

Веко-прайс

Каталог товаров и услуг ведущих оптических фирм



The catalogue “Veko-Price” which was issued in 1997, where you can find information about services and the prices on the optical market. For 23 years of existence the edition became the irreplaceable grant on purchases for each manager.

The catalogue of the goods and services “Veko-Price” is the project leaving as the free supplement to magazine “VEKO”. “Veko-Price” contains the fullest information on assortment and the prices of the optical production delivered on the Russian market. Useful information allows owners of optical shops to analyze constantly the prices and optimum to plan the purchasing policy.

The catalogue “Veko-Price” gives possibility to place the information as in black-and-white, economic, a variation, and in the colour execution approaching for formation of image. Low cost of black-and-white placing is convenient for the publication of price-lists which can occupy some pages. The quality printing of colour strips, as a rule, is used for the publication of catalogues and image advertising. Rubrication system on the goods and new section of the lower case information facilitate search of necessary production and do the catalogue “Veko-Price” by the irreplaceable assistant to everyone optics.

Ten numbers per year, the unique and daily updated base of subscribers, presence on all optical actions of Russia is a pledge of efficiency of the advertising placed in the catalogue. Helpful information and qualitative advertising, three-thousandth circulation of the edition and target system of distribution – all it provides to our readers the real tool for optimisation of the business, and to our partners – conclusive competitive advantages among optician Russia and the CIS. The magazine circulation – 2500 copies, issued 10 numbers per year.

Веко-прайс
Каталог товаров и услуг ведущих оптических фирм
№ 6 | июль | 2019

Avaira Vitality – носить легко
Линза нового поколения*
в 2-недельном сегменте

НОВИНКА

Веко-прайс
Каталог товаров и услуг ведущих оптических фирм
№ 7 | август-сентябрь | 2019

НОВИНКА!

ACUVUE Oasys + **COMPLETE RevitaLens** =

- **ДЕЗИНФЕКЦИЯ** сопоставима по качеству с пероксидной системой²⁻⁴
- **99,9%** уничтожения обеих форм Аcanthamoeba²⁻⁴
- **>90%** удаления белковых отложений⁴

• Отличное сочетание для комфорта и чёткого зрения^{1,5}
• Доказательная совместимость с точки зрения физиологии глаза^{1,5}



VEKO-PRICE CATALOGUE SCHEDULE OF PUBLICATION FOR 2020

№ issue	Release date	Deadline for materials
№ 1	February 05, 2020	01-10-2020
№ 2	March 05, 2020	02-10-2020
№ 3	April 03, 2020	03-09-2020
№ 4	May 06, 2020	04-08-2020
№ 5	June 02, 2020	05-06-2020
№ 6	July 01, 2020	06-08-2020
№ 7	September 03, 2020	08-07-2020
№ 8	October 07, 2020	09-11-2020
№ 9	November 10, 2020	10-13-2020
№ 10	December 10, 2020	11-13-2020





DISCOUNTS:

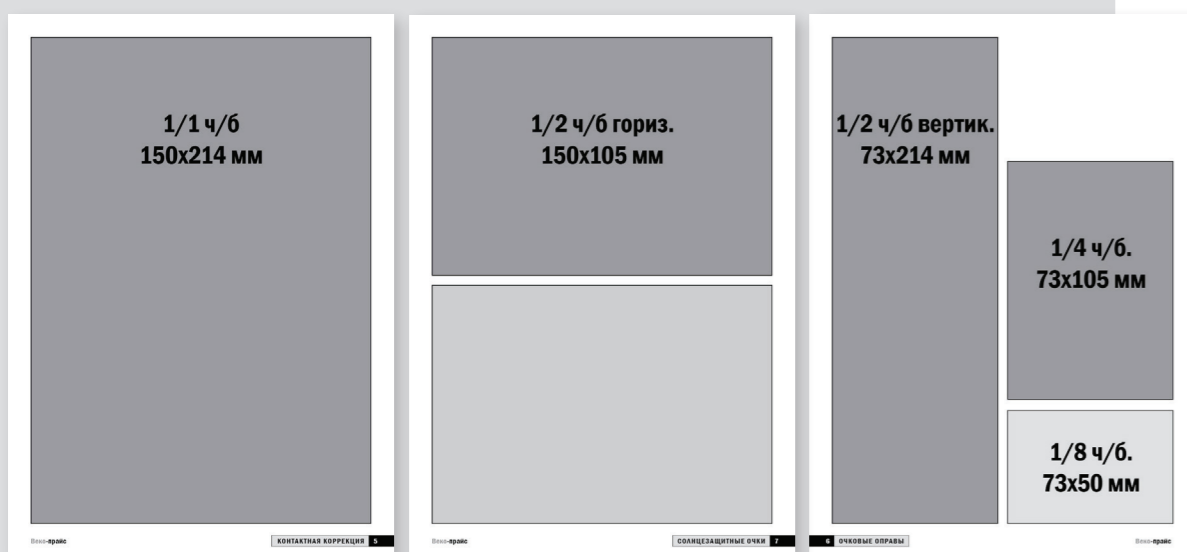
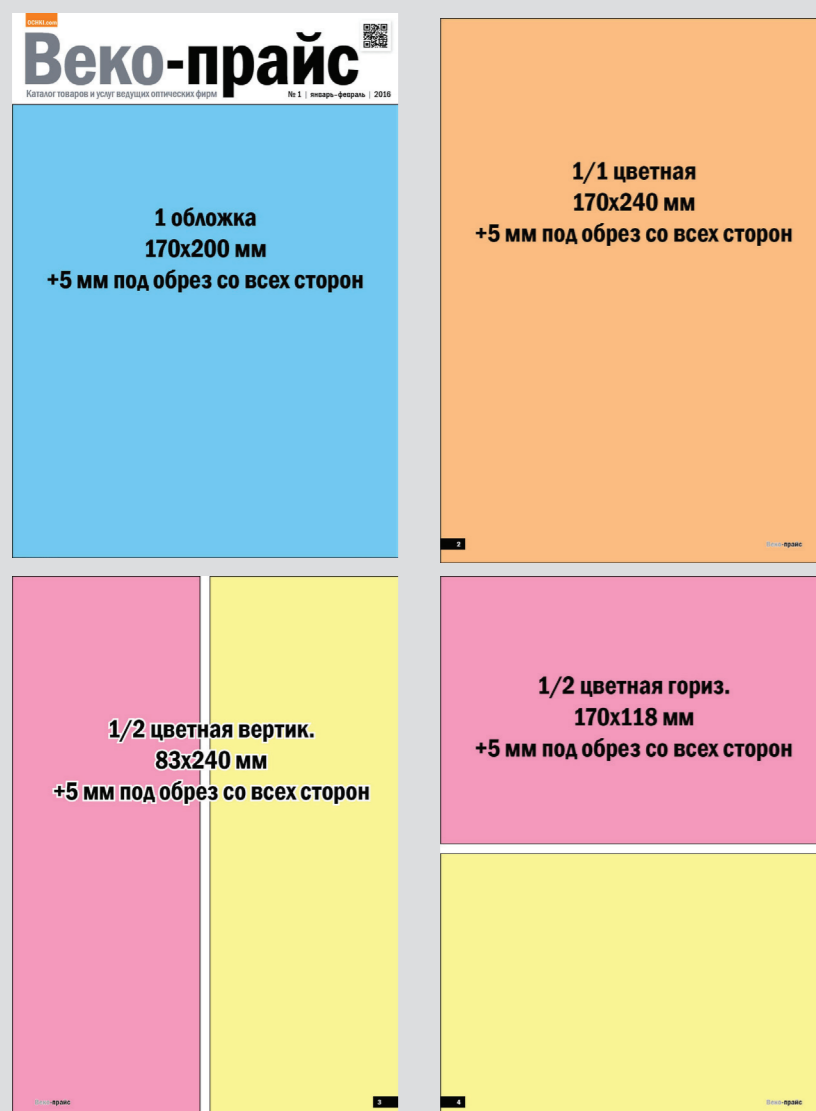
1. Depending on the contract volume:
 - in case of placing 4 lines at one time – 1%, 6 lanes – 2%, 8 lanes – 3%, 10 – 4%;
 - in case of placing in 2 issues – 3%;
 - in case of placing in up to 4 issues – 6%;
 - in case of placing in up to 6 issues – 9%;
 - in case of placing in up to 8 issues – 12%;
 - in case of placing in up to 10 issues – 15%;
2. In case of prepayment for all the volume of works under the contract additional discount of 5% can be provided.
3. For advertisers participating in other projects – 3%.
4. For advertisers participating in all the projects – 5%.

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



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TECHNICAL REQUIREMENTS FOR THE ELECTRONIC VERSION OF THE MODEL

Colored advertisements:

1. The size of «VEKO-Price» issue: 170/240 mm (leave for bleeding 5 mm).
2. The following programs are to be used: Adobe InDesign CS3, Adobe Illustrator, 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

First cover:

1. The size of «VEKO-Price» issue: 170/200 mm (leave for bleeding 5 mm).
2. The following programs are to be used: Adobe InDesign CS3, Adobe Illustrator, 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

Black-and-white adverts:

1. The size of «VEKO-Price» issue: 150/214 mm (leave for bleeding 5 mm).
 - a) 1/2 – 150x105 mm
73x214 mm
 - b) 1/4 – 73x105 mm
 - c) 1/8 – 73x50 mm
 2. The following programs are to be used: (Adobe InDesign CS3, Adobe Illustrator, Adobe Photoshop).
 3. The following programs are to be used: (Word, Excel – 95, 97).
 4. Images with resolution of 300 dpi.
 5. The fonts are curved and attached to the model.
 6. The text can't be less than 10 mm to page border
- To send by e-mail by size not more than 20 Mb!