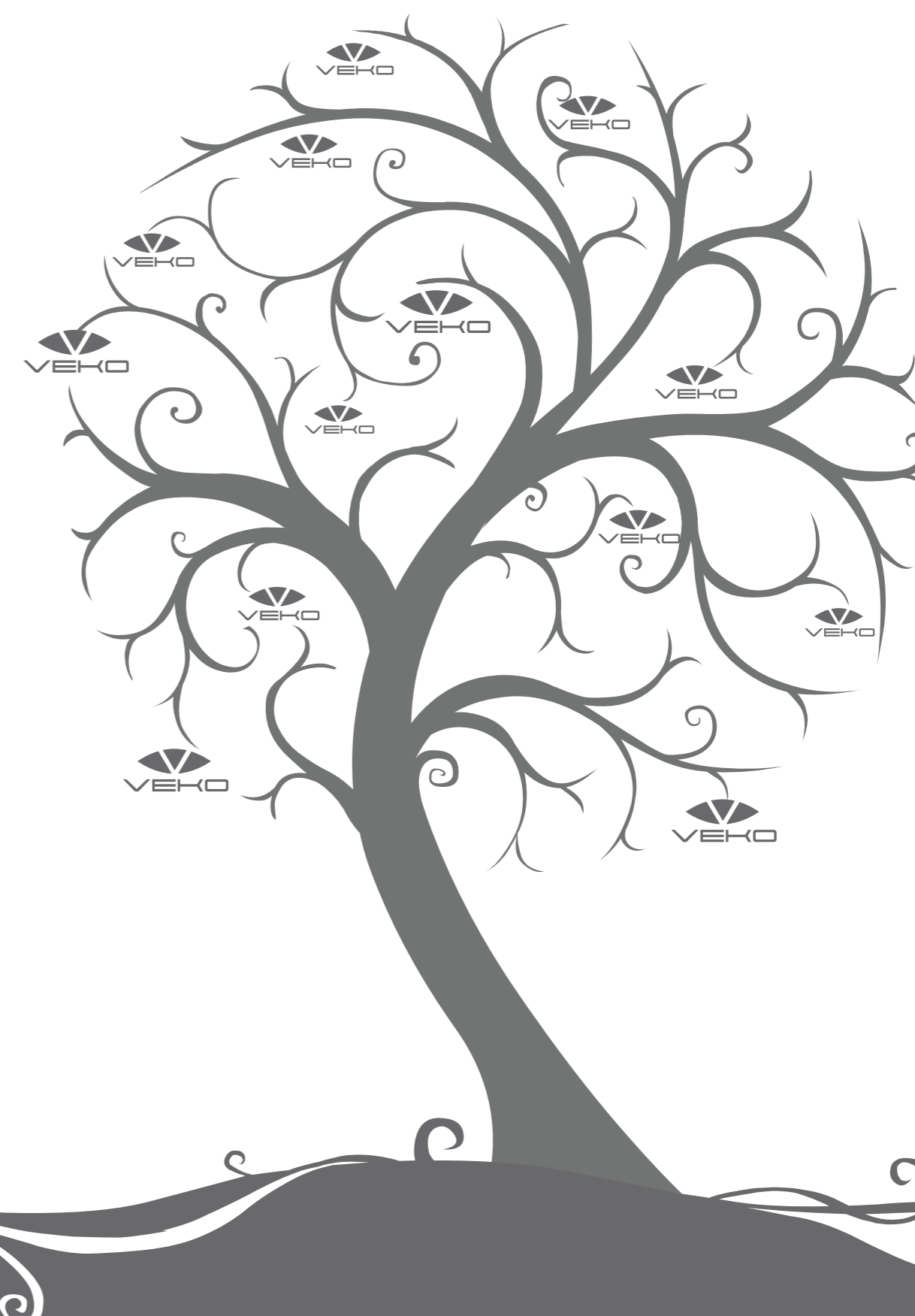


The magazine "VEKO"

EYEWEAR BUSINESS MAGAZINE VEKO
ВЕКО



"VEKO" – the correct advertising policy



The magazine "VEKO"

EYEWEAR BUSINESS MAGAZINE VEKO
ВЕКО



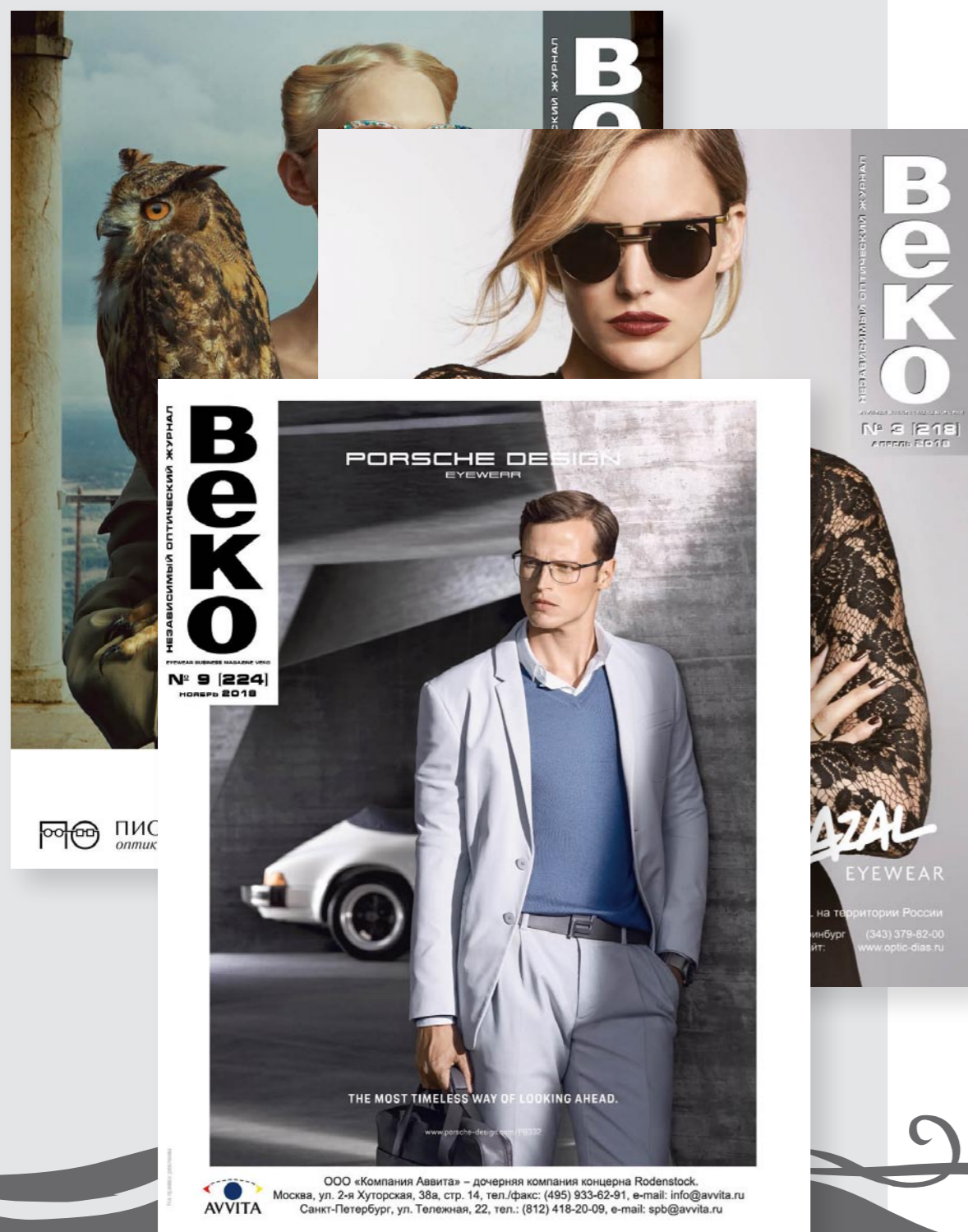
"VEKO" magazine was established 23 years ago and nowadays represents the leading optical periodical in Russia and CIS. It is the key guide for each manager or optical firm owner, optician or contactologist.

The aim of this business magazine is to provide the prudent officials interested in continuing education with valued information. "VEKO" offers them the opportunity to get wise to innovations and key events in the world of optics and advanced business technologies. "VEKO" pretends to be their manual of eyewear dispensing, legal consultant, guide in the fashion optical world, market reporter, and even assistant in interior design. Reporters of the "VEKO" magazine are quick to respond to the all optical events.

Each executive reasonably believes that financial success of a company depends on the correct advertising policy. The optical magazine "VEKO" is thought to be the excellent platform for promotion of your optical brands in Russian and CIS markets. Quality printing and deliberate distribution system would properly present your image to your target audience. Retail chain owners and optical store managers can be easily found among our readers. Worthy articles would attract their attention to your advertising. You can submit a request to the article generation or insert your ad into ready one, and thereby expand your advertising policy. The text seems to be a strong corroboration of image visual perception, and can also enhance your brand's importance and distinction.

The magazine's success suggests that its interior advertising would have an advantageous effect on advertiser's business. The major international manufacturers and the leading Russian distributors have already chosen the "VEKO" magazine as the main advertising platform for promotion of their goods in Russian and CIS markets.

Ten issues per year, the largest subscribers' base, presence in all Russian optical events and major international shows, one hundred pages of worthy information, quality advertising, three thousand copies per issue, and target distribution system – all of these provides our partners with the cogent benefits compared to other Russian optical operators. The magazine circulation – 2500 copies, issued 10 numbers per year.



ООО «Компания Аввита» – дочерняя компания концерна Rodenstock.
Москва, ул. 2-я Хутурская, 38а, стр. 14, тел./факс: (495) 933-62-91, e-mail: info@avvita.ru
Санкт-Петербург, ул. Тележная, 22, тел.: (812) 418-20-09, e-mail: spb@avvita.ru



RELEASE DATES OF THE "VEKO" MAGAZINE IN 2019

№ issue	Release date	The topic of issue	Deadline for materials
№ 1	February 05, 2019	All for Successful Business	01-10-2019
№ 2	March 04, 2019	Safe Driving Is Our Goal	02-06-2019
№ 3	April 05, 2019	Russian Market's Tendencies	03-11-2019
№ 4	May 06, 2019	Sports, Recreation and Travelling	04-08-2019
№ 5	June 03, 2019	Beauty and Healthy Vision After 40	05-06-2019
№ 6	July 02, 2019	Designers In Optics: Who Is Who	06-05-2019
№ 7	September 04, 2019	Caring for children and their parents	08-09-2019
№ 8	October 04, 2019	Eyewear Of Digital Century	09-09-2019
№ 9	November 06, 2019	Eye Protection Is Our Priority	10-11-2019
№ 10	December 06, 2019	World Optical Market's Tendencies	11-11-2019



The magazine "VEKO"

EYEWEAR BUSINESS MAGAZINE VEKO
ОКОВ



ADVERTISING INSERTION FEES

Page size	Price, €
1/1	1450
1/2	810
1/3	600
1/4	400
Loose leaf inserts up to 4 pages	1000





DISCOUNTS:

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

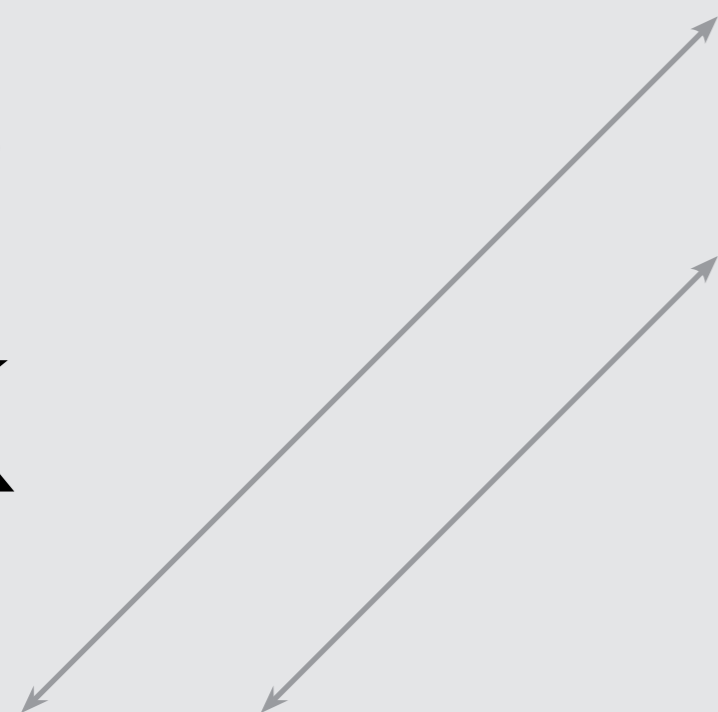
7% discount for advertising in 6 consecutive issues

9% discount for advertising in 8 and above consecutive issues



The magazine "VEKO"

EYEWEAR BUSINESS MAGAZINE VEKO
**B
E
K
O**



1/1 – 190x250 mm
1/2 – 92,5x250 mm
1/2 – 190x122,5 mm
1/3 – 190x80 mm
1/4 – 72,5x107 mm

+5 мм под обрез для всех форматов, кроме 1/4



SPECIFICATIONS FOR ARTWORK:

1. "VEKO" magazine size: 190/250 mm (for bleeds add 5 mm)
2. Magazine's page spread: 380/250 mm (for bleeds add 5 mm)
3. Software: Adobe InDesign CS3, Adobe Illustrator, Adobe Photoshop.
4. Image resolution – 300 dpi
5. Fonts should be transformed to curves or be attached to the artwork.
Furnish Macintosh fonts only as curves!
6. Text indentation - at least 10 mm

Use archivers ("zip", "rar") for sending files of big size. Please, specify your address and password, if you move a file to the FTP server.