

# VISTA

WWW.VISIONMATTERS.ORG.UK

\* YOUR EYES \* YOUR VISION \* YOUR HEALTH

## EYE DOCTOR

EXPERT ADVICE ON  
DEALING WITH MINOR  
EYE CONDITIONS

## ESSENTIAL NUTRITION

NUTRIENT NEEDS  
FOR THE EYES

*Plus:*

- ★ UNDERSTAND THE EYES AND BLUE LIGHT
- ★ THE EFFECTS OF SMOKING
- ★ LIVING WITH CHARLES BONNET SYNDROME
- ★ EYE HEALTHY RECIPES
- ★ COSMETIC CARE
- ★ CORRECT CONTACT LENS WEAR
- ★ TRENDS IN EYEWEAR

## Guide to glaucoma

REDUCE YOUR RISK  
OF DEVELOPING  
THIS SERIOUS EYE  
CONDITION

published by  
**target  
publishing**  
limited  
est. 2000

official magazine for  
**NATIONAL EYE  
HEALTH WEEK**  
OFFICIAL MAGAZINE FOR VISIONMATTERS  
YOUR VISION MATTERS

in partnership with  
**CENTRAL  
OPTICAL  
FUND**

# VISTA MEDIA CARD

## What is Vista?

Vista is a unique consumer magazine packed with simple lifestyle tips and inspiring real-life stories to help you and your family look good, feel great and see well.

Looking after your eyes means having regular eye tests and taking good care of yourself – eating well, exercising, drinking in moderation, maintaining a healthy weight, protecting your eyes from damaging UV and not smoking.

Edited by experienced consumer health journalist, Rachel Symonds, with contributions from leading healthcare experts and a new look, Vista 2018 brings real and engaging solutions to help us all enjoy healthy vision.

## Vista's readership

*Readership: 200,000 plus 200,000 digitally.*

Distribution: Nationwide through opticians, GPs, pharmacy and National EyeHealth Week events.

## Advertising rates

|                       |        |
|-----------------------|--------|
| Double page spread    | £6,830 |
| Inside front cover    | £3,400 |
| Inside back cover     | £3,190 |
| Outside back cover    | £3,610 |
| First right-hand page | £3,210 |
| Full page (RHP)       | £3050  |
| Full page             | £2,900 |
| Half page             | £1,760 |
| Quarter page          | £990   |

Advertorial and sponsorship prices on application.

## What our readers say...

“I thought Vista was great – colourful, modern and lots of interesting articles.”

“Fantastic – we love it and so do the patients.”

## Further info & ad sales

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