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



The magazine «Actual Optometry»

современная ОПТОМЕТРИЯ



RELEASE DATES OF THE "ACTUAL OPTOMETRY" MAGAZINE IN 2020

Nº issue	Release date
Nº 1	February 05, 2020
Nº 2	March 05, 2020
Nº 3	April 03, 2020
Nº 4	May 06, 2020
Nº 5	June 02, 2020
Nº 6	July 01, 2020
Nº 7	September 03, 2020
Nº 8	October 07, 2020
Nº 9	November 10, 2020
Nº 10	December 10, 2020

Deadline for materials		
01-10-2020		
02-10-2020		
03-09-2020		
04-08-2020		
05-06-2020		
06-08-2020		
08-07-2020		
09-11-2020		
10-13-2020		
11-13-2020		



The magazine «Actual Optometry»

СОВРЕМЕННАЯ ОПТОМЕТРИЯ

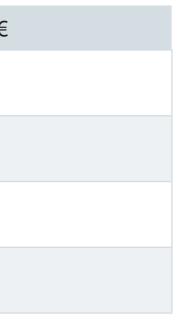
0

0



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







COBPEMEHHAS ПТПМЕТРИЧ





- 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%**.

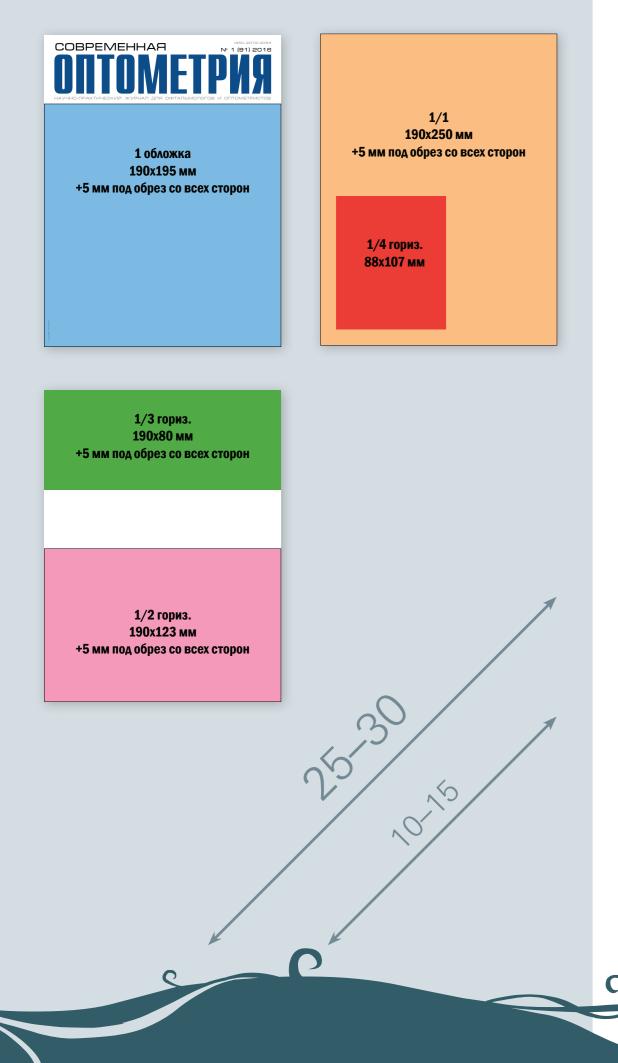
but are provided successively.



NOTE: In case of availability of conditions for discounts the former are not summed



COBPEMEHHAS ПМЕТРИЯ





- "Actual optometry (leave for bleeding 5 mm).
- 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)
- 190/80 mm 1/3 (for bleeds add 5 mm)
- 1/4 88/107 mm
- Software: Adobe InDesign CS3, Adobe Illustrator CS3, Adobe Photoshop. 6.
- Image resolution 300 dpi 7.
- Fonts should be transformed to curves or be attached to the breadboard. 8. Attention! Furnish Macintosh fonts only as curves!
- Fonts should be transformed to curves or be attached to the breadboard. 9 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)

For contact information please apply to Department of sales: tel./fax: +7 812 603-40-02; e-mail: magazine@veko.ru; web-site: www.veko.ru

TECHNICAL REQUIREMENTS FOR THE ELECTRONIC VERSION

1. The size of "Actual optometry» issue: 190/250 mm, from above to leave a place of 190/55 mm for a logo

2. The following programs are to be used: Adobe InDesign CS3, Adobe Illustrator CS3, Adobe Photoshop.