



EUROPEAN SOCIETY OF
CATARACT & REFRACTIVE
SURGEONS

MEDIA KIT 2025

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ESCRS Media Guide 2025



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For more information about advertising with the ESCRS, contact Roo Khan: roo.khan@wearemci.co.uk



ESCRS

EUROPEAN SOCIETY OF
CATARACT & REFRACTIVE
SURGEONS



EUROTIMES

EuroTimes at a Glance

EuroTimes is the official magazine of the European Society of Cataract and Refractive Surgeons.

Frequency

6 bimonthly print issues annually:

January/February

March/April

May/June

July/August

September/October

November/December

Size 210 mm W x 297 mm H

Binding Method Saddlestitch

Paper Stock FSC Certified Mix

Website <https://www.es CRS.org/eurotimes>

Mobile Website m.eurotimes.org

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EuroTimes® is registered with the European Union Intellectual Property Office and the US Patent and Trademark Office.

As certified by the Audit Bureau of Circulation (ABC) the average monthly net circulation figure for *EuroTimes* issues distributed between January and June 2024 was 24,653. *EuroTimes* is distributed in over 160 countries worldwide.

It is circulated free of charge to the following: ophthalmologists, ophthalmic medical trainees, ophthalmic nurses and technicians, optometrists, and individuals in optometry.



A MUST-READ FOR THE OPHTHALMIC SURGEON

EuroTimes provides comprehensive coverage of the major ophthalmic subspecialties:

- Cataract and Refractive
- Cornea
- Glaucoma
- Retina
- Paediatric Ophthalmology

Regular content includes:

- Summaries of ophthalmic research
- Industry news briefs
- Articles on leadership development and business innovation
- Reports on ESCRS initiatives
- Highlights of new technologies

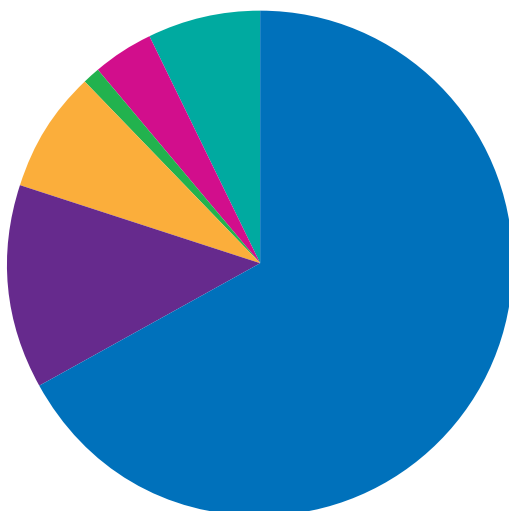


Learn more about EuroTimes or connect with ESCRS at ESCRS.org



Audited

EuroTimes **Regional Circulation**



- Europe: 67%
- Asia & Southeast Asia: 13%
- Africa, Middle East & North Africa: 8%
- Australasia & Pacific Rim: 1%
- North America: 4%
- Central & South America: 7%

Advertisers can reach a target audience with regional distribution of supplements.

Priority Points

Exhibition space is allocated based on Priority Points earned in the previous calendar year. All exhibiting companies will be ranked according to points earned. As corner booths and booths located close to entrances and catering points are frequently requested by companies, these spaces will be assigned according to Priority Points, booth size requested, and height restrictions.

Points can be accrued through attendance at ESCRS exhibitions, advertising in Congress programmes, advertising in the *Journal of Cataract & Refractive Surgery* and *EuroTimes*, and through a variety of sponsorship options including sponsoring *EuroTimes* Satellite Education Meetings, involvement in wet labs, and sponsorship of Congress activities (e.g., Wi-Fi/app sponsorship).

Advertising and sponsorships secured for 2024 will earn priority points towards the 2024 Congress of the ESCRS: 1 Priority Point is earned for every €1,000 spent with ESCRS. Priority Points do not accrue year on year. All points revert to 0 the January of the following year.



High-Impact Advertising

- **Bellybands:** Wrap *EuroTimes* in your advertisement.
- **False Cover:** Replace the front cover of *EuroTimes* with your company message. When you book the false cover, you also have use of the inside of the false cover.
- ***EuroTimes* Postcard Attachments:** Postcard attached to front cover or specific page can be geotargeted.

Building Links with Industry

Outlook on Industry

This is an occasional feature that reports on the key activities and innovations of individual companies. This full-page feature gives *EuroTimes* journalists the opportunity to meet and discuss some of the major issues in ophthalmology with key opinion leaders in the industry.

Industry News

This is a monthly feature wherein the latest news releases from industry are condensed into a snapshot of what is happening in the world of ophthalmology.

INDUSTRY NEWS

Rayner's Goal

Rayner, a global ophthalmic innovator, has recently achieved a major milestone by shipping its four millionth RayOne IOL. The RayOne family offers clinically proven optics, including monofocal, enhanced monofocal, toric, and trifocal, all fully preloaded for surgeon convenience and better patient outcomes. Rayner's commitment to patient outcomes is exemplified with its RayPRO+ digital patient reported outcomes platform, supporting CATPROMS and available for all IOLs. Rayner is a trusted brand in over 80 countries, delivering innovative products that enhance vision post-cataract or refractive surgery, improving patients' quality of life.

www.rayner.com

New User-Friendly SLT Entering Clinical Practice in Germany

Researchers at the University Eye Clinic in Bochum, Germany, are among the first to use a new automated, non-contact selective laser trabeculoplasty (SLT) device from BELKIN Vision called the Direct SLT Eagle™. Unlike conventional SLT, using the device does not require gonioscopy or direct contact with the eye. Instead, the new laser administers 120 laser shots to the trabecular mesh work through the limbus using a proprietary algorithm and eye-tracking technology. In research conducted to date, 70% of patients who received DSLT as a first-line treatment did not require eyedrops one year after treatment, the company says. The Eagle device received its CE mark in May 2022 and is being introduced to other key markets in Europe later this year.

www.belkin-vision.com
<https://www.youtube.com/watch?v=Rm5rFluXCI&t=13s>

Norlase Receives EU MDR Certification

The ophthalmic laser manufacturer Norlase has received EU MDR certification for its products, which include LEAF, a highly compact laser photocoagulator that mounts directly on the slit lamp; LION, the first fully integrated green laser; and ECHO, an ultra-portable pattern scanning laser. The EU MDR replaces the previous EU Medical Device Directive (MDD) and is designed to strengthen protection against risks posed by medical devices.

www.norlase.com

NEWS IN BRIEF

Tracey Upgrades Software

Tracey Technologies has released a software upgrade called iTrace Prime for their iTrace Ray tracing aberrometer and corneal topographer. This new software version (7.0) has a "Prime Dashboard" that adds two new indices to the device's proprietary Dysfunctional Lens Index (DLI™): the Corneal Performance Index (CPI™) and the Quality of Vision Index (QVI™). The upgrade also includes Tear Film Analysis, which uses a proprietary algorithm to generate a Tear Film Index (TFI™) based on changes in the shape and sharpness of Placido rings after a patient blinks their eye.

www.traceytechnologies.com

First Geographic Atrophy Treatment Approved

The US FDA has approved pegcetacoplan (SYFOVRE™, Apellis Pharmaceuticals) for treating geographic atrophy (GA) secondary to age-related macular degeneration. It is the first treatment available for this indication and is administered by intravitreal injection once every 25 to 60 days. The active ingredient, pegcetacoplan, binds to and inhibits complement protein C3, which plays a central role in the complement system. The approval of SYFOVRE is based on the results the Phase 3 DAKS and DERBY studies, which involved a total of more than 1,200 patients.

<https://apellis.com>

SATELLITE EDUCATION PROGRAMME

Our services range from conceptualisation through theme and branding, project management, audiovisual set-up and management, pre/on-site registration, and complete event logistics.

ESCRS Media, through its publications and website, will be responsible for the complete marketing plan, advertising, and promotion of your event.

Satellite Symposia Package

Please contact us for details.

***EuroTimes* Satellite Education Programmes will be available at the following conferences in 2025:**

- ESCRS Winter Meeting | 28 February–2 March
- ESCRS Annual Congress | 12–16 September

For satellite symposia information, contact
roo.khan@wearemci.co.uk





Enduring Materials

Every symposium and special event requires meticulous planning. A programme is developed and speakers recruited to communicate the unique message of your company's product to the audience.

Why let it end there?

EuroTimes provides industry partners with an opportunity to expand the audience for their educational activities beyond the scope of meetings and Congresses while offering valuable reference materials for ophthalmologists.

Supplements

EuroTimes journalists—with many years of experience writing in the field of ophthalmology—can prepare supplements from material presented at Congresses, sponsored symposia, or roundtable discussions. In addition, *EuroTimes* can organise turnkey standalone sessions and roundtables, helping companies with the logistics and management of the event.

Communication in English can be difficult for some of our readers around the world. To address language and cultural differences, printed supplements can be translated into selected European languages and distributed by country or region.

In addition to the traditional symposia supplements, we are also happy to work with industry on:

- Multimedia Supplements • Advertorials
- Product Launches • Roundtable Events • Congress Reports

Multimedia

Working in partnership with the *EuroTimes* Satellite Education Programme, *EuroTimes* will produce a digital file that replicates the traditional printed supplement, including videos, as they were presented at the meeting, all within one easy-to-navigate framework.

- Hosted on www.eurotimes.org for one year
- Files supplied for hosting on the sponsor's website
- Promotional customised eBlast of the supplement will be sent to our 40,000+ email database

Live Broadcast

Beam your satellite live over the internet to reach those who cannot attend the Congress in person.

2025 EuroTimes Editorial Calendar Themes

ISSUE	SPECIAL FOCUS
JANUARY/FEBRUARY	ESCRS research projects past, present, and future, with a focus on EPICAT.
MARCH/APRIL	Women in ophthalmology: An in-depth look at the progress women have made in the field, with a discussion of remaining goals and obstacles to achieving those goals.
MAY/JUNE	The business of ophthalmology: A look at the interaction of innovation, regulation, and industry in European ophthalmology.
JULY/AUGUST	An investigation into the important role of nutrition and lifestyle choices for the mental and physical health of patients and their doctors.
SEPTEMBER/OCTOBER	Patient-centred care (telemedicine, PROMS, home monitoring, cultural sensitivity): A report on how recent developments in patient-centred care are creating better value in health care.
NOVEMBER/DECEMBER	Innovative solutions for presbyopia: Are lenses, lasers, or drops winning the race to solve the biggest challenge in ophthalmology?

Space Booking and Artwork Deadlines

ISSUE	BOOKING DEADLINE	ARTWORK DEADLINE
JANUARY/FEBRUARY	January 17, 2025	January 24, 2025
MARCH/APRIL	March 5, 2025	March 12, 2025
MAY/JUNE	April 25, 2025	May 02, 2025
JULY/AUGUST	June 19, 2025	June 26, 2025
SEPTEMBER/OCTOBER	July 18, 2025	July 25, 2025
NOVEMBER/DECEMBER	October 17, 2025	October 24, 2025

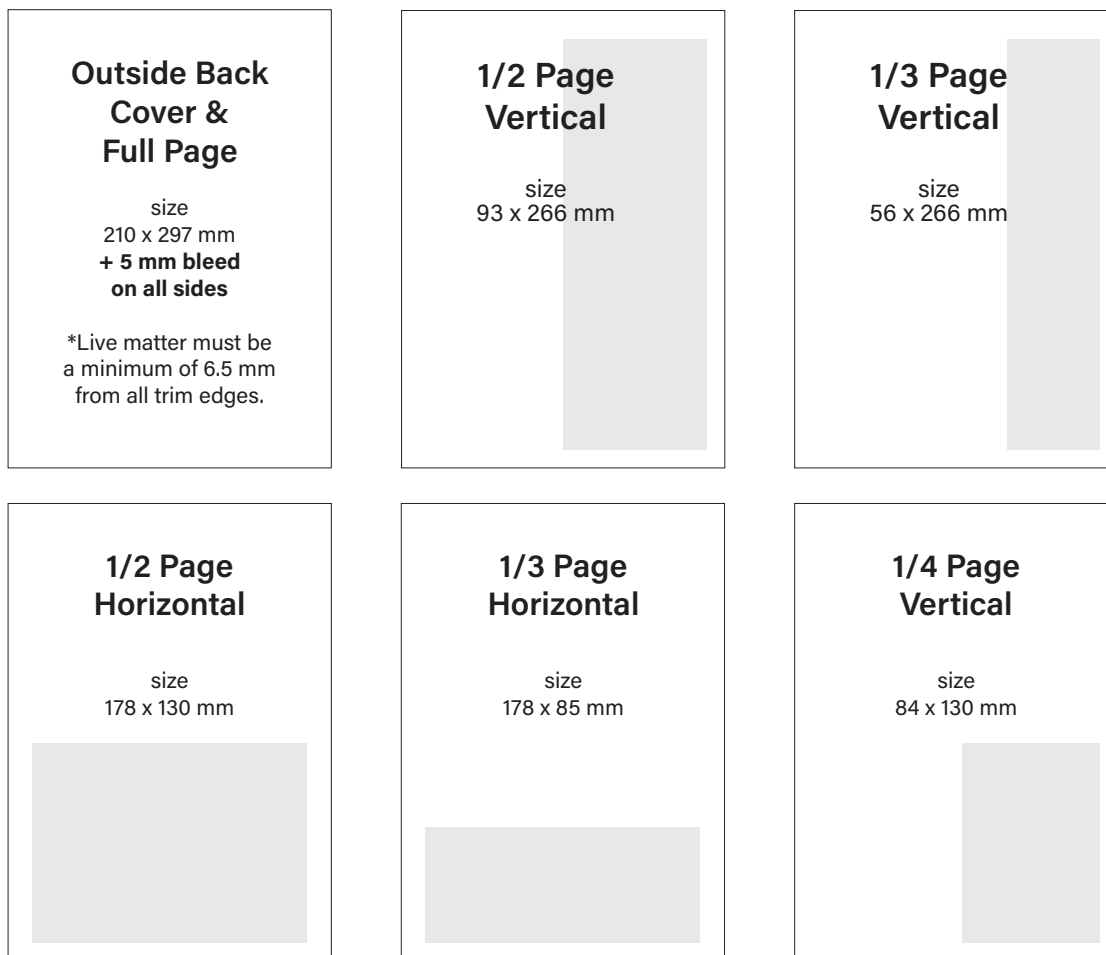
2025 Advertising Rates

6 print issues annually

(January/February, March/April, May/June, July/August, September/October, November/December)

FREQUENCY	FULL SPREAD	FULL PAGE	1/2 PAGE	1/3 PAGE	1/4 PAGE
1	€14,030	€8,912	€5,520	€4,600	€4,025
5	€13,750	€8,735	€5,410	€4,508	€3,944
10	€13,468	€8,556	€5,300	€4,416	€3,864
15	€13,188	€8,378	€5,188	€4,325	€3,783
20	€12,908	€8,200	€5,078	€4,232	€3,703

EuroTimes Ad Artwork Specifications



SUBMISSION INSTRUCTIONS

Please supply only a print-ready PDF file. We cannot accept any native-application file formats (no Word, InDesign, Publisher, etc.) or any other file format. PDF must be a high-resolution, print-ready file. All raster images should be 300 dpi.

All fonts must be embedded.

You may include printer's marks (crop marks, registration marks, etc.) in the file submission.

Do NOT include a bleed with fractional ads unless specified.

Colour: Colour ads must use CMYK colour only. RGB colour or spot colours (such as Pantone colours) are NOT acceptable.

Black & white ads should use black only (not 4-colour); images should be grayscale.

We cannot guarantee an exact colour match. If art requires a critical colour match, please contact jeremy.haag@wearemci.com.

The publisher is not responsible for printing errors due to incorrect file preparation.

We use an on-screen soft-proofing process. You are not required to send a printed proof.

For questions about artwork specifications, please contact jeremy.haag@wearemci.com.



ESCRS Today

ESCRS Today is the daily newspaper published on-site at the ESCRS Congress. Packed with news and photos of the day’s events, ESCRS Today provides industry with the opportunity to promote their symposia and attract delegates to their booths. ESCRS Today is often kept as a souvenir and is taken home by delegates to share with colleagues who were unable to attend the meeting.

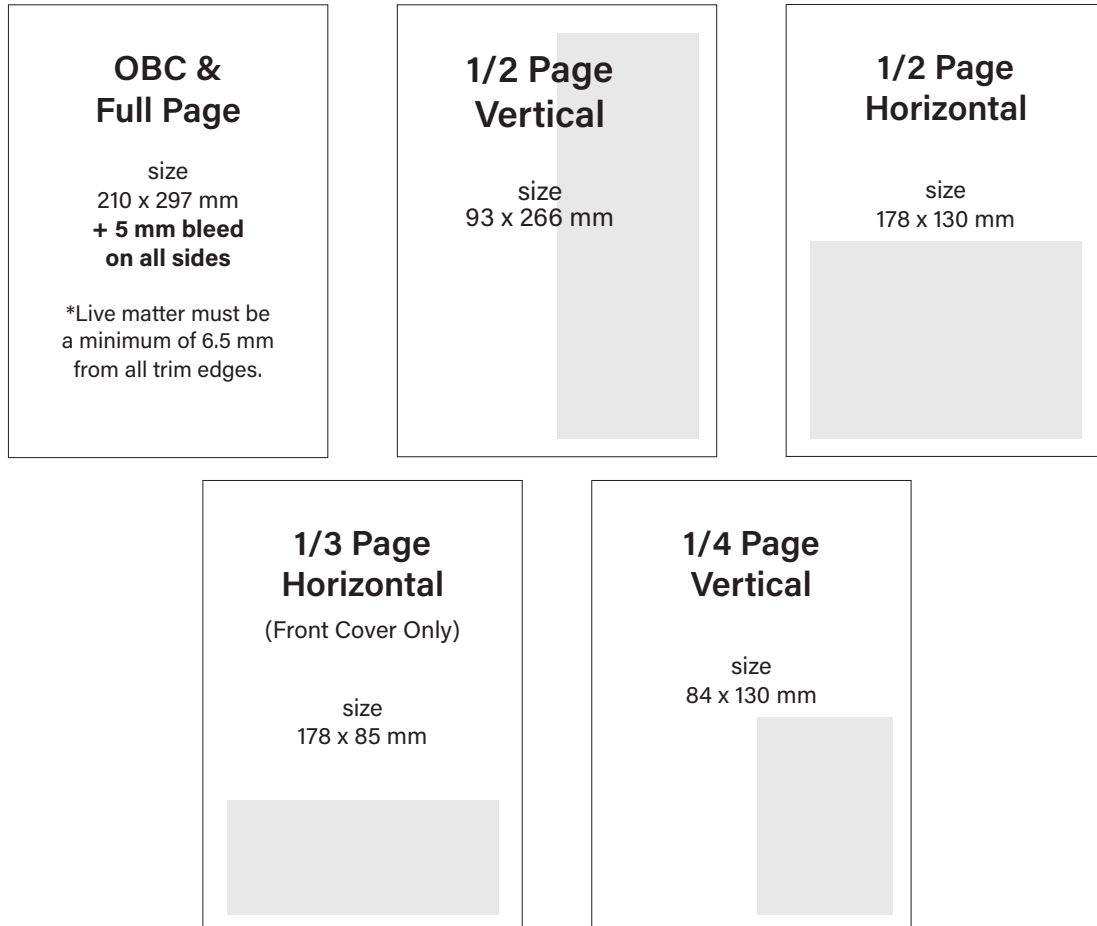
ESCRS Today will be published at:
2025 Congress of the ESCRS | 12–16 Sept 2025

2025 ESCRS Today Advertising Rates

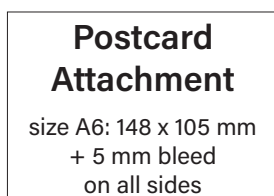
	1 Day	2 Days	3 Days
1/3 Page OFC	€3,000	€5,700	€8,280
Postcard Attachment	€4,500	€8,550	€12,000
Outside Back Cover	€5,000	€9,500	€13,800
Inside Front Cover	€4,300	€8,170	€11,865
Centre Double Page Spread	€6,650	€12,235	€17,950
Double Page Spread	€6,020	€11,070	€16,245
Full Page	€3,500	€6,650	€9,660
1/2 Page Vertical	€2,200	€4,180	€6,070
1/2 Page Horizontal	€2,200	€4,180	€6,070
1/4 Page Vertical	€1,300	€2,470	€3,585

*Positional guarantees include a 20% premium

ESCRS Today Ad Artwork Specifications



(All measurements are width x height)



File type: High-Resolution PDF
Artwork deadline: 8 August 2025
Send all artwork to jeremy.haag@wearemci.com

- Please supply only a print-ready PDF file. We cannot accept any native application file formats (no Word, InDesign, Publisher, etc.) or any other file format. PDF must be a hi-res, print-ready file. All raster images should be 300 dpi. All fonts must be embedded.
- You may include printer's marks (crop marks, registration marks, etc.) in the file submission.
- Do NOT include a bleed with fractional ads unless specified.
- Colour: Colour ads must use CMYK colour only. RGB colour or spot colours (such as Pantone colours) are NOT acceptable.
- Black & white ads should use black only (not 4-colour); images should be grayscale.
- We cannot guarantee an exact colour match. If advertiser requires a critical colour match, please contact your Sales Coordinator.
- The publisher is not responsible for printing errors due to incorrect file preparation.
- We use an on-screen soft-proofing process. You are not required to send a printed proof.

escrs.org/eurotimes

All readers of *EuroTimes* online are able to view the magazine in a virtual book format, allowing the publication to be seen by online readers the way that it was intended.

Readers can easily navigate through *EuroTimes* online by clicking on the bottom corner, or dragging and dropping the page. Every word in the document is indexed and searchable, allowing for quick and easy sourcing of information.

- View the latest issue

- Top stories and breaking news reports
- Industry breaking news
- Archive of past issues and articles
- *EuroTimes* picture gallery
- Listen to *EuroTimes* podcasts

Banner Ads (3 available)

Prices available on request. Contact roo.khan@wearemci.com



eTIMES

eTIMES is a weekly electronic newsletter containing the latest breaking news from the ESCRS and the world of ophthalmology.

Advertising & Sponsorship

- eTIMES offers a high-profile branding opportunity.
- 52 newsletters annually are sent to the most comprehensive electronic mailing list in European ophthalmology.
- Great for increasing exposure of industry products and events before and after the Congress.
- eTIMES advertising and sponsorship rates available on request.

Congress

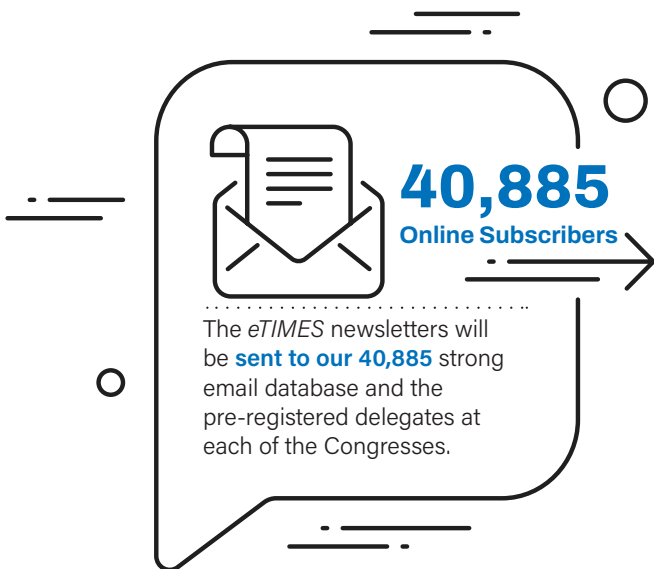
Increase your brand exposure beyond the Exhibition Hall.

- 2025 Congress of the ESCRS | 12–16 Sept 2025

The eTIMES newsletters will be sent to our 48,000+ strong email database and the pre-registered delegates at each of the congresses. Companies can elect to take full sponsorship of Congress eTIMES where they will be the sole sponsor.

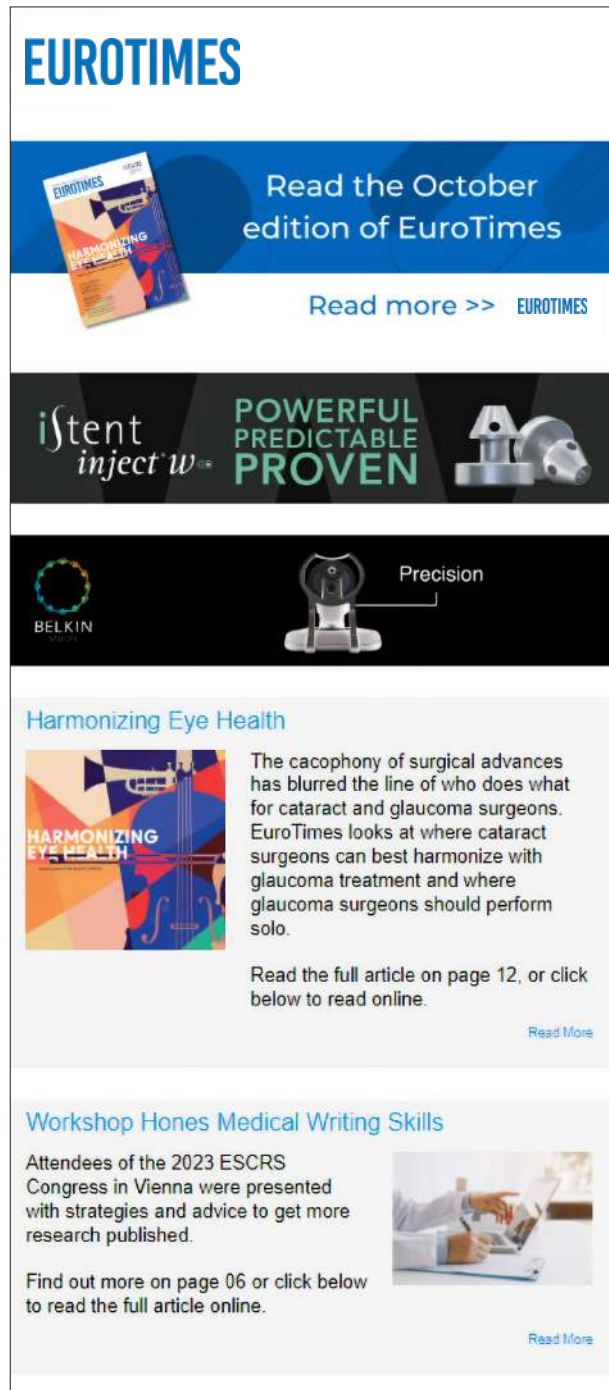
As the sole sponsor, you would receive:

- 2 x advertising banner positions in each issue.
- Proof of ad layout to be sent for each issue.



40,885
Online Subscribers

The eTIMES newsletters will be sent to our 40,885 strong email database and the pre-registered delegates at each of the Congresses.



EUROTIMES


Read the October edition of EuroTimes

[Read more >>](#) EUROTIMES

istent inject w POWERFUL PREDICTABLE PROVEN

BELKIN Precision

Harmonizing Eye Health




The cacophony of surgical advances has blurred the line of who does what for cataract and glaucoma surgeons. EuroTimes looks at where cataract surgeons can best harmonize with glaucoma treatment and where glaucoma surgeons should perform solo.

Read the full article on page 12, or click below to read online.

[Read More](#)

Workshop Hones Medical Writing Skills

Attendees of the 2023 ESCRS Congress in Vienna were presented with strategies and advice to get more research published.



Find out more on page 06 or click below to read the full article online.

[Read More](#)

Contact Roo Khan at roo.khan@wearemci.co.uk to learn more about the add-value opportunities with the ESCRS.

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with the ESCRS, contact Roo Khan:
roo.khan@wearemci.co.uk



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