

20/20

europe

international eye fashion



2019 MEDIA KIT

20/20 EUROPE

THE EUROPEAN FASHION
AND OPTICS MAGAZINE, WITH
A GLOBAL INFLUENCE

Since 1989, 20/20 Europe has brought its international audience a curated mix of fashion features, trend analysis, retail comment and lens & technology news.

Over the years, the magazine has grown its readership and is now proud to have a global reach that continues to expand rapidly through commitment and consistent attendance at the world's leading optical trade fairs.

Today, in a fast-paced and changing optical landscape, 20/20 Europe is constantly pushing into new creative territories – in print and online – to bring its readers fresh authoritative content with an unrivalled balance of fashion, business and lens & technology insights.



2019 Production and Circulation Schedule

ISSUE	PRESS AND PRODUCTS RELEASES DEADLINE	AD SPACES BOOKING DEADLINE	AD MATERIAL DELIVERY DEADLINE	MAILING DATE
JANUARY	Dec. 14, 2018	Dec. 17, 2018	Dec. 21, 2018	Jan. 25, 2019
MARCH	Jan. 25, 2019	Jan. 31, 2019	Feb. 6, 2019	Feb. 24, 2019
JUNE	Apr. 19, 2019	Apr. 30, 2019	May 3, 2019	May 31, 2019
SEPTEMBER	July 1, 2019	July 15, 2019	July 31, 2019	Sept. 27, 2019
NOVEMBER	Sept. 25, 2019	Oct. 1, 2019	Oct. 5, 2019	Oct. 31, 2019

Distribution

CIRCULATION	COPIES
Austria	740
Belgium	300
Czech Republic	30
Denmark	400
Eire	50
Eastern Europe	60
Finland	250
France	4.500
Germany	5.400
Greece	300
Italy	5.000
Luxembourg	100
Netherlands	500
Norway	290
Poland	100
Portugal	100
Russia	50
Spain	1.100
Sweden	380
Switzerland	300
UK	1.740
Total Optical retailers	21.600

SHOW
DIE BRILLENMESSE
DIOPS
HALL OF FRAMES
HONG KONG OPTICAL
IOFT
MIDO
OPTI
OPTICAL 100%
OPTIKMÄSSAN
SILMO
VISION EXPO EAST
VISION EXPO WEST

Digital Reach

WEBSITE 2020EUROPE.COM

25.000 Visits (a year) **65.500 Page views** (a year)

NEWSLETTER

15.000 contacts Database

@2020EUROPE SOCIAL MEDIA CHANNELS

Facebook **8.500 likes**
Instagram **7.500 followers**
Twitter **1.500 followers**

Our advertisers in 2017/2018

- | | | |
|----------------------|-------------------|-------------------------|
| Area98 | Jfrey | OWP |
| Barberini | Kaleos Eyehunters | Pride Eyewear |
| Blackfin | Kenmark | Rédélé |
| Caroline Abram | KiETLA | Rodenstock |
| Cutler and Gross | Komono | ROLF Spectacles |
| De Rigo | Lindberg | Rounder Rounder |
| Eblock | L.G.R. | Safilens |
| Essedue Sunglasses | Look Occhiali | Safilo |
| Essilor Instruments | Marchon | SALT. |
| Essilor Sun Solution | Markus T | Seaport Odlm |
| Face à Face | Maui Jim | Silhouette |
| Frame Chain | Mazzucchelli | Swiss Eyewear Group |
| Frank Custom | Mei System | Tavat |
| Frost Eyewear | Modo | Tom Davies |
| Grey Ant | Mondottica | Traction Productions |
| Gotti | MONOCEROS | Vanni |
| Henau | Neubau | Variation Design |
| Hoya | ODLM -Seaport | Visottica |
| Ic! Berlin | OGI Eyewear | WestGroupe |
| IDEAL | Okia | William Morris London |
| Imago Eyewear | Opal | Xavier Garcia Barcelona |
| Ivko | Ørgreen Optics | Ultralimited |

Advertising Rates

Paper

SIZE	EUROS
Front Cover	€ 12.000
Cover 2	€ 7.500
Cover 3	€ 6.700
Cover 4	€ 8.200
Full Page	€ 5.900
Double Page	€ 8.200
Full Page (2 sides) cover stock	€ 7.500
Half page	€ 3.200
Advertising insert (4 sides)	quote upon request

Special premium positions: 10% additional fee

20/20 Europe can quote and produce creative advertisements, shooting campaign and any special communication project.

Digital Marketing Opportunities

PACKAGE "BRAND IMAGE"

BOOK THIS IF YOU NEED TO "PUSH YOUR COMPANY IMAGE AND BRAND AWARENESS"

E-mail blast (1 mailing) | € 2.500
 Social ADV (on 20/20 Europe Facebook and Instagram)

PACKAGE "CONTENTS"

BOOK THIS IF YOU NEED "NEW FRESH CONTENTS FOR YOUR BRAND"

"Presented by 20/20 Europe" Sponsored content on website | € 3.200
 Sponsored content Post in newsletter
 Social ADV (on 20/20 Europe Facebook and Instagram)

** An extra discount will be applied in case you need to add to the above packages other DEM, banner in Newsletter or banner in website home page.*

WEB SITE

Home Page Top banner | € 850 (monthly rate)

Home Page Banner (right side column) | € 650 (monthly rate)

Video | € 1.000 (monthly rate)

NEWSLETTER

Banner Top / Bottom | € 800

DIRECT E-MAIL MARKETING

E-mail blast (1 mailing) | € 1.500

Reach via e-mail more than 15.000 worldwide contacts!

Advertising Specifications

HIGH RESOLUTION PDF FILE IS THE PREFERRED FORMAT.

ADVERTISEMENT	WIDTH (MM)	HEIGHT (MM)	TRIM (MM ON EACH SIDE)
Cover / Full Page	200	285	5
Double page	400	285	5
Horiz. Half Page	200	140	5

Please note that advertisements which do not meet the correct format may be subject to an extra charge for reformatting.

Adv Page	Format: PDF File. CMYK Coated FOGRA39 (please do not include Pantone colors). Files with different color profiles will be converted, so there will be no guarantee of color fidelity. PDF must have 5 mm abundance on each side and printer's marks.
Logo	Format: jpg / CMYK / resolution: vector or 300 dpi.

Home Page Top banner	Format: jpg; 960x500 pixel.
Home Page Banner (right side column)	Format: jpg; 960x1540 pixel.
Video	Format: Mp4
Newsletter banner	Format: jpg high resolution; 600(width)x180(height) pixel; x1 URL link. Please include a Call to action in the banner.
E-mail blast	Format: jpg; 660x850 pixel; email subject line; landing page link. Please include a Call to action in the E-mail blast jpeg.

CONTACT FOR MATERIAL SUBMISSION:
Ilaria Bettinelli / ph. +39 045 2428284
ilaria@20eventi.com



Contact

20/20 Europe

Corso Porta Nuova 20
37122 Verona - Italy
ph. +39 045 2428284
info@20eventi.com

PUBLISHER

Matilde Sometti

20eventi Srl Unipersonale
Via Europa Unita 1A/4
37011 Bardolino VR - Italy

EDITOR IN CHIEF

Clodagh Norton

clodagh@20eventi.com

INTERNATIONAL
ADVERTISING
SALES MANAGERS

Matilde Sometti

ph. +39 347 4049559
matilde@20eventi.com

Claudia Broglia

ph. +39 340 7553196
claudia@20eventi.com

USA ADVERTISING
SALES DIRECTOR

Dennis Murphy

ph. +1 212 274 7101
dmurphy@jobson.com

