

# Prices & services 2020

Valid from 1 January 2020

SCHWEIZER  
**optiker**  
Opticien suisse | Ottico svizzero

**Schweizer Optiker** – The official publication of the SOV  
(Swiss Optics Association) and the SBAO  
(Swiss Association for Ophthalmic Optics and Optometry)

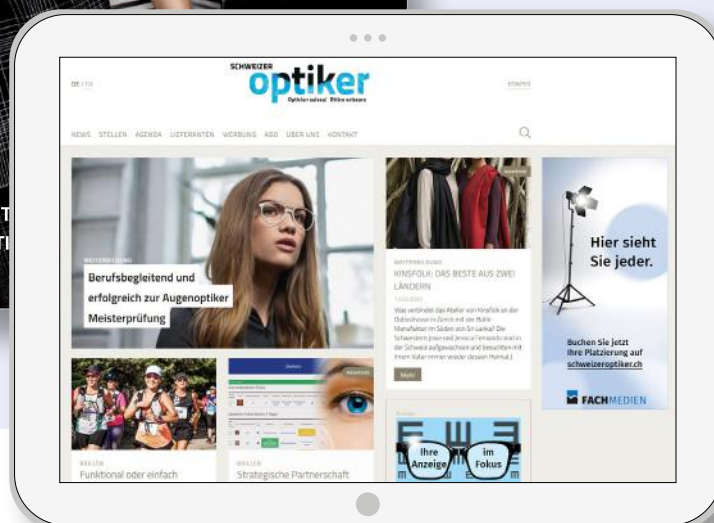


## Schweizer Optiker at a glance:

- Print circulation 1,700 copies
- 11 issues per year
- 2 special issues
- German/french combined



Schweizer Optiker trägt das Gütesiegel  
«Q-Publikation» vom Verband Schweizer  
Medien



## Positioning

Schweizer Optiker is the official publication of the SOV (Swiss Optics Association) and the SBAO (Swiss Association for Ophthalmic Optics and Optometry). Its content centres on subjects from the areas of specialised knowledge, further training, industry, fashion trends and interviews with leading players in this branch.

All job offers will be displayed on [www.schweizeroptiker.ch](http://www.schweizeroptiker.ch), «Offene Stellen» (Vacancies).

**Language** german/french combined

**Year's issue** no. 95

**Publishing house** CH Regionalmedien AG, Fachmedien Luzern  
 Maihofstrasse 76, 6002 Luzern  
 T +41 41 429 58 70, [fachmedien-luzern@chmedia.ch](mailto:fachmedien-luzern@chmedia.ch)

**Editorial office** Kurt Bütikofer, Frobüel 12 a, 8618 Oetwil am See  
 T+F +41 44 929 14 29, [kbk@goldnet.ch](mailto:kbk@goldnet.ch)

**Advertisements** FACHMEDIEN - Zürichsee Werbe AG  
 Laubisrütistrasse 44, CH-8712 Stäfa  
 T +41 44 928 56 11, [optiker@fachmedien.ch](mailto:optiker@fachmedien.ch)

## Circulation / Readership

### Circulation

<b>print circulation</b>	1,700 copies
<b>WEMF/KS-Certification 2019</b>	1,384 copies
· subscription copies paid	1,278 copies
· copies free	106 copies

### Readership

Owners, managing directors and managers of subsidiaries of optical companies, managing employees, suppliers.

### Reader survey



Source: Reader survey Schweizer Optiker, onlineumfragen.com



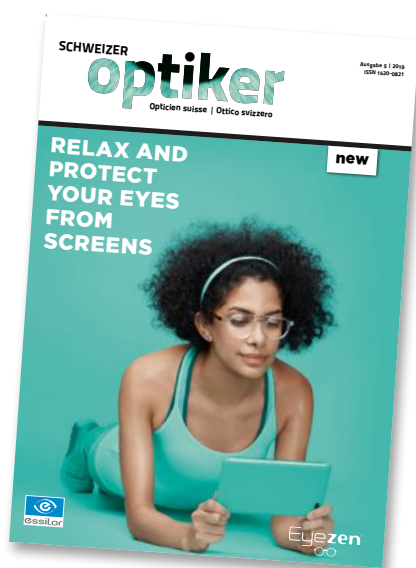
Special Issue



# Timetable 2020

Edition	Subjects (subject to changes)	Advertising deadline commercial ads	Advertising deadline job ads	Publication
1 / 2020	Sports eyewear, preview Mido	20.12.2019	07.01.2020	15.01.2020
2 / 2020	Store design, Opti exhibition report	24.01.2020	06.02.2020	14.02.2020
3 / 2020	Devices	21.02.2020	06.03.2020	16.03.2020
4 / 2020	Mido exhibition report Special issue: <b>design, trends &amp; fashion</b>	24.03.2020	03.04.2020	15.04.2020
5 / 2020	SBAO Congress	22.04.2020	07.05.2020	15.05.2020
6 / 2020	AGM OPTIKSCHWEIZ	22.05.2020	04.06.2020	15.06.2020
7-8 / 2020	Paediatric optometry	24.07.2020	06.08.2020	14.08.2020
9 / 2020	Preview Silmo Special issue: <b>design, trends &amp; fashion</b>	24.08.2020	07.09.2020	15.09.2020
10 / 2020	Winter sports eyewear, HOF exhibition report	22.09.2020	07.10.2020	15.10.2020
11 / 2020	Silmo exhibition report, Opt-X20 Congress,	23.10.2020	06.11.2020	16.11.2020
12 / 2020	Low Vision, preview Opti 2021	23.11.2020	04.12.2020	15.12.2020

Other sections: new products, news in brief, frame design, company profiles, reports, everyday legal issues, marketing, news from the trade associations «OPTIKSCHWEIZ» and «SBAO».





## Formats and Prices in CHF exclusive of VAT.

Magazine format		210 x 297 mm		
Advertisements	Type area		4-colour	b/w
<b>1/1 page</b>		180 x 260 mm	3,600.-	
<b>1/2 page</b> portrait		87 x 260 mm	2,900.-	
<b>1/2 page</b> landscape		180 x 128 mm	2,900.-	
<b>1/3 page</b> portrait		56 x 260 mm	2,100.-	
<b>1/3 page</b> landscape		180 x 87 mm	2,100.-	
<b>1/4 page</b> portrait		87 x 128 mm	1,400.-	
<b>1/4 page</b> landscape		180 x 62 mm	1,400.-	
<b>1/8 page</b>		87 x 62 mm	690.-	

### Job ads (do not qualify for discounts)

<b>1/1 page</b>		180 x 260 mm	2,500.-	2,200.-
<b>1/2 page</b> portrait		87 x 260 mm	1,500.-	1,200.-
<b>1/2 page</b> landscape		180 x 128 mm	1,500.-	1,200.-
<b>3/8 page</b>		87 x 194 mm	1,200.-	910.-
<b>5/16 page</b>		87 x 160 mm	970.-	770.-
<b>1/4 page</b>		87 x 128 mm	850.-	650.-
<b>3/16 page</b>		87 x 95 mm	720.-	550.-
<b>1/8 page</b>		87 x 62 mm	590.-	390.-
<b>1/16 page</b>		87 x 29 mm	470.-	290.-

All job advertisements will be posted online with the publication date of the print edition. The early online call-up comes with a surcharge of CHF 100.- calculated.

### Cover pages and specials (+3 mm bleed)

<b>front page</b> normal	210 x 230 mm	4,950.-
<b>front page</b> attractive	210 x 297 mm	4,950.-
<b>inside front cover</b>	210 x 297 mm	3,800.-
<b>inside back cover</b>	210 x 297 mm	3,600.-
<b>outside back cover</b>	210 x 297 mm	3,960.-
<b>opp. table of contents</b>	210 x 297 mm	3,800.-
<b>2/1 pages</b>	420 x 297 mm	8,640.-
<b>2x 1/2</b> landscape	420 x 148 mm	6,960.-
<b>2x 1/3</b> landscape	420 x 99 mm	5,040.-

### Advertorials (do not qualify for discounts)

<b>2/1 pages</b>	180 x 260 mm	4,950.-
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(A maximum of two advertorials are allowed per edition)

### Special issues, flash-/design-articles

Further informations upon request.

## Inserts and supplements

Calculation for a print run of 1800 copies (1450 c. German / 350 c. French)

		2-sided	4-8 s.	10-16 s.	18-20 s.
<b>Advertising value</b>	1000 c.	950.-	1,500.-	1,900.-	2,300.-
<b>Technical costs</b>	1000 c.	135.-	135.-	135.-	135.-
<b>Total</b>	1000 c.	<b>1,085.-</b>	<b>1,635.-</b>	<b>2,035.-</b>	<b>2,435.-</b>
<b>Total print run</b>	2000 c.	<b>1,953.-</b>	<b>2,943.-</b>	<b>3,663.-</b>	<b>4,383.-</b>

plus postage according to postal tariff	up to 50g	51-74g	75-100g
	-.11/copy	-.13/copy	-.15/copy

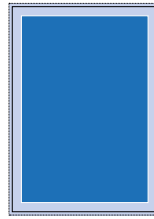
Head bleed for attached supplements 8 mm.  
Surcharge for inserts or supplements: 50% of the net price.

**Delivery address** Multicolor Print AG, Daniel André, «Schweizer Optiker», No. ...  
Sihlbruggstrasse 105a, CH-6341 Baar, T +41 41 767 76 49  
F +41 41 767 76 77, daniel.andre@multicolorprint.ch

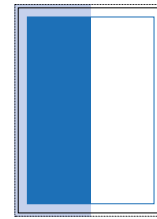
## Format schema for advertisements

TA= Type area  
Bl= Bled-off format plus 3 mm trim allowance

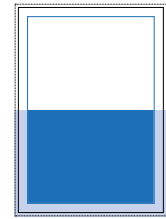
Text and image sections that may not be cut must be separated from the binding margin by at least 10 mm.



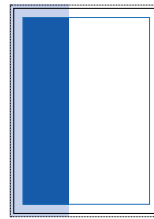
**1/1 page**  
180x260 mm TA  
216x303 mm bl



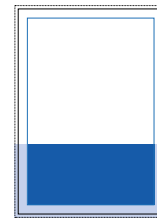
**1/2 page portrait**  
87x260 mm TA  
111x303 mm bl



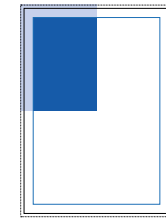
**1/2 page landscape**  
180x128 mm TA  
216x154 mm bl



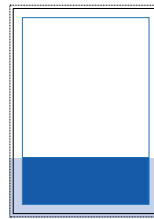
**1/3 page portrait**  
56x260 mm TA  
76x303 mm bl



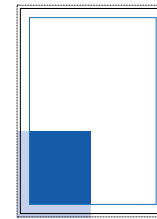
**1/3 page landscape**  
180x 87 mm TA  
216x105 mm bl



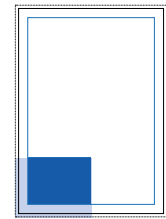
**1/4 page portrait**  
87 x 128 mm TA  
108 x 150 mm bl



**1/4 page landscape**  
180 x 62 mm TA  
216 x 82 mm bl



**3/16 page portrait**  
87 x 95mm TA  
108 x 117 mm bl



**1/8 page landscape**  
87 x 62 mm TA  
108 x 84 mm bl

## Conditions

<b>Gloss effect printing</b>	750.-
<b>Placement instructions</b>	10% of the net price
<b>Box number ads</b>	37.- (do not qualify for discounts)
<b>Repetition discount</b>	3x 5% · 6x 7,5% · 9x 10% · 11x 12,5%
<b>Agency commission</b>	5%

Prices for advertisers/agencies from abroad upon request.

All prices are plus VAT. The General Terms and Conditions of Fachmedien – Zürichsee Werbe AG ([www.fachmedien.ch](http://www.fachmedien.ch)) shall apply.

## Technical printing information

**Digital data** All colours, images and samples in CMYK mode.

**Resolution** 355 dpi; **Profil** ISO Coated v2 300%. In the case of «open» data always submit the texts, images and logos used. As a rule, we prefer high-end pdfs (note: texts must be embedded). **Software** Adobe InDesign, Photoshop, Illustrator, Acrobat; Microsoft Word

**Data submission** submit data on CDs (please always enclose a binding printout) or request a link for downloading the data from: [andrea.schuermann@multicolorprint.ch](mailto:andrea.schuermann@multicolorprint.ch)

Any costs incurred for the creation of printed materials will be charged separately according to requirement.

**Printing** sheet offset **Grid** 70e/ 355dpi

# Online offer

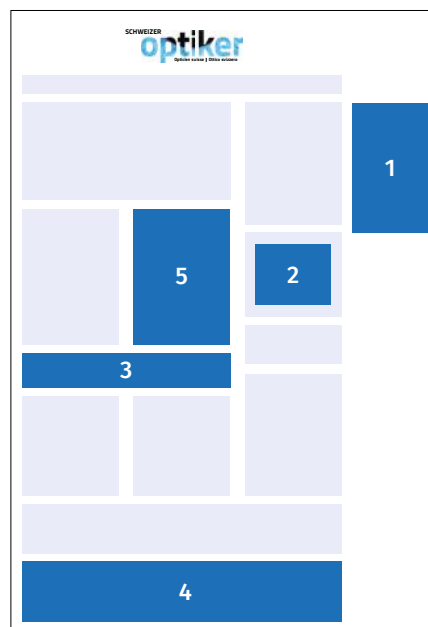
**schweizeroptiker.ch** – Information and service portal with attractive advertising options for the whole of Switzerland. Official platform of the «Schweizer Optiker».

All job offers will be displayed on [www.schweizeroptiker.ch](http://www.schweizeroptiker.ch), «Offene Stellen» (Vacancies).

<b>Placement</b>	Run of Site
<b>Volume</b>	max. 200 kB
<b>Formats</b>	HTML5, gif, jpg, 3rd party tag <i>HTML5: Please check the <a href="#">specifications</a> on <a href="#">fachmedien.ch</a></i>
<b>Number</b>	max. 3 banner in rotation
<b>Delivery</b>	5 days before the campaign starts

**schweizeroptiker.ch** (bilingual G,F)

Advertising formats	format	1 month	3 month 3 for 2
<b>1 Half Page Ad</b>	300 x 600 px	1100.-	2,200.-
<b>2 Medium Rectangle</b>	300 x 250 px	850.-	1,700.-
<b>3 Leaderboard</b>	728 x 90 px	800.-	1,600.-
<b>4 Wideboard</b>	994 x 250 px	950.-	1,900.-
<b>5 Advertorial</b>		1,250.-	
Teaser	image	long edge 1600 px, 72 dpi	
	title	70 characters, including spaces	
	text	250 characters, including spaces	
Advertorial	images	long edge 1600 px, 72 dpi	
	video*	max. length: 3 min., max. volume: 200 kB	
	title	70 characters, including spaces	
	text	2,500 characters, including spaces	
		* supply as stream (Youtube, Vimeo) with url of the video	



**schweizeroptiker.ch**

<b>Page views</b>	20 461
<b>Visits</b>	4 148
<b>Unique visitors</b>	2 641

Per month average, january to october 2019

## Newsletter schweizeroptiker.ch

The bilingual newsletter (G,F) is coming out monthly (about the 10th of the month) and goes to 800 people.

Advertising format	format	per issue
<b>Advertising banner</b>	650 x 72 px	850.-

- Text-interrupting advert +20 %
- Format jpg
- Volume max. 200 KB

