

أَيَزُون  
EYEZONE  
First Arab Optical Magazine

# MEDIA KIT

*EYEZONE keeps an eye on quality printing standards*

# About **EYEZONE**

*EYEZONE keeps an eye on quality printing standards*

## **A vision in sight**

**EYEZONE** is a premiere international magazine established with an eye to enrich the optical trade and eye care publication in the Middle East and across the globe. Since its launch in 2005, **EYEZONE** recapitulated a vision, not only in groundbreaking the first Arab optical magazine, but also in affording continuing education to eye care professionals. With its clear-cut outlook and dedication to offer ocular essentials to its subscribers, the **EYEZONE** team resolved “to contribute to society’s growth” through specialized training in optometric science.

## **A spectacle of success**

**EYEZONE** sought from the outset to impart a balanced variety of topics, from ocular health to digital lenses, and from eyewear psychology to vision guides. It serves as a lens for readers interested in new perspectives from the field of optical studies. **EYEZONE** and its parent company, Mediazone, have a spectrum of editorial coverage in nearly 20 countries throughout the Middle East, North Africa, including Iran and Turkey. More than 8,000 copies are distributed once every other month by FedEx to retail optical stores and eye clinics throughout the region. A Persian language, as well as a Fashion section are also supplemented to its bi-monthly issues. [optometric science](#).

## **Eyepiece into the future**

In the peripheral view, **EYEZONE** magazine can only ever continue to forge new connections – with its growing reinforcement of opticians, optometrists, ophthalmologists, and related eye health care specialists – the work of **EYEZONE** is more vital than ever. Now marking its 10th year of relentless delivery of scholarly resources crucial to vision studies, **EYEZONE** has grown into a lighthouse of knowledge, a bright-eyed visual to the future of the optometric industry.

# DIGITAL TRAFFIC EYEZONE

EYEZONE keeps an eye on quality printing standards

## WEBSITE

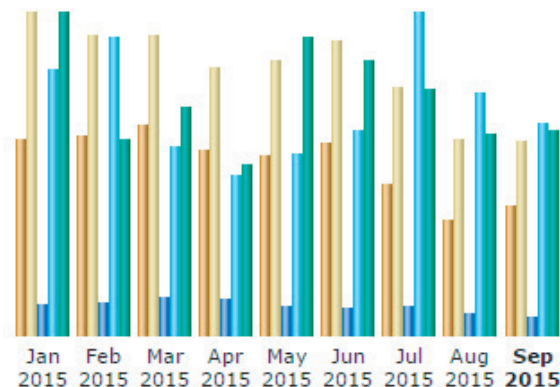
Over 500,000 Monthly Views

## SOCIAL MEDIA

Over 40,000 Weekly Total Reach

## EMAIL BROADCAST

Over 3,000 Subscribers



# Advertising Rates

EYEZONE keeps an eye on quality printing standards

*EYEZONE keeps an eye on quality printing standards*

**EYEZONE Magazine is a respected name in the optical industry. It's no surprise that we offer advertising rate options that meet your standards.**

Rate (Gross)	Full Page 4/C	Half Page A/C
1X	\$2,220	\$1,330
7X	\$2,100	\$1,260
14X	\$1,990	\$1,200
28X	\$1,880	\$1,140
42X	\$1,770	\$1,080
56X	\$1,660	\$1,025

INSERTS	
Inserts .....	(gross)
2 Pages .....	\$5,720
4 Pages .....	\$9,360
8 Pages .....	\$16,120

# Printing Specifications

EYEZONE keeps an eye on quality printing standards

**EYEZONE features a wide variety of printing selections to optimize your layout preferences. High quality images, professional finishing/binding, and consistency in style are what set the magazine apart from the rest.**

No. of Pages	84 -110 Pages
Paper Specification	115 gsm Matte
Cover Specification	350 gsm Gloss Lamination
Binding	Perfect Binding / Glue Bind
Bleed	0.30 cm / 3 mm each side
Size - Full Page	Width 23 cm x Height 30 cm
Double Page	Width 46 cm x Height 30 cm
Half Page (Vertical)	Width 11.5 cm x Height 30 cm
Half Page (Horizontal)	Width 23 cm x Height 15 cm
Language	English / Arabic
Quantity	8000

# Frequently Asked Questions

EYEZONE keeps an eye on quality printing standards

## What are the accepted artwork formats?

Adobe Acrobat/Indesign/PhotoShop/Illustrator (all press quality & bleeds maintained). All fonts used in the file must be sent, if the fonts are not embedded (zip or rar files). We cannot adjust the artwork if fonts are missing or if it is converted to outline (Paths). All colors and pictures must be in CMYK color mode.

## What are the accepted formats for picture / images?

Pictures should be in High Quality to get best results in print (resolution must be at least, but not exceeding 300 Pixels/ Inch and not less than 250 Pixels/Inch) and it must be in the CMYK mode. It can be saved in the following formats:-

- PDF (Settings - PRESS QUALITY )
- EPS (Single file)
- TIFF (layers or without layers)
- JPG (Maximum quality)
- PSD (with Layers)

No spot (special) colors for printing.

Note: Not all spot colors are achievable in CMYK color mode



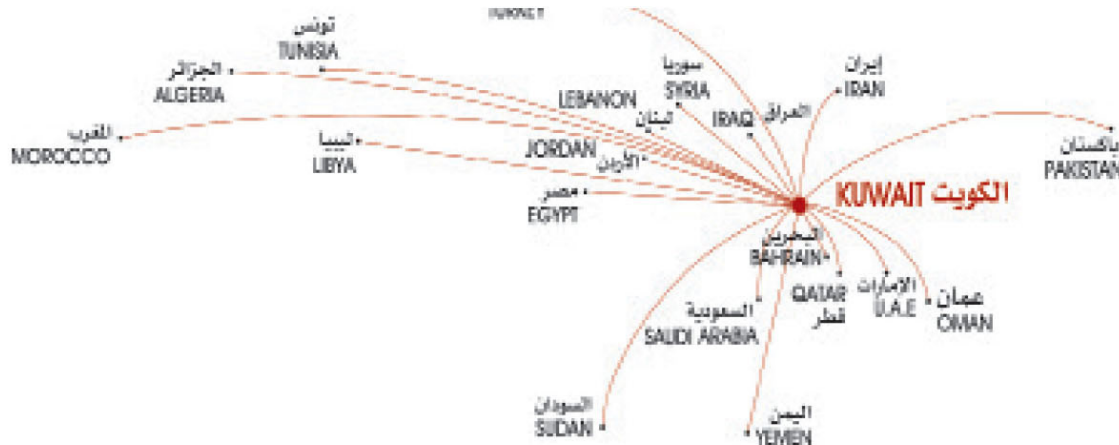
# Circulation

EYEZONE keeps an eye on quality printing standards

EYEZONE distributes 8,000 copies to reputable eye clinics and health care facilities in 20 countries worldwide. We have a broad scope of subscription from notable vision specialists. Join our network of subscribers.

Available in

متوفرة في



# Share **your** views

EYEZONE *keeps an eye on quality printing standards*

**We welcome your inquiries, suggestions, and feedback. Kindly message us and we will be happy to respond in the most convenient of time. Kindly connect with us via the following info:**

## **Fatima Fernandez**

VP / Marketing Manager

**Tel.:** +965-22454597 Fax: +965-22454596

**Mobile:** +965-97882355

**Email:** [eyezonemag@yahoo.com](mailto:eyezonemag@yahoo.com), [fatima@eyezonemag.com](mailto:fatima@eyezonemag.com)

**Website:** [www.eyezonemag.com](http://www.eyezonemag.com)

## **JOIN OUR MAILING LIST**

To get regular updates and the latest from the eye care industry, kindly visit [www.eyezonemag.com](http://www.eyezonemag.com)