

VISTA

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• YOUR EYES • YOUR VISION • YOUR HEALTH

Media Pack 2019

Published by

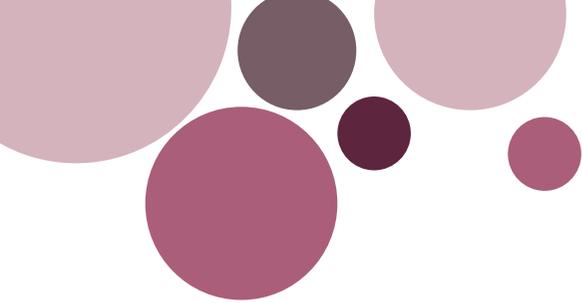
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Official magazine for



**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*

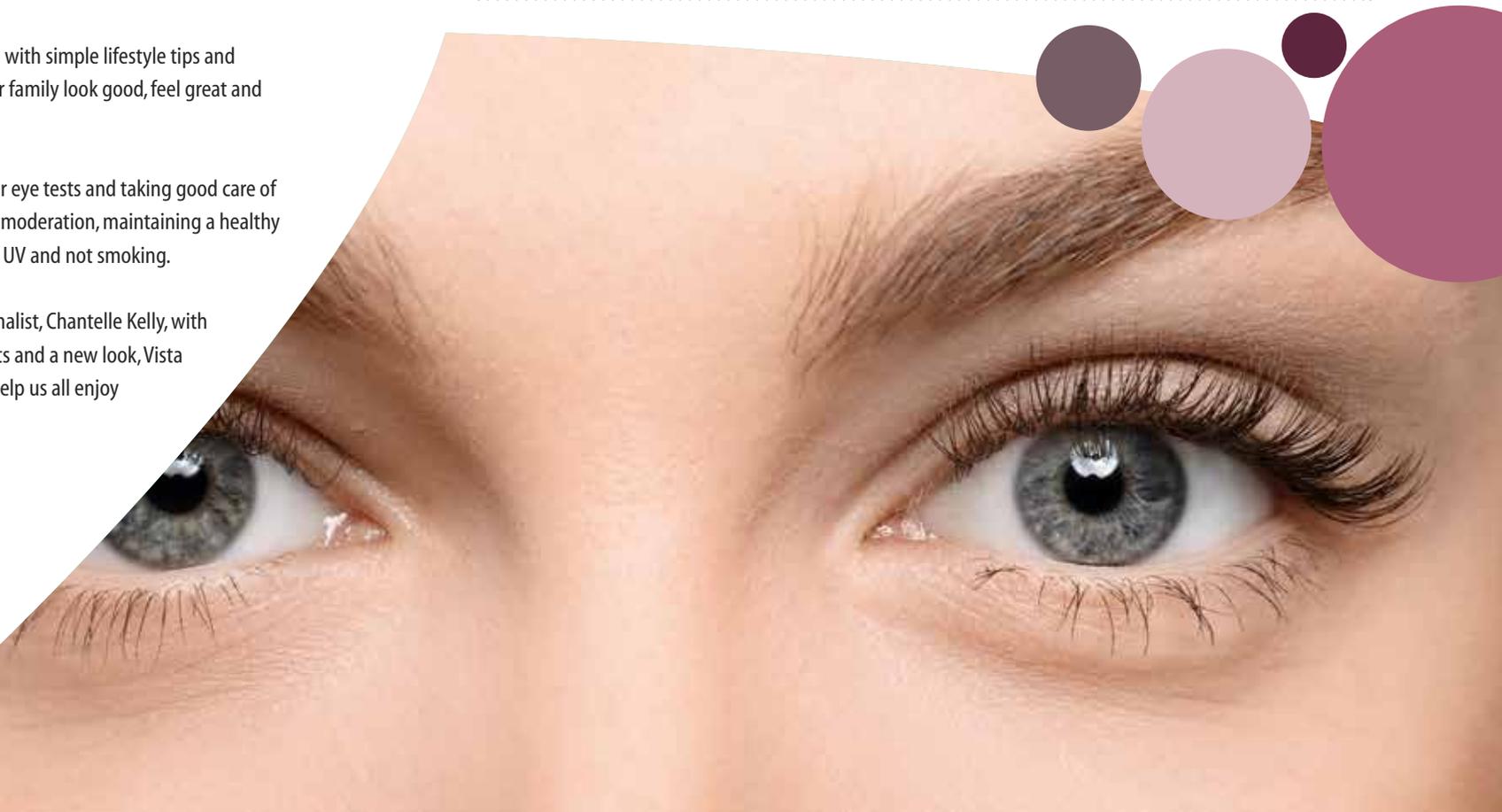
“This is a fantastic and informal publication yet contains lots and lots of useful information. I managed to give away lots and secured many conversations from its articles”

“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

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Prices on application



VISTA

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