

# VISTA

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• YOUR EYES • YOUR VISION • YOUR HEALTH

**Media Pack** 2019

Published by

**target**  
**publishing**  
limited

est. 2000

Official magazine for



**NATIONAL EYE  
HEALTH WEEK**  
MONDAY 23 - SUNDAY 29 SEPTEMBER 2019  
**YOUR VISION MATTERS**



# 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, Chantelle Kelly, with contributions from leading healthcare experts and a new look, Vista 2019 brings real and engaging solutions to help us all enjoy healthy vision.

**VISTA**

## What our readers say

**95%** of National Eye Health Week supporters found Vista useful or very useful\*

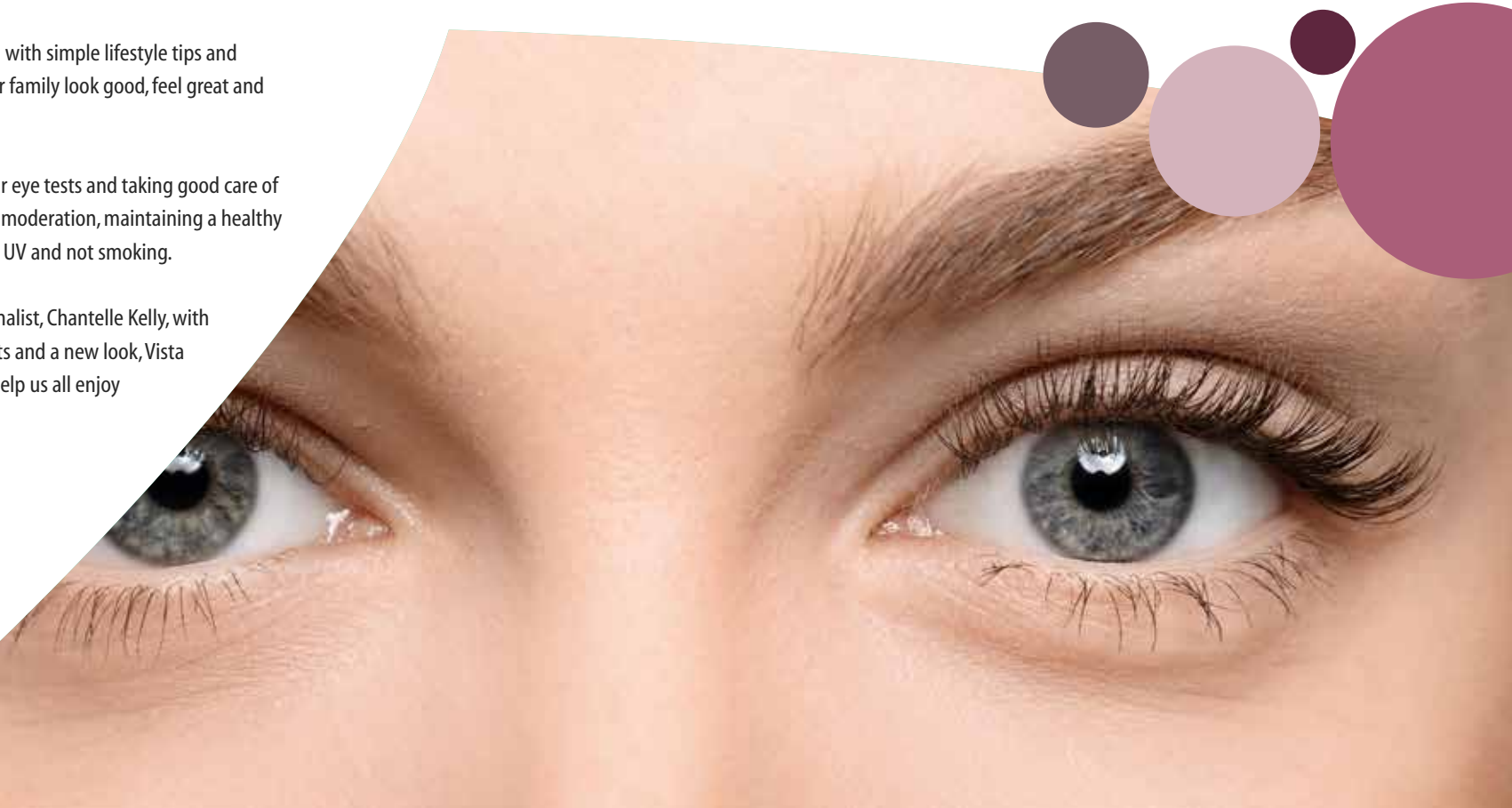
“This is a fantastic and informal publication yet contains lots and lots of useful information. I managed to give away lots and secured many conversations from its articles”

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

“The magazine went down well with both staff and clients”

“Fantastic – we love it and so do the patients, they are able to take it away to read, and the information contained within it is exceptionally comprehensive and relevant”

\*Results of the 2018 National Eye Health Week supporter survey.



# Our content

VISTA

Healthy eyes and good vision play a critical role through our life, from helping us learn or communicate effectively in childhood, to maintaining independence in old age. *Vista* will explore the simple steps we can take to safeguard our sight.

## The 2019 issue will include:

- ▶ **Retiring from the road** - the benefits of maintaining roadworthy vision and what to do and how to cope if you (or your loved ones') vision is no longer roadworthy.
- ▶ **Children's eyecare** - advice on what you can do to maintain your child's eye health (regular eye tests, nutrition etc) and how to manage and treat common childhood eye conditions (myopia / amblyopia / strabismus). It will also highlight the importance of UV protection and vision screening at school entry.
- ▶ **Weight and see** - why watching your weight is important for eye health as well as general wellbeing, plus tips on maintaining a healthy weight.
- ▶ **Nutrition and the eye** - the role a healthy balance diet, rich in eye-friendly nutrients, plays in maintaining good eye health.
- ▶ **Smoking and sight loss** - highlighting the link between smoking and sight loss, plus top tips on how to quit smoking for good.
- ▶ **Exercise and good eye health** - the importance of being active for maintaining good eye health and how it can help control diabetes, blood pressure and cholesterol, which can impact your eye health.
- ▶ **Vista picks** - our pick of the best eye care products available.
- ▶ **Visiting your local optician** - a look at why eye tests are important, what happens during an eye examination and what happens next if you require a prescription or referral to secondary care.
- ▶ **Ethical eyecare** - from contact lens recycling to eyewear manufacturers with a social conscience.
- ▶ **Stars and their eyes** - a look at what eyewear your favourite celebrities have been wearing.
- ▶ **Autumnal UV protection** - the importance of protecting your eyes from low autumn sunlight and inspiration for family days out.
- ▶ **TeleVision** - a look at some of the latest TV tech plus a guide to optimum viewing distances depending on the size and spec of your TV.
- ▶ **Rose tinted glasses** - a guide to eyewear tints and coatings.
- ▶ **Ready to read** - why good eyesight is essential for reading, from first readers, who are learning how to read, through to adults. We'll also discuss presbyopia and feature the latest new book releases.



# Readership

**200,000**  
PLUS 200,000 digitally



# Testimonials

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

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



# Distribution

Nationwide through opticians, GPs, pharmacy  
and National Eye Health Week events



**VISTA**

To make the most of your marketing budget, you have to reach the most targeted audience you can.

*Vista* is an innovative and highly focused magazine, with a clear target audience and purpose. There is nothing else similar on the market, making it unique.

*Vista* magazine can connect you with all the right people including consumers, public health professionals and practitioners.

# Advertising rates 2019

## DISPLAY

Double page spread	£6830
Inside front cover	£3400
Inside back cover	£3190
Outside back cover	£3610
First right-hand page	£3210
Full page (guaranteed RHP)	£3050
Full page	£2900
Half page	£1760
Quarter page	£990

## ADVERTORIAL

Prices on application

## MAGAZINE SPONSORSHIP

Prices on application



# VISTA

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Official magazine for



Published by



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