

Mediacard 2019

# Näe

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](http://www.naery.fi)

## See more, look further [naelehti.fi](http://naelehti.fi)

The magazine is published at [naelehti.fi](http://naelehti.fi) website five times a year. It offers versatile and non-partisan information on vision and eyecare. In the magazine, industry professionals raise important and current topics, events, people and interesting cases. The aim is to discuss challenges and problems that the industry is facing and also to look into the future.

**Näe-magazine has a wide audience:** in addition to approx. 2 000 active industry professionals, the content appeals to other actors and stakeholders related to the vision and eyecare industry. In 2018 Näe-magazine content was read **118 518 times**.

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## Näe-magazine is published 5 times in 2019.

|        | Publishing date | Material DL | Reservation |
|--------|-----------------|-------------|-------------|
| 1/2019 | 28.3.           | 14.3.       | 28.2.       |
| 2/2019 | 23.5.           | 9.5.        | 25.4.       |
| 3/2019 | 22.8.           | 8.8.        | 22.7.       |
| 4/2019 | 17.10.          | 3.10.       | 25.9.       |
| 5/2019 | 12.12.          | 28.11.      | 14.11.      |

See the advertisement sizes on the next page 

### PUBLISHER

Finnish Association of Vision and Eyecare  
Eteläranta 10, FI- 00130 Helsinki, Finland  
Tel: +358 (0) 29 3000 900

### Editor-In-Chief

Pekka Palmu  
Finnish Association of Vision and Eyecare  
chairman of the board, optometrist  
[pekka.palmu@naery.fi](mailto:pekka.palmu@naery.fi)

### ADDITIONAL INFORMATION

Editorial secretary  
Jaana Kaidesoja  
Finnish Association of Vision and Eyecare  
Eteläranta 10, FI-00130 Helsinki, Finland  
Tel: +358 (0) 29 3000 903  
[jaana.kaidesoja@naery.fi](mailto:jaana.kaidesoja@naery.fi)

### DELIVERING MATERIAL

Email: [aineistot@jenga.fi](mailto:aineistot@jenga.fi)  
Questions about material delivery?  
Please contact:  
Emmi Lehtoviita tel. +358 40 744 5197,  
[emmi@jenga.fi](mailto:emmi@jenga.fi)

### RECEIVER OF THE PAYMENT

Company: Finnish Association of Vision  
and Eyecare  
VAT: 0202285-2  
Bank account: FI9756800020353203  
OKOYFIHH  
E-invoicing: Invoice

### 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

Advertiser – take advantage of the possibility  
to send news about innovations, products  
and events to be published on the [naery.fi](http://naery.fi)-  
website. A team of editors select which news  
are published on the website, and will modify  
them if needed. Please send all news materi-  
als to: [jaana.kaidesoja@naery.fi](mailto:jaana.kaidesoja@naery.fi)

### NEED HELP WITH ADVERTISING MATERIALS

If you need help with ad materials, please  
contact [emmi@jenga.fi](mailto:emmi@jenga.fi) before the material  
deadline so that we can help produce appro-  
priate materials.

### COMPLAINTS

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

Rights to changes reserved.

### Order the Näe-magazine newsletter!

Readers can order the magazine's  
newsletter at [naelehti.fi](http://naelehti.fi) or [naery.fi](http://naery.fi).  
The newsletter will be sent to  
subscribers when each issue is  
published, so you will be the first  
to access important content.



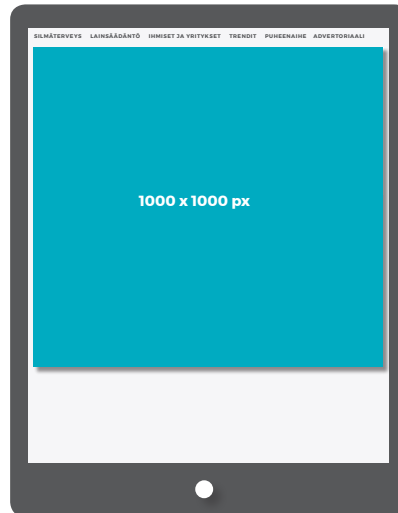
## Advert sizes and prices

### Pop-up ad

**Pop-up ads** are shown when readers move from one article to the next. The ad is visible for approx. 2 months (until the next issue is published).

The ads are run equally in a random order. The advertiser may also send video material (for example YouTube-link)

**Price:** 1 250 €



### POP-UP-AD\*

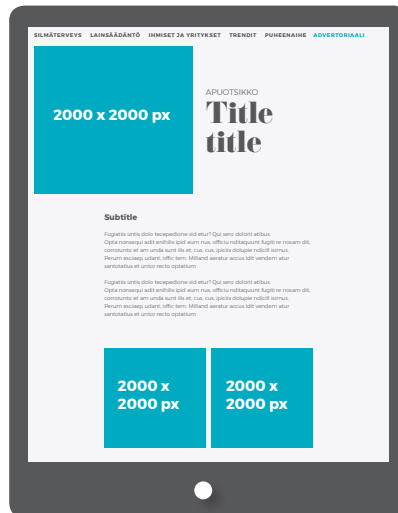
**Size:**  
1000 x 1000 px  
72 dpi png or jpg  
(the material will scale according to the screen used)

### Advertorial

Advertorial (advertiser's article) is **an informative advertisement done in journalistic fashion**. It is placed among normal magazine content and can be for example an article about new products or research.

The advertiser is in charge of content production, but the Näe editorial board checks and accepts the material before publishing. The advertorial consists of a main image and text- and image content.

**Price:** 2 100 €



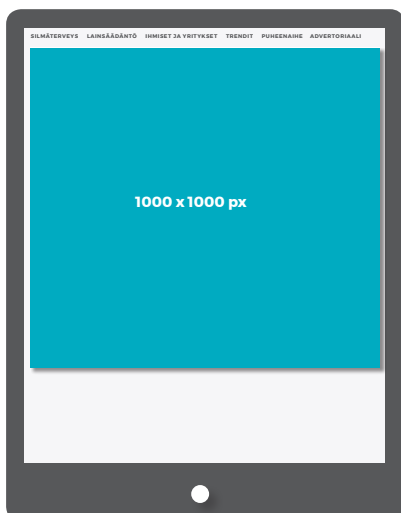
### ADVERTORIAL IMAGES\*

**Size recommendation:**  
2000 x 2000 px  
72 dpi png or jpg

### Takeover ad package

Takeover ad package is the most prominent form of advertisement in the magazine. The package includes **a pop-up-ad on the front page as well as a fixed side-banner**, which is shown in all articles of the issue. Only 1 takeover-package is sold per issue and the ads are visible for approx. 2 months (until the next issue is published).

**Price:** 2 500 €



**FRONT PAGE POP UP AD\***  
**Size:**  
1000 x 1000 px  
72 dpi png or jpg



**SIDE-BANNER\***  
**Size:**  
160 x 350 px  
72 dpi png or jpg

Prices are VAT 0% Prices require ready material from the advertisers. **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 %. **Pre-reservations:** Minimum of pop-up-banner pre-reservation to every Näe-magazine/annual edition discount 5 %.

Changes possible.