

# «Design, Trends & Fashion»

Modespecials «Schweizer Optiker»

design, trends & *fashion*



## The fashion special edition

Thanks to our new fashion special edition «**Design, Trends & Fashion**» as a supplement to «Schweizer Optiker» during the month of April, you are not only at the centre of focus in the optics sector, but also with the in-store customers. The new distribution concept provides opticians with a certain extra number of our special edition, as well as the option to order further issues (even individualised).

Our special edition informs you about the newest glasses and fashion trends for the spring/summer season 2018 and shows you the hottest new models of Mido Eyewear-Show Milano.

## Book your advert in the April issue now!

### Timetable

Edition	Publication date	Advertising deadline
16 April 2018	15 March 2018	26 March 2018

### Are you interested?

I am looking forward to your contacting.

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### Our readers

Print Run:	6 000 copies Subscribers receive 3 copies with the April issue Option to order / subscribe to additional copies
Publication:	1 - 2x annually (spring, autumn)
Languages:	German
Formats:	1/1 page (216 x 303 mm plus 3mm bleed)

You now have the opportunity to draw attention to your products/offers in the special issue «design, trends & fashion» and to attract new customers.