



# TEF MAGAZINE

SAVING THE WORLD FROM MEDIOCRE EYEWEAR



**MEDIA  
PACK  
2024**





With well over 330.000 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

Corporate Vision  
Media Innovators  
Awards

SOCIAL MEDIA  
MARKETING COMPANY  
OF THE YEAR

Corporate  
LiveWire  
Awards

AWARDED  
OPTICAL PERSONALITY  
OF THE YEAR

Trophées l'optique  
Monaco

BEST AWARDED  
EYEWEAR BLOG

Expertido.org

BEST GLOBAL T  
EYEWEAR EXP  
PLATFORM

Style & Appa  
Awards



Elena Pryadkina // Etnia Barcelona

TEFMAGAZINE.COM

225.000+

Unique webvisitors per year

SOCIAL MEDIA

75.500+

23.400+

Facebook  
followers

36.500+

Instagram  
followers

12.900+

LinkedIn  
followers

2.700+

Pinterest  
followers

NEWSLETTER

16.000+

Printed Magazines

13.000+

Eyecom

TOTAL SPREAD

330.000+

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: 330.000



### DEDICATED NEWSLETTER

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

€ 350,-

Total reach: 301.000



### 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 our weekly newsletter.

€ 175,-

Total reach: 317.000



### WEB BANNER

422x221 banner in the side menu of tefmagazine.com

€ 175,- per month

Total reach: 18.750





Elise Kramer // 06 Eyewear

## 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.

### PACKAGE DEAL 1

3 lifestyle shoots  
3 advertorials  
1 newsletter  
1 month web banner

Normal: € 2.075,-

**Pack Price: € 1.500,-**

### PACKAGE DEAL 2

5 lifestyle shoots  
4 advertorials  
2 newsletters  
3 months web banner

Normal: € 3.600,-

**Pack Price: € 2.500,-**

### PACKAGE DEAL 3

9 lifestyle shoots  
8 advertorials  
6 newsletters  
6 months web banner

Normal: € 7.550,-

**Pack Price: € 5.000,-**

### PACKAGE DEAL 4

24 lifestyle shoots  
12 advertorials  
12 newsletters  
12 months web banner

Normal: € 16.500,-

**Pack Price: € 10.000,-**

### ADVERTORIAL PACK 1

6 advertorials

Normal: € 1.050,-

**Pack Price: € 800,-**

### ADVERTORIAL PACK 2

10 advertorials

Normal: € 1.750,-

**Pack Price: € 1.200,-**

### NEWSLETTER PACK 1

6 newsletters  
6 advertorials

Normal: € 3.150,-

**Pack Price: € 1.575,-**

### NEWSLETTER PACK 2

10 newsletters  
10 advertorials

Normal: € 5.250,-

**Pack Price: € 2.000,-**

### WEB BANNER PACK

1 month € 175,-  
6 months **€ 300,-**  
12 months **€ 500,-**

### EMAIL BANNER PACK

1 week € 175,-  
2 weeks **€ 300,-**  
4 weeks **€ 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: 330.000+

**SEE CALENDAR**



**Dr. Mariam Aslami**  
Optometrist, blogger

TEFdoesLA  
PD: 65  
@themodernOD

**JANUARY 2024**



**Dr. Kristie Nguyen**  
Optometrist, EBM

TEFdoesORLANDO  
PD: 59  
@your\_skingirl

**FEBRUARY 2024**



**Carole Riehl**  
Optician, eco blogger

TEFdoesLONDON  
PD: 31/34  
@leslunettesecologiques

**MARCH 2024**


**ECO SPECIAL**



**Radosław Wiktorowicz**  
Eyewear stylist, blogger

TEFdoesPOLAND  
PD: 63  
@ghosteye.official

**APRIL 2024**



**Dr. Elise Kramer**  
Optometrist

TEFdoesMIAMI  
PD: 29/32  
@Elisegabrielle\_

**MAY 2024**



**Siu-Yin Shing**  
Trendwatcher, blogger

TEFdoesLONDON  
PD: 30/30  
@myglassesandme

**JUNE 2024**





**Elena Pryadkina**  
Optician, blogger

TEFdoesVANCOUVER  
PD: 31/32  
[www.eyeamelena.blog](http://www.eyeamelena.blog)

**JULY 2024**



**Chantal Goldfinger**  
Vogue Expert, blogger

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

**AUGUST 2024**



**Elien Grosemans**  
Optometrist, blogger

TEFdoesHASSELT  
PD: 61  
[@eliengrosemans](https://twitter.com/eliengrosemans)

**SEPTEMBER 2024**



**Kayla Ashlee**  
Optical Trainer

TEFdoesBOISE  
PD: 30/30  
[@bespeyx](https://twitter.com/bespeyx)

**OCTOBER 2024**



**Annaliese Dayes**  
TV/Radio host, Model

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

**NOVEMBER 2024**



**Dr. Jennifer Chinn**  
Optometrist, blogger

TEFdoesSAN DIEGO  
PD: 28.5/28  
[@dr.chinnchinn](https://twitter.com/dr.chinnchinn)

**DECEMBER 2024**



# 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