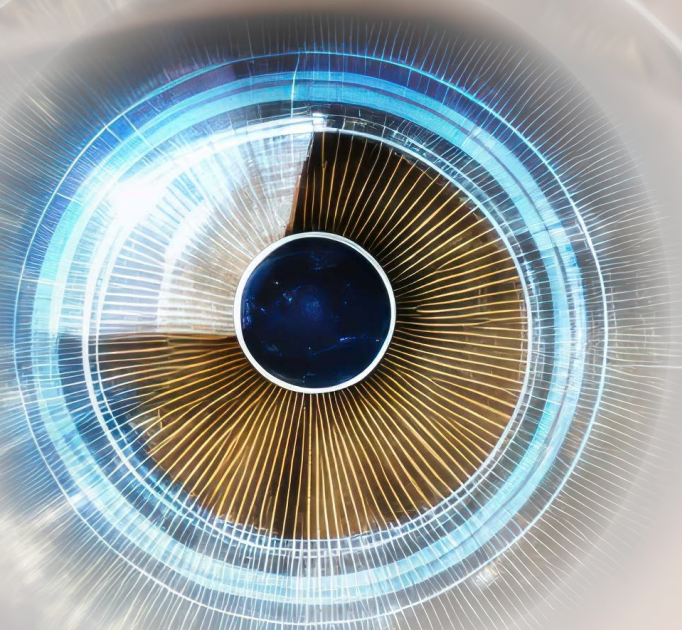
EUROTIMES MEDIA PACK 2027

ESCRS
EUROPEAN SOCIETY OF CATARACT & REFRACTIVE SURGEONS

EuroTimes delivers authoritative, research driven reporting across all major ophthalmic subspecialties and provides the most up-to-date insights into the trends shaping the future of eye care.

- **Maximise brand influence with ESCRS' global ophthalmology audience**
- **Secure premium positioning with ESCRS' Print and Digital platforms**
- **Utilize ESCRS' Congress Priority Points programme here**



CATARACT AND REFRACTIVE | CORNEA | GLAUCOMA

EuroTimes® is a registered trademark with both the European Union Intellectual Property Office and the United States Patent and Trademark Office.

EuroTimes® is audited by the Audit Bureau of Circulation (ABC). Each issue achieved an average net circulation of 30,536* for issues distributed from June to December 2025. The publication reaches readers in more than 160 countries worldwide, underscoring its global footprint and industry influence.

EuroTimes is distributed to a wide community of eye-care professionals, including ophthalmologists, ophthalmic medical trainees, ophthalmic nurses and technicians, optometrists, and individuals working within optometry.

*ABC circulation June-Dec 2025

www.escrs.org/eurotimes

Editor-In-Chief
Sean Henahan

Advertising Sales
Roo Khan
MCI UK
Tel: +44 203 530 0100
roo.khan@wearemci.co.uk

EuroTimes is the flagship publication of the European Society of Cataract and Refractive Surgeons. Delivering authoritative, peer-informed coverage that supports the Society's mission, EuroTimes provides ophthalmic professionals worldwide with trusted insights into the latest advances in cataract and refractive surgery.

EuroTimes delivers in-depth, printed and digital content across the full spectrum of major ophthalmic subspecialties, providing clinicians with trusted insights and the latest developments in:

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

Regular Content Includes:

- Summaries of key ophthalmic research
- Brief updates on industry developments
- Articles on leadership, business strategy, and innovation
- Reports on ESCRS programmes and activities
- Highlights of emerging technologies and advancements.

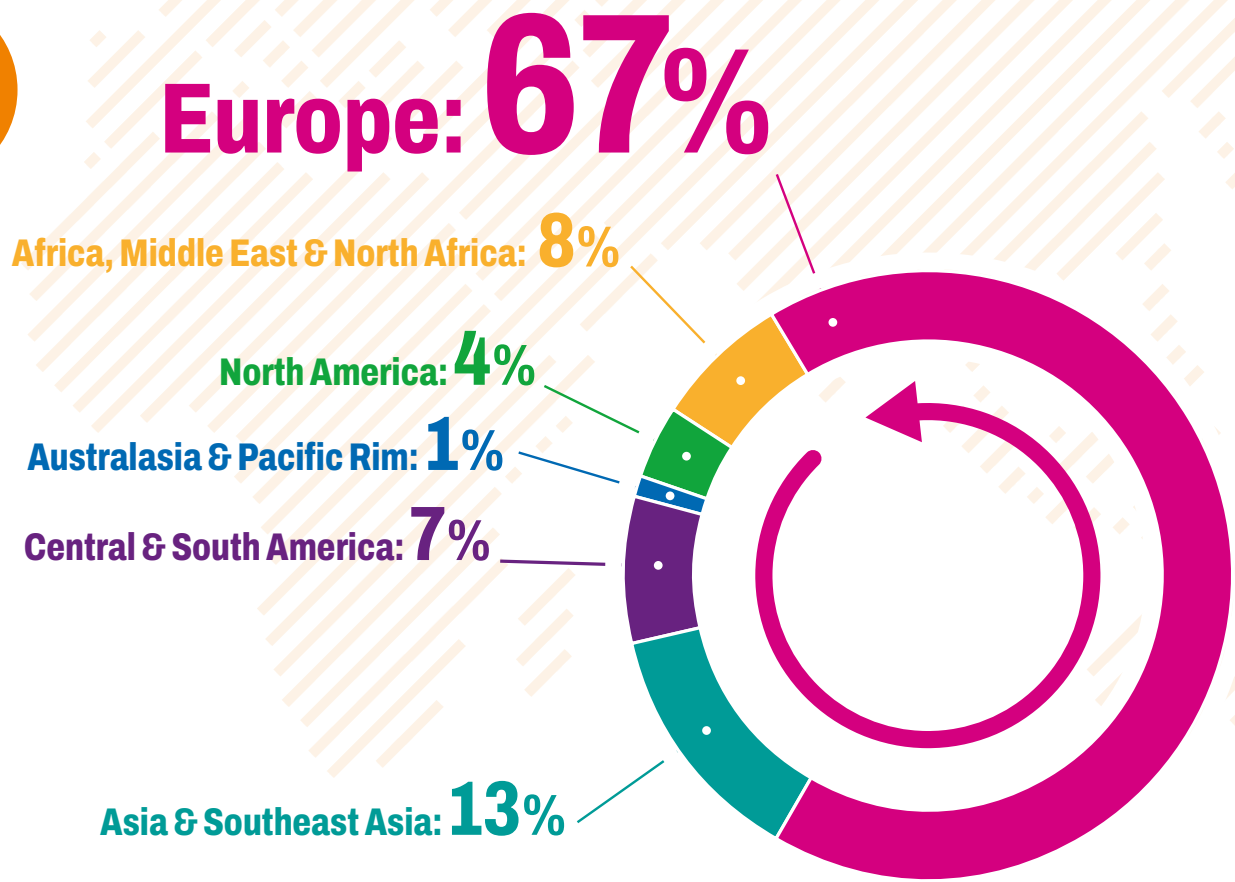
6 x bimonthly print issues annually:

- January/February
- March/April
- May/June
- July/August
- September/October
- November/December.

EuroTimes Online is the quarterly digital edition of the ESCRS publishing portfolio and showcases the very best of ESCRS content. Intended to promote the Society's educational impact beyond the printed magazine Eurotimes Online serves as a focused, high value resource that highlights ESCRS initiatives, scientific insights, and provides professional development material in an accessible, reader friendly format:

- Accessible to all online readers
- Supports ESCRS engagement and membership growth
- Serves as a professional development resource
- Print versions available at ESCRS congresses
- 4 x quarterly online issues per annum: Spring/Summer/Autumn/Winter.

EUROTIMES REGIONAL CIRCULATION



abc
Audited

ESCRS CONGRESS PRIORITY POINTS

Bellybands: This is a printed wrap that encircles the outside of EuroTimes, delivering your advertisement as the first element readers see. It provides high-impact visibility and ensures your brand is noticed before the magazine is opened.





Front-cover double sided postcards can be affixed to the front cover of Eurotimes and ESCRS Today. As physical, detachable promotional items, postcards deliver uniquely high impact take aways which are retained following removal from the magazine. Postcards typically features symposia invitations, QR codes or stand location details.

Priority Point are earned for every €1,000 spent with Eurotimes & ESCRS Today.

Please note: Priority Points do not accrue from one year to the next; all points reset to zero at the start of each January.

2027 EUROTIMES EDITORIAL CALENDAR THEMES

OVERALL COVERAGE SUMMARY

Every issue of *EuroTimes* includes a mix of stories derived from conferences, journals, interviews, and other sources. The majority of stories discuss cataract and refractive surgery, with additional stories looking at developing news in cornea, glaucoma, retina, and paediatrics. The mix also includes discussions of broader issues such as sustainability, education, and leadership and business development. Each issue also includes a roundup of industry news reporting new product launches and approvals.

JANUARY/FEBRUARY

Consensus on SVL—Clinic, academia, industry.

MARCH/APRIL

So many new presbyopic IOLs- how to choose?

ESCRS Winter Congress Issue
(Distributed at Cairo event)

MAY/JUNE

Corneal Refractive Surgery—Flaps vs. Bags—the transition to laser refractive surgery.

JULY/AUG

Advances in Robotic Surgery.

SEPTEMBER/OCTOBER

New ESCRS recommendations for refractive surgery.

ESCRS Annual Congress Issue
(Distributed at Madrid show)

NOVEMBER/DECEMBER

Lamellar surgery and cataract

2027 EUROTIMES ADVERTISING RATES

Priority Point are earned for every €1,000 spent with Eurotimes & ESCRS Today.
Contact roo.khan@wearemci.com for all print and digital enquiries.

Frequency	Full Spread	Full Page	1/2 Page	1/3 Page	1/4 Page
1-2 Insertions	€15,714	€9,981	€6,182	€5,512	€4,508
3-4 Insertions	€15,084	€9,583	€5,936	€4,946	€4,328
5-6 Insertions	€14,457	€9,184	€5,687	€4,740	€4,147

6 print issues annually (January/February, March/April, May/June, July/August, September/October, November/December).

2027 EUROTIMES SPACE BOOKING AND ARTWORK DEADLINES

Issue	Artwork Deadline	Publishing Date
JANUARY/FEBRUARY	13 Jan 2027	25 Jan 2027
MARCH/APRIL	16 Feb 2027	1 Mar 2027
MAY/JUNE	4 May 2027	17 May 2027
JULY/AUGUST	12 July 2027	22 July 2027
SEPTEMBER/OCTOBER	31 Aug 2027	13 Sept 2027
NOVEMBER/DECEMBER	15 Nov 2027	30 Nov 2027

EUROTIMES & ESCRS TODAY AD ARTWORK SPECIFICATIONS

File type: High-Resolution PDF
Send all artwork to:
jeremy.haag@wearemci.com

All measurements are width x height

Outside Back Cover & Full Page

Size
210 x 297mm
+ 5mm bleed on all sides

*Live matter must be a minimum of 6.5 mm from all trim edges.

1/2 Page Vertical

Size
93 x 266mm



1/3 Page Vertical

Size
56 x 266 mm

1/2 Page Horizontal

Size
178 x 130mm

1/3 Page Horizontal

Size
178 x 85mm

1/4 Page Vertical

Size
84 x 130mm

Postcard Attachment

Size A6: 148 x 105mm
+ 5 mm bleed on all sides

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.

2027 ESCRS TODAY, 3-DAY CONGRESS PUBLICATION 16–18 OCT (SAT-MON)

ESCRS Today is our official daily congress newspaper produced on-site during ESCRS' 3-day annual event. Published each morning and distributed directly to delegates, ESCRS Today delivers daily coverage of industry symposia, clinical sessions, product innovations, and key congress highlights. With real-time reporting – supported by on the ground journalists – each daily publication ensure readers receive the very latest and most relevant insights throughout the duration of the congress.

For industry partners, **ESCRS Today** provides a high visibility platform for promotion of symposia, for showcasing new technologies, and for driving traffic to exhibition booths. With thousands of engaged ophthalmology professionals onsite, ESCRS Today offers unmatched reach and continuing brand exposure across the entire three day event.

ESCRS Today is viewed as a lasting professional resource, with delegates retaining copies for their institutions where individual brand coverage continues to serve as a valuable point of reference and a means of sharing key congress insights with in-house colleagues and clients.



2027 ESCRS TODAY ADVERTISING RATES

ESCRS Today artwork deadline :15 September 2027.
Contact roo.khan@wearemci.com for all print and digital enquiries.

Size	1 day	2 days	3 days
1/3 page OFC	€3,600	€6,840	€9,936
Postcard Attachment	€5,400	€10,260	€14,400
Outside Back Cover	€6,000	€11,400	€16,560
Inside Front Cover	€5,160	€9,804	€14,238
Centre Double Page Spread	€7,648	€14,070	€20,643
Double Page Spread	€6,923	€12,731	€18,682
Full Page	€4,025	€7,648	€11,109
½ Page Vertical	€2,530	€4,807	€6,981
½ Page Horizontal	€2,530	€4,807	€6,981
¼ Page Vertical	€1,495	€2,841	€4,123

EUROTIMES WEBSITE

Our EuroTimes website occupies a leading position in European and global ophthalmology, delivering trusted clinical news, expert opinion, and industry intelligence to a highly engaged, professional audience. It serves as a daily reference point for surgeons, clinicians, and industry decision-makers seeking authoritative, up-to-the-minute insights. With integrated digital features– ranging from news updates and in-depth articles to exclusive content and interactive magazine formats – combined with a highly specialist readership, EuroTimes Online offers a uniquely powerful platform for brand visibility and thought-leadership.

- **Premium ad visibility** – Leaderboards and MPUs prominently placed across high-traffic pages on the EuroTimes site
- **High-value digital reach** – delivering over 97,000 users and 270,000 page views giving brands consistent exposure to a highly specialist audience
- **Branded content sponsorship** Position crafted, editorial-style content that blends seamlessly with EuroTimes' trusted content, offering an authentic, way to educate and influence ophthalmology professionals.





EUROTIMES NEWSLETTER, eNEWS

eTIMES is ESCRS' weekly electronic newsletter and delivers the week's most compelling breakthroughs and high value insights from the wider world of ophthalmology straight to your inbox:

- eTimes Newsletter banners provide clear, high visibility placements within a trusted ESCRS communication channel
- Published weekly, 48 times per year, and despatched to a comprehensive ophthalmic mailing list of 41,000+ subscribers
- Provides key announcements, initiatives, and educational activities surrounding the Congress
- Advertising and sponsorship options available on request.

ESCRS produces premium, branded congress supplements enabling industry partners to align their messaging with one of the most respected organisations in ophthalmology. By commissioning ESCRS endorsed supplements, partners gain access to the ESCRS delegate community and the credibility that comes with ESCRS branding and congress association. This association reinforces scientific value within a trusted educational setting and enhances visibility among our highly specialised and influential audience.

Our supplements also benefit from being distributed directly within symposium environments, ensuring they reach delegates at the moment of peak engagement. In addition, our on-site distribution model emphasises the premium nature of our publications and highlights the strategic advantage for clients who deliver high quality information at ESCRS congresses.

EuroTimes Solus eBlasts are fully branded, single- sponsor emails delivered directly to the entire ESCRS subscriber base, ensuring maximum visibility and impact. They provide advertisers with an exclusive platform to share their message – offering unparalleled share of voice with no competing content:

- Dedicated, branded communication sent directly Eurotimes' full subscriber list
- No competing content – exclusive brand presence
- Delivered straight to subscribers' inboxes for maximum visibility.
- Consistently strong engagement from a highly relevant audience.
- Clear, data driven reporting to assess reach and performance
- Supplement opportunities available upon request.

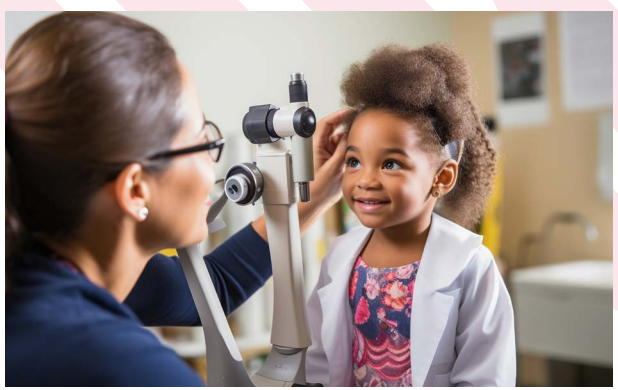
EUROTIMES ONLINE, QUARTERLY PUBLICATIONS

EuroTimes Online provides a seamless, on-the-go reading experience that closely reflects the look and feel of the printed publication. Readers can navigate each issue quickly with simple clicks or swipes, ensuring the content flow is natural and engaging. Our platform also features fully searchable and indexed text, allowing the audience to locate specific topics, revisit important insights, and explore related content with ease. Our accessible and intuitive digital format ensures that EuroTimes remains a convenient, engaging, and highly functional resource for ophthalmology professionals wherever they are.

Access leading stories and timely reporting on major developments in ophthalmology:

- Stay informed with comprehensive industry news and updates
- Explore our searchable archive of past issues and in depth feature articles
- Browse the EuroTimes image gallery for key moments and expert insights
- Digital banner advertising opportunities available upon request
- Published Spring/Summer/Autumn/Winter.





EUROTIMES PUBLICATION ARCHIVE

The EuroTimes magazine archive offers a deep, searchable library of high-quality ophthalmic journalism – spanning years of clinical insights, industry developments, and subspecialty expertise. With its easy-to-navigate virtual-book format and fully indexed content, the archive gives readers instant access to past issues, top stories, and rich editorial history, making it an invaluable resource for professionals looking to explore, reference, or revisit trusted knowledge.

- Unmatched depth of specialist content
- Fully searchable, premium content knowledge hub
- High-engagement digital format.



ESCRS

EUROPEAN SOCIETY OF CATARACT & REFRACTIVE SURGEONS

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

