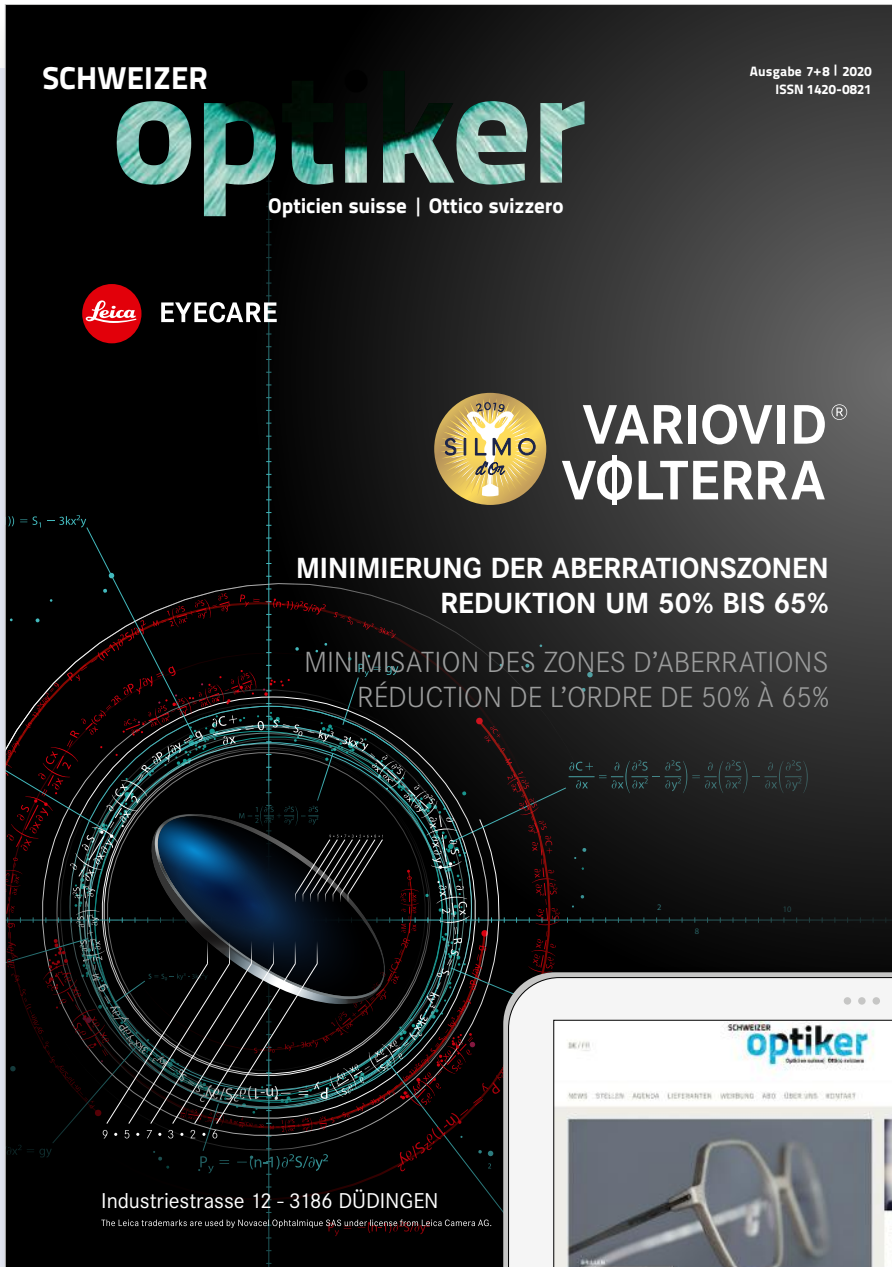


Prices & services 2021

Valid from 1 January 2021

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

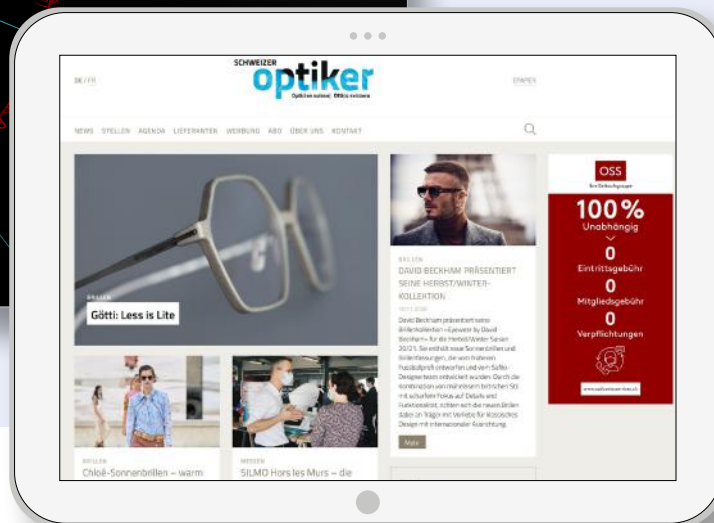


Schweizer Optiker at a glance:

- 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, «Offene Stellen» (Vacancies).

Language german/french combined

Year's issue no. 96

Publishing house Galledia Fachmedien AG,
Maihofstrasse 76, 6002 Luzern
T +41 58 344 91 50, fachmedien-luzern@galledia.ch

Editorial office Kurt Bütikofer, Frobüel 12a, 8618 Oetwil am See
T+F +41 44 929 14 29, kbk@goldnet.ch

Advertisements FACHMEDIEN - Zürichsee Werbe AG
Laubisrütistrasse 44, CH-8712 Stäfa
T +41 44 928 56 11, optiker@fachmedien.ch

Circulation / Readership

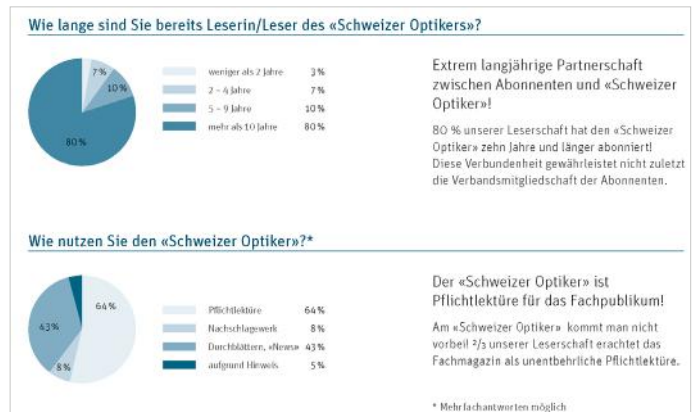
Circulation

print circulation	1,700 copies
WEMF/KS-Certification 2020	1,341 copies
· subscription copies paid	1,246 copies
· copies free	95 copies

Readership

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

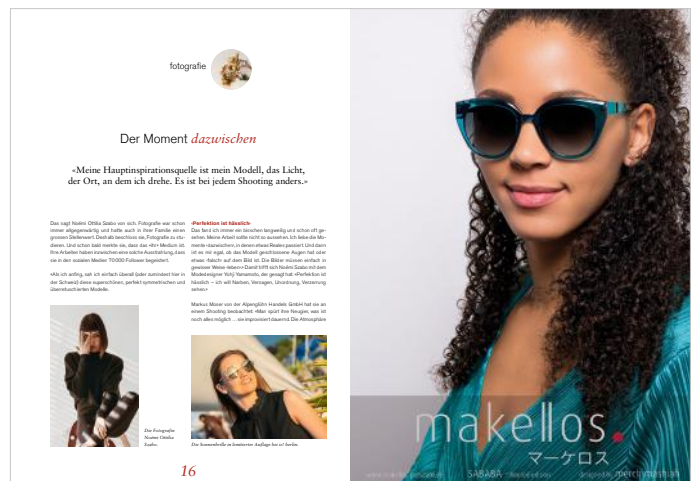
Reader survey



Source: Reader survey Schweizer Optiker, onlineumfragen.com



Special Issue



Timetable 2021

Edition	Subjects (subject to changes)	Advertising deadline commercial ads	Advertising deadline job ads	Publication
1 / 2021	Sports and safety eyewear	23.12.2020	07.01.2021	15.01.2021
2 / 2021	News from the Opti (virtual edition)	22.01.2021	05.02.2021	15.02.2021
3 / 2021	Devices and lenses news	19.02.2021	05.03.2021	15.03.2021
4 / 2021	Store design Special issue: design, trends & fashion	24.03.2021	07.04.2021	15.04.2021
5 / 2021	AGM OPTIKSCHWEIZ, preview Mido	21.04.2021	05.05.2021	14.05.2021
6 / 2021	Paediatric optometry	22.05.2021	07.06.2021	15.06.2021
7-8 / 2021	Mido exhibition report, contact lenses	23.07.2021	06.08.2021	16.08.2021
9 / 2021	Preview Silmo Special issue: design, trends & fashion	25.08.2021	07.09.2021	15.09.2021
10 / 2021	Congress OPT-X 21, Silmo exhibition report	23.09.2021	07.10.2021	15.10.2021
11 / 2021	Winter sports eyewear	26.10.2021	05.11.2021	15.11.2021
12 / 2021	Low Vision, preview Opti 2022	26.11.2021	06.12.2021	15.12.2021

Permanent 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
1/1 page	180 x 260 mm	3,600.-	
1/2 page portrait	87 x 260 mm	2,900.-	
1/2 page landscape	180 x 128 mm	2,900.-	
1/3 page portrait	56 x 260 mm	2,100.-	
1/3 page landscape	180 x 87 mm	2,100.-	
1/4 page portrait	87 x 128 mm	1,400.-	
1/4 page landscape	180 x 62 mm	1,400.-	
1/8 page	87 x 62 mm	690.-	

Job ads (do not qualify for discounts)

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

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

Advertorials (do not qualify for discounts)

2/1 pages	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.
Advertising value 1000 c.	950.-	1,500.-	1,900.-	2,300.-
Technical costs 1000 c.	135.-	135.-	135.-	135.-
Total 1000 c.	1,085.-	1,635.-	2,035.-	2,435.-
Total print run 2000 c.	1,953.-	2,943.-	3,663.-	4,383.-

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

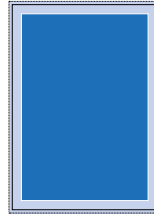
Head bleed for attached supplements 8 mm.
Surcharge for inserts or supplements: 50% of the net price.

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

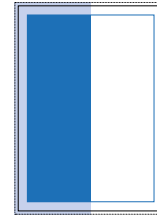
Format schema for advertisements

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

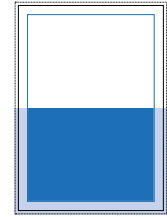
Text and image sections that may not be cut must be separated from the binding margin by at least 10 mm.



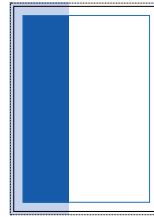
1/1 page
180x260 mm TA
216x303 mm bl



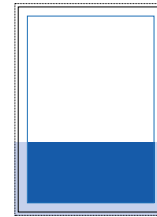
1/2 page portrait
87x260 mm TA
111x303 mm bl



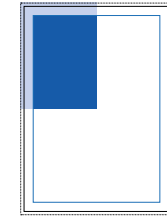
1/2 page landscape
180x128 mm TA
216x154 mm bl



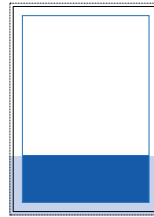
1/3 page portrait
56x260 mm TA
76x303 mm bl



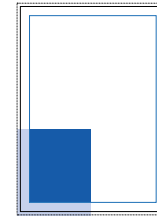
1/3 page landscape
180x 87 mm TA
216x105 mm bl



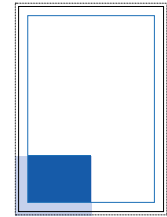
1/4 page portrait
87 x 128 mm TA
108 x 150 mm bl



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

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

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».

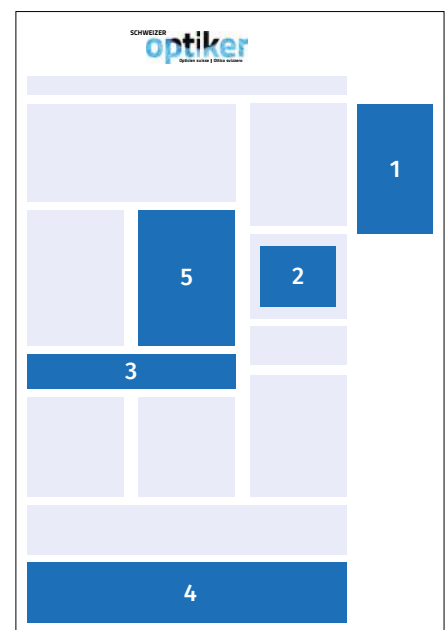
All job offers will be displayed on www.schweizeroptiker.ch, «Offene Stellen» (Vacancies).

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

schweizeroptiker.ch (bilingual G,F)

Advertising formats	format	1 month	3 month 3 for 2
1 Half Page Ad	300 x 600 px	1100.-	2,200.-
2 Medium Rectangle	300 x 250 px	850.-	1,700.-
3 Leaderboard	728 x 90 px	800.-	1,600.-
4 Wideboard	994 x 250 px	950.-	1,900.-
5 Advertorial		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



SCHWEIZER optiker
Opticien suisse | Ottico svizzero

Liebe Leserin, lieber Leser,

Mit der wärmenden Herbstsonne und der vielleicht schon bald verfliegenden Farbenpracht schwebt in turbulenten und trübsten auch bestehenden Zeiten jetzt doch noch Hoffnung auf. Der Detailhandel scheint die Krise bis jetzt recht gut überstanden zu haben. Die grossen Optik-Fachmessen melden sich, zwar noch zaghaft, aber mit neuen Ideen und längst fälligen Konzeptionen zurück: Kleiner, flexibler persönlicher. Für uns und Amerika könnte die Welt gerade wieder ein gutes Stück empathischer und weniger sich-bezogen werden. Und soeben scheint ein hochwirksamer Wirkstoff gegen das Virus gefunden zu sein. Was bestimmt auch der Wirtschaft zu neuem Schwung verhelfen wird. Natürlich sind damit noch lange nicht alle Probleme aus der Welt geschafft. Aber Anker, um etwas optimistischer in die nahe Zukunft zu blicken, ist es allemal. Haben wir also noch etwas Geduld.

Eine anregende Lektüre und noch ein paar weitere sonnige Spätherbsttage wünscht Ihnen
Guido Gallati, Online-Doktor Schweizer Optiker

Chère lectrice, cher lecteur,

Avec le soleil d'automne réchauffant et la splendeur des couleurs qui pourraient bientôt se consumer, il semble y avoir encore de l'espoir dans des périodes turbulentes et parfois stressantes. Le commerce de détail semble avoir assez bien résisté à la crise jusqu'à présent. Les grands salons de l'optique sont de retour, certes hésitants, mais avec de nouvelles idées et des concepts (attendus depuis longtemps?) plus petits, plus flexibles, plus personnels. Pour nous et l'Amérique, le monde pourrait redevenir beaucoup plus empathique et moins égoïste. Et il semble qu'un principe actif très efficace contre le virus vient d'être trouvé. Ce qui allègera certainement aussi l'économie à prendre un nouvel élan. Bien sûr, ce n'est pas la fin des problèmes. Mais il y a des raisons d'envisager l'avenir positif avec un peu plus d'optimisme. Soyons patients.

Nous vous souhaitons une lecture stimulante et quelques jours de plus de soleil en fin d'automne.
Guido Gallati, rédacteur de la revue en ligne l'Opticien suisse

Der Schweizer Optiker im November

- Weiterbildung: Optometrie nur Ergänzung zur Augenoptik?
- Messen: Ausgabelinter Kalender 2021
- Silmo d'Or
- Der Handel der Zukunft
- Lokales Marketing

L'Opticien suisse en novembre

- Formation continue: l'optométrie seulement un complément à l'optique oculaire?
- Salons calendrier 2021 éclairés
- Silmo d'Or
- Le commerce du futur
- Marketing local

Zahlen schweizeroptiker.ch

Page views	18 066
Visits	4 415
Unique visitors	2 937

Monatliche Durchschnittszahlen von Januar bis Okt. 2020

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
Advertising banner	650 x 72 px	850.-

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