

Marketing: Steven Dams  
GSM +32 (0)477/87.35.32 - steven@eye-opener.be

Redaction: Ignace Fransman  
ignace@eye-opener.be

General: info@eye-opener.be

Website: www.eye-opener.be



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2019/0

# EyeOpener

A clear view on the world of optics



## Release dates

### 2019

EyeOpener 1 => February

EyeOpener 2 => April

EyeOpener 3 => June

EyeOpener 4 => September

EyeOpener 5 => December

## Due-date:

**Redactional**

=> 18 January

=> 29 March

=> 17 May

=> 30 August

=> 1 November

**Publicity**

=> 25 January

=> 5 April

=> 24 May

=> 6 September

=> 8 November

# Eye Opener

## Professional Magazine for Belgian opticians and optometrists

A clear view on what's going on in the world of optics is our motto. This magazine makes a difference by bringing content that fascinates opticians and optometrists.

Some sections of the magazine will always return, these are carefully chosen so that they appeal to every optician/optometrist.



### Dossier/Company Profile

Every magazine has a dossier or a company profile. The dossier is made by our own editorial office. A company profile is always a collaboration between the company and our editorial office.

### Fashion

This section gives the newest trends in eyewear fashion. Each picture shows the brand, model, supplier and phone number of that supplier.

### Events calendar

Every professional likes to be informed about the exhibitions, conferences, roadshows...

### Announcements

EyeOpener is the reference for the latest news in the sector. So it is the best way to make an announcement.

### Info

This section will give an overview from all the news in the sector. This press review has press releases from the trade press as well as from regular press.

### Copies

A total of 3300 copies is printed and distributed for free among every optician in Belgium and Luxembourg, students in optics, manufacturers and suppliers.

## pricelist 2019

### Contract (5 editions - French + Dutch)

- 1 page per edition (invoice/edition) -10%: € 6.750
- 1 page per edition (invoice/year - 5 editions) -5% extra: € 6.375

### Per edition (one price for the two versions)

#### Pages:

- 2 pages: € 2.600
- 1 page: € 1.500
- 1/2 page: € 900
- 1/4 page: € 650

#### Options:

- Cover IV: +25 %
- Preferential position: +10%

### Extra (reserved for advertisers of minimal 1 page)

- Wrap
- Insert printed material \*
- Insert product sample \*
- Product sample on "dot removable" \*
- ...

\* Please inform on possibilities. Depends on availability.

Advertisers receive free redactional space. (Depends on availability.)

Other possibilities (special color, laquer, cut-out ...) inform with Steven Dams.

All rates are VAT excluded, possible translation, lay-outing and handling costs.

## pricelist yearbook 2020

In collaboration with BeOptic Professional

### Advertising YEARBOOK

- |                                 | width x height |
|---------------------------------|----------------|
| • front page: € 3.000           | 210 x 297 mm   |
| • 2/1 pages: € 3.000            | 420 x 297 mm   |
| • 1/1 page: € 1.750             | 210 x 297 mm   |
| • 1/2 page (portrait): € 1.000  | 105 x 297 mm   |
| • 1/2 page (landscape): € 1.000 | 210 x 148 mm   |
| • 1/4 page: € 700               | 105 x 148 mm   |

### Advertising YEARBOOK + EYEOPENER

- annual contract + yearbook: € 8.075 (payment at once, 5% extra discount)
- 1 page EyeOpener + 1 page yearbook: € 2.950
- other possibilities on request

## pricelist Facebook-post & Instagram

- Annual contract: 5 posts free, extra post: € 50
- Advertiser: € 100 /post
- Non-advertiser: € 150 /post

- Facebook-post have up to 5.500 unique views.
- Every post must be delivered in Word and in both languages. Photos and logos must be delivered separately.