

# «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 September, 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 autumn/winter season 2018 and presents an attractive preview of the Silmo Optical Fair Paris.

## Book your advert in the September issue now!

### Timetable

Edition	Publication date	Advertising deadline
17 September 2018	15 August 2018	27 August 2018

### Are you interested?

I am looking forward to your contacting.

FACHMEDIEN - Zürichsee Werbe AG  
Daniel Baer, Advertising Director  
T +41 (0) 79 338 89 18, [daniel.baer@fachmedien.ch](mailto:daniel.baer@fachmedien.ch)

### Our readers

Print Run:	6 000 copies Subscribers receive 3 copies with the September 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.