

MEDIA KIT 2011

EYEZONE
First Arab Optical Magazine

About Us

Eye Zone Magazine is the leading Arabic publication that has the mission of providing ongoing education to the Eye Care Professionals in the region. We distribute up to 7,000 magazines to 20 Arabic countries. We reach thousands of Eye Care Professionals.

Our first issue was printed May 2005, and since that time, we have been embraced and supported by the optical industry. Eye Zone is the first and only Arabic/English optical magazine.

We have international reporters around the world that write and gather articles with the latest industry news, events and products. Eye Zone Magazine has a balanced variety of topics, everything from patient man-

agement to fashion to workshop techniques. We plan to continue growing the publication, while serving all ends of the industry: the provider, the practitioner and the manufacturers and distributors. We have had Johnson & Johnson sponsorship from the first Issue and many leading industry manufacturers, such as Rodenstock, Nikon and Transitions, Optitalia, support our efforts and ad with us. We participate in the 6 major optical exhibitions, viz:

Vision-X, Dubai,

Mido – Italy,

Silmo-France

China Int'l Optics Fairs – Beijing, Shanghai, & Shenzhen,

IOFT – Japan, and distribute approx.

Eyezone 2011 Schedule

Issue 35 - (Pre Mido)

January-February

Editorials – 15 December 2010

Ad's and art that are print ready – 15 December 2010

Issue 36 – (Mido / Pre Vision-X)

March- April

Editorials –25 January 2011

Ad's and art that are print ready – 25 January 2011

Issue 37 – (Post Mido / Vision-X)

May-June

Editorials –15 April 2011

Ad's and art that are print ready – 15 April 2011

Issue 38 – (Post Vision-X / Pre Silmo)

July-August

Editorials –15 June 2011

Ad's and art that are print ready – 15 June 2011

Issue 39 – (Silmo)

September-October

Editorials –15 August 2011

Ad's and art that are print ready – 15 August 2011

Issue 40 – (Post Silmo)

November-December

Editorials –15 October 2011

Ad's and art that are print ready – 15 October 2011

Rates

Individual rates for one time advertising

• ½ Page Color Ad	\$ 1255.00
• Full Page Color Ad	\$ 2021.00
• First 5 Pages	\$ 3136.00
• Last 5 Pages	\$ 3136.00
• Next to Inside Front Cover	\$ 4321.00
• Next to Inside Back Page	\$ 4321.00
• Inside Front Cover	\$ 4390.00
• Inside Back Cover	\$ 4390.00
• Front Cover	\$ 6620.00
• Divider	\$ 8641.00
• Back Cover	\$ 10105.00

We provide free,
extensive editorial
support for our
advertisers in
each issue

* Special packages available on request.

Printing Specifications

No. of Pages	84 -110 Pages
Paper Specification	100 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	7000



Printing - Q&A

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 can not 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.

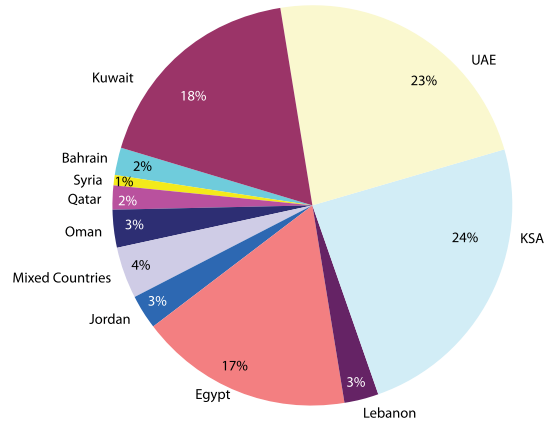
What are the accepted formats for picture / images ?

Pictures should be High Quality in order 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 bitmap only one color, JPG (Maximum quality), PSD with Layers (Adjustable), TIFF with Layers (Adjustable), PSD without Layers (Not Adjustable), TIFF without Layers (Not Adjustable).

No spot (special) colors for printing (Note that not all the spot colors are achievable in CMYK color mode).

Circulation

Country	No. of Magazine
Kuwait	1127
UAE	1208
KSA	1717
Lebanon	470
Egypt	856
Jordan	174
Behrain	80
Oman	132
Qatar	107
Syria	56
Morocco	120
Other countries	953
	7000



Our target readers are Opticians, Optometrists, and Ophthalmologists, pharmacists, eye clinics, hospitals and other related health care facilities. We also have some bookshop distribution.

EYEZONE

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