



TEF MAGAZINE

You don't find great Eyewear while staying in your comfort zone



**MEDIA
PACK
2023**





With close to 300.000 followers, **TEF Magazine** is one of the largest optical magazines in the world, and the only one that solely writes about independent eyewear brands.

Each month, TEF creates a lifestyle photoshoot with an influential optician or optometrist as the model, to showcase amazing independent eyewear to our ever-growing community of optical professionals.

After being a freelance eyewear designer since 1999, TEF founder Maarten Weidema now solely writes about his fellow designers in the optical industry. His passionate mission is to promote independent eyewear to the international optical arena, backed up by a large group of bloggers and journalists from the optical industry.



LEADING INNOVATOR IN
OPTICAL SOCIAL MEDIA
MARKETING 2020

Corporate Vision
Media Innovators
Awards

SOCIAL MEDIA
MARKETING COMPANY
OF THE YEAR 2020

Corporate
LiveWire
Awards

AWARDED
OPTICAL PERSONALITY
OF THE YEAR

Trophees l'optique
Monaco

AWARDED
EYEWEAR BLOG

Expertido.org
Feedspot.com



Elena Pryadkina // Etnia Barcelona

TEFMAGAZINE.COM

200.000+

Unique webvisitors per year

SOCIAL MEDIA

98.600+

23.400+

Facebook
followers

36.200+

Instagram
followers

36.300+

LinkedIn
followers

2.700+

Pinterest
followers

NEWSLETTER

16.000+

Printed Magazines

13.000+

Eyecom

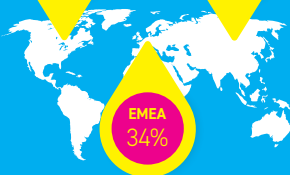
TOTAL SPREAD

327.900+

Americas
53%

Asia &
Pacific
13%

EMEA
34%



LIFESTYLE SHOOT



Full article including custom made lifestyle photos with 1 of our 24 optical influencers.

€ 350,-

Total reach: 327.900



DEDICATED NEWSLETTER



Email blast dedicated entirely to your brand or novelty, including a free advertorial.

€ 350,-

Total reach: 294.700



NEWSLETTER BANNER



Add your banner to our newsletter, which gets send out twice per week.

€ 250,- per month

Total reach: 128.000



ADVERTORIAL



Your press release on tefmagazine.com, our socials and in our weekly newsletter.

€ 175,-

Total reach: 276.000



WEB BANNER

422x221 banner in the side menu of tefmagazine.com

€ 175,- per month

Total reach: 16.600



IT'S BETTER IN A BUNDLE!

For a comprehensive digital marketing campaign, we recommend combinations of our promotional options. We have put together several package deals, with some nice discounts and the option to pay in ten monthly tranches.

PACKAGE DEAL 1

- 3 lifestyle shoots
- 3 advertorials
- 1 newsletter
- 1 month web banner

Normal: € 2.075,-

Pack Price: € 1.500,-

Total reach: 2.123.074

PACKAGE DEAL 2

- 5 lifestyle shoots
- 4 advertorials
- 2 newsletters
- 3 months web banner

Normal: € 3.600,-

Pack Price: € 2.500,-

Total reach: 3.382.911

PACKAGE DEAL 3

- 9 lifestyle shoots
- 8 advertorials
- 6 newsletters
- 6 months web banner

Normal: € 7.550,-

Pack Price: € 5.000,-

Total reach: 7.027.323

PACKAGE DEAL 4

- 24 lifestyle shoots
- 12 advertorials
- 12 newsletters
- 12 months web banner

Normal: € 16.500,-

Pack Price: € 10.000,-

Total reach: 14.918.048

ADVERTORIAL PACK

- 10 advertorials

Normal: € 1.750,-

Pack Price: € 1.200,-

Total reach: 2.760.010

NEWSLETTER PACK

- 10 newsletters
- 10 advertorials

Normal: € 5.250,-

Pack Price: € 2.000,-

Total reach: 2.947.010

BANNER PACK

- 1 month web banner € 175,-
- 6 months web banner € 300,-
- 12 months web banner € 500,-



The core of TEF power, which provides the most massive reach in the eyewear industry, are our **LIFESTYLE SHOOTS** reaching a total audience of 327.900, who are mostly eyecare professionals.

We feel, that the people that are to showcase your frame, should have a passion for the product. Therefore, all our “photomodels” are influential optician, optometrest or optical journalists.

Each month, we create two lifestyle shoot in beautiful cities around the world. And prior to the international shows, we even do two additional ones, to help you boost your visitors!

Take a look at our calendar to see which period, face or location matches your identity



LIFESTYLE SHOOT



Full article including custom made lifestyle photos with 1 of our 24 optical influencers.

€ 350,-

Total reach: 327.900+

[SEE CALENDAR](#)



Dr. Mariam Aslami
Optometrist, blogger

TEFdoesLA
PD: 65
@themodernOD



JANUARY 2023



Dr. Jennifer Chinn
Optometrist, blogger

TEFdoesSAN DIEGO
PD: 28.5/28
@dr.chinnchinn



FEBRUARY 2023



Carole Riehl
Optician, eco blogger

TEFdoesLONDON
PD: 31/34
@leslunettesecologiques



MARCH 2023



Radostaw Wiktorowicz
Eyewear stylist, blogger

TEFdoesPOLAND
PD: 63
@ghosteye.official



APRIL 2023



Kayla Ashlee
Optical Trainer

TEFdoesBOISE
PD: 30/30
@bespey



MAY 2023



Siu-Yin Shing
Trendwatcher, blogger

TEFdoesLONDON
PD: 30/30
@myglassesandme



JUNE 2023



Dr. Jasmine Martirosian
Optometrist, blogger

TEFdoesBRUSSELS
PD: 28,5/29
@jasmine.eyewear



JULY 2023



Radostaw Wiktorowicz
Eyewear stylist, blogger

TEFdoesPOLAND
PD: 31,5/31,5
@ghosteye.official



AUGUST 2023



Elena Pryadkina
Optician, blogger

TEFdoesVANCOUVER
PD: 31/32
www.eyeamelena.blog



SEPTEMBER 2023



Chantal Goldfinger
Vogue Expert, blogger

TEFdoesSAUPAULO
PD: 31,5/30,5
[@chantalgoldfinger](https://www.instagram.com/chantalgoldfinger)



OCTOBER 2023



Annaliese Dayes
TV/Radio host, Model

TEFdoesLONDON
PD: 31/31
[@annaliesedayes](https://www.instagram.com/annaliesedayes)

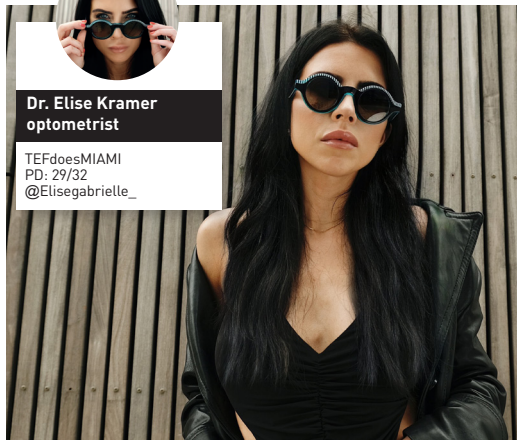


NOVEMBER 2023



Dr. Elise Kramer
optometrist

TEFdoesMIAMI
PD: 29/32
[@Elisegabrielle_](https://www.instagram.com/Elisegabrielle)



DECEMBER 2023

100%optical
COLLAB



Jasmine Martirosian // Nathalie Blanc

Collaborations with printed magazines

TEF collaborates with multiple printed magazines from all over the world. Most of their editors are models in our lifestyle shoots, and some are just good friends. With them, we made some great offers to have your TEF shoot printed in a full page, place your own advertisement or other joint opportunities.

EYECOM - DACH - Additional reach: 13.000 print & 3.000 online

TEF shoot printed full page	Advertisement full page
TEF shoot published in TEF	Advertorial published in TEF

Collab offer:	€ 3.000,-	Collab offer:	€ 3.000,-
----------------------	------------------	----------------------	------------------

EYELINE Netherlands - Additional reach: 3.000 print & 2.800 online

TEF shoot printed full page	Advertisement full page
TEF shoot published in TEF	Advertorial published in TEF

Collab offer:	€ 1.100,-	Collab offer:	€ 950,-
----------------------	------------------	----------------------	----------------

1/3 page trend report	1/3 page in 3 trend reports
-----------------------	-----------------------------

Collab offer:	€ 250,-	Collab offer:	€ 650,-
----------------------	----------------	----------------------	----------------

EYELINE Benelux - Additional reach: 6.370 print & 6.400 online

TEF shoot printed full page	Advertisement full page
TEF shoot published in TEF	Advertorial published in TEF

Collab offer:	€ 1.895,-	Collab offer:	€ 2.500,-
----------------------	------------------	----------------------	------------------

1/3 page trend report	1/3 page in 3 trend reports
-----------------------	-----------------------------

Collab offer:	€ 650,-	Collab offer:	€ 1.600,-
----------------------	----------------	----------------------	------------------

EYEREPUBLIC Russia - Additional reach: 5.000 print

TEF shoot printed full page	Advertisement full page
TEF shoot published in TEF	Advertorial published in TEF

Collab offer:	€ 900,-	Collab offer:	€ 900,-
----------------------	----------------	----------------------	----------------

NZ Optics - Additional reach: 800 print & 6.000 online

TEF shoot printed full page	Advertisement full page
TEF shoot published in TEF	Advertorial published in TEF

Collab offer:	€ 1.430,-	Collab offer:	€ 1.080,-
----------------------	------------------	----------------------	------------------



TEF MAGAZINE

You dont find great Eyewear while staying in your comfort zone



T. +31 6 141 05 281
info@TEFmagazine.com
www.TEFmagazine.com