



About

# Veko Agency

The news and advertising agency VEKO has been totally involved in the Russian and CIS eye care industry since 1996. Starting with publishing the very first Russian-language professional optical magazine Veko for opticians, optometrists and ophthalmologists, the VEKO agency now creates, produces and represents a number of different magazines and websites for Russian-speaking eye care specialists and customers around the world. Additionally, the VEKO agency provides consulting and educational services related to the eye care business, is deeply immersed in the Russian Optical Association's public projects and plays an active role in the professional community





# VEKO, optical magazine

Established in 1996, Veko is still the optical industry's number one Russian language source for fashion trends, new eye care products and marketing activities for optical retailers and their customers.

Veko Magazine covers all aspects of style, eye health and shopping. It has attractive appearance, trendy visuals and short, easy to read articles. Usually, opticians lay out this publication at the store's waiting area. Published six times a year in Russia, the magazine is distributed to nearly 2,500 industry buyers and executives in all Russian-speaking countries.







# Actual OPTOMETRY,

scientifically-practical edition.

*Issued since January 2007.*

Actual Optometry is a publication for all who involved into eyecare industry – opticians, optometrists and entrepreneurs. The edition publishes relevant and timely articles on three main courses – medicine, technology and business. Prominent experts share their point of view on the actual challenges in optical market and gives helpful advises for optometric practices. This periodical is published six times per year with a circulation of 2,500 copies.





# Magazine release schedule VEKO and Actual OPTOMETRY - 2024

<b>N°</b>	<b>Release date</b>	<b>Issue topic</b>	<b>Deadline</b>
1	05.02.2024	The most important trends in the optical market	29.01.2024
2	08.04.2024	People and computers: Vision in the digital age	01.04.2024
3	10.06.2024	Sports and recreation for our health	03.06.2024
4	26.08.2024	Children as "flowers of life" and their vision	19.08.2024
5	14.10.2024	New technologies in optics	07.10.2024
6	02.12.2024	Strategy of the actual optical business	25.11.2024







# Conditions for posting information in the magazines **VEKO and Actual OPTOMETRY**

Affiliate article with illustrations

for 2 pages **RUB 35,000**

for 3 pages **RUB 45,000**

for 4 or  
more pages **RUB 55,000**





# Conditions for advertising in VEKO and Actual OPTOMETRY magazines

1 page (230x240 mm)

**RUB 90,000**

½ pages (230x118 mm or 113x240 mm)

**RUB 50,000**

covers 2024 – *price on request*







# OCHKI.net,

## Internet Resource for Retail Customers

It goes without saying that it is a real challenge to best choose a method of vision correction. What is better – glasses or contact lenses, or maybe laser treatment? What are progressive lenses? Do we really need to protect our eyes from UV? These and many other questions are considered in this comprehensive web resource. All articles are adapted for non-professionals and provide them with additional, helpful where-to-buy information. It makes OCHKI.net an indispensable guide for all glasses and contact lenses users. It has about a million visitors per year.





# OCHKI.com,

Web portal for professionals

Often called the 'bible' of the industry by eye care specialists, this universal source of professional information offers the latest news of the optical world, the most relevant articles, contacts of all of the industry's players, a calendar of major B2B events, a list of job offers, our own expert forum and many other helpful features. Just one click gives you an opportunity to access the entire industry and keep your business up to date, daily. In 2023 statistics showed the increase in attendance by 20% and reached 250k visits.

**OCHKI.com**  
ПРОФЕССИОНАЛЬНЫЙ ОПТИЧЕСКИЙ ПОРТАЛ





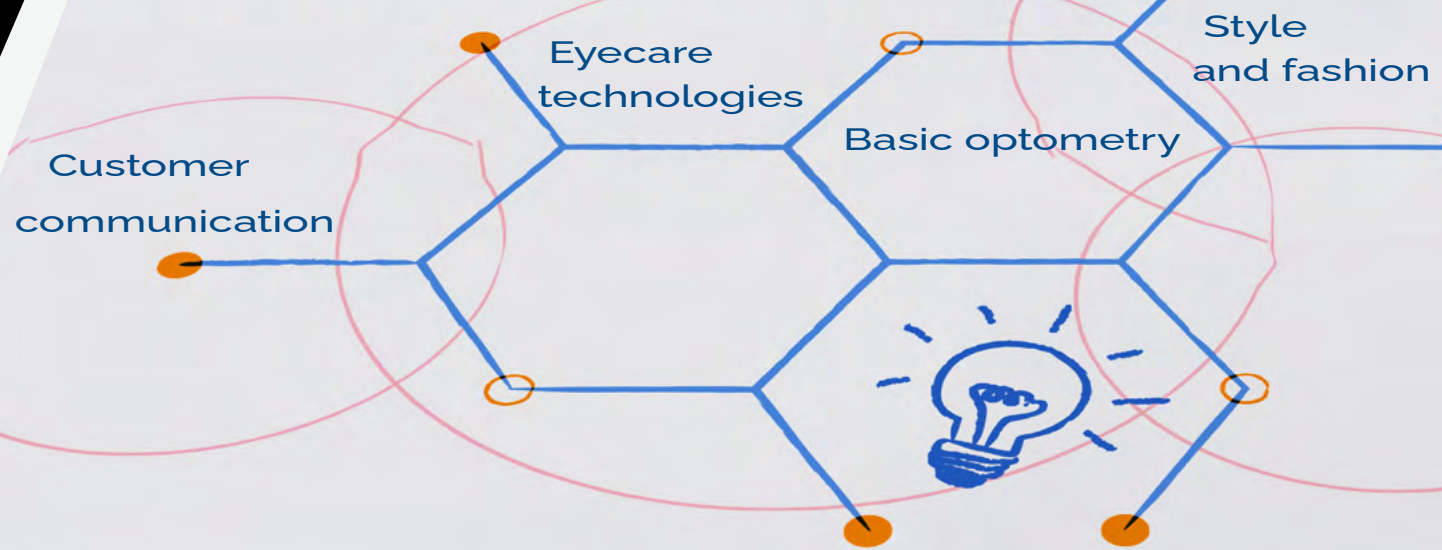


## Continued Educational service for shop assistants (SA)

SA of an optical store is an important team member. He meets customers and interacts with them on a wide range of issues from style to lens selection. At the same time usually, it is the least educated, most rotated and numerous position on the optical market. All above mentioned mean – it is crucial for sales to train SA constantly and this can be real headache for the shop manager. Therefore, we designed a service – **HOOK**, that allows to provide SA education easily and effortlessly. SA receives instructional materials every month, spend 12 hours to study them and take a taste on four chapters – **Customer communication**, **Eyecare technologies**, **Style and fashion**, **Basic optometry**. Test results go directly to the store manager. At the end of 2023 about 300 students continue their education with us.

A group of four young adults (three women and one man) are sitting on the floor in a bright, modern setting with a white brick wall. They are engaged in a collaborative learning activity. One woman is pointing at a laptop screen, another is holding a notebook, and a man is smiling while looking at a book. A fourth person is partially visible on the right, also holding a notebook. The overall atmosphere is one of active learning and teamwork.

# EDUCATION





AGENCY  
**VEKO**

A reliable information  
partner for all participants  
in the optical industry

With you since **1996**



The advertisement on the billboard features a lighthouse on a small island at night, with a crescent moon in the sky. The text on the billboard includes the BEKO logo, the tagline 'СОВРЕМЕННАЯ ОПТОМЕТРИЯ', and the anniversary text '28 YEARS — 270 NUMBERS'.

**BEKO**  
СОВРЕМЕННАЯ ОПТОМЕТРИЯ  
ОПТИКА, ТЕХНОЛОГИИ, РЕКЛАМА

**28 YEARS —**  
270 NUMBERS