

Näe

MEDIA CARD 2018

Näe is a trade magazine about vision and eyecare. The magazine is published by the Finnish Association of Vision and Eyecare. More information: www.naery.fi

PUBLICATION AND MATERIAL DATES 2017

Näe	Theme	Publishing date	Material DL	Reservation
issue 1	Vision and eye care & health reform services; eyewear trends	26.3.	2.3.	23.2.
issue 2	Retail trends; advocacy	28.5.	4.5.	27.4.
issue 3	Vision care for children & youth; eyewear trends — digital issue, published only online*	17.9.	31.8.	24.8.
issue 4	Workplace and traffic related vision care; advocacy	26.11.	2.11.	26.10.

Changes possible.

ADVERT SIZES AND PRICES



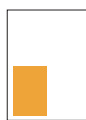
1/1 page
*210 x 297 mm
2. or 3. cover
****back cover**



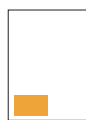
1/2 page horizontal
177 x 128 mm
or
*210 x 146 mm



1/2 page vertical
85 x 259 mm
or
*103 x 297 mm



1/4 page
85 x 129 mm



1/8 page
85 x 62 mm

SERVICE ADVERTISEMENTS /small ads (buying, selling, jobs etc.)

size	price
41 x 58 mm	111 € + VAT
41 x 120 mm	167 € + VAT
Line-ads max. 1–5 lines	61 € + VAT

Size	Static	Animation/pc	Linking/pc	Video/pc	Customised ad
Back cover	2 157 €	150 €	200 €	400 €	Contact us
2./3. cover	1 960 €	150 €	200 €	400 €	Contact us
Full page	1 727 €	150 €	200 €	400 €	Contact us
1/2 page	1 372 €	150 €	200 €	400 €	Contact us
1/4 page	1 018 €	150 €	200 €	400 €	Contact us
1/8 page	522 €	150 €	200 €	400 €	Contact us

EXAMPLES

Animation

Linking: Take the mouse over the publication to see linked topic and icons.

Video: Video opens from: Katso Vuoden Optikko

Video can also be shown in continuous or rotating form.

Prices require originals in PDF-format.

VAT: Value added tax will be added to net prices. Current legislation, other legal institution pertaining to marketing, regulations by authorities and advertising industry self-regulation organs etc. might cause changes in prices.

Reduction: Advertising agency discount 15 %, media agencies 15 %, members of Finnish Association of Vision and Eyecare 35 % (originals).

Pre-reservations: Minimum of 1/1 page or insert pre-reservation to every Näe-magazine/annual edition discount 5 %.

Term of payment: 14 days

PUBLISHER

Finnish Association of Vision and Eyecare
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RECEIVER OF THE PAYMENT

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VAT 0202285-2
Bank account: FI9756800020353203
OKOYFIHH
E-invoicing: Finvoice

CANCELLATION

Cancellations have to be given in writing at least 4 weeks before the day of the publication. Cancellations done thereafter will cost 50 % of the price of the advertisement.

NEWS

News about new innovations and products can be sent to Näe-magazine's editors. A team of editors selects which news are published in the magazine. Please send all news materials to: emmi@jenga.fi

NEED HELP WITH ADVERTISING MATERIALS

If you need help with ad materials, please contact us before the material deadline so that we can help produce appropriate materials.

COMPLAINTS

Any complaints and queries regarding advertisements must be submitted within 14 days of publication date. The magazine's responsibility concerning the ad does not exceed the value of the advertising space.

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