

Prices & services 2023

Valid from 1 January 2023

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)

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Ausgabe 7+8 | 2022
ISSN 1420-0821

néo PERFECT
Prime

VERRE UNIFOCAL OPTIMISÉ À TOUTES LES DISTANCES
EINSTÄRKENGLAS OPTIMIERT AUF ALLE ENTFERNUNGEN

Puissance de chaque point de surfaçage optimisée selon :
Stärke von jedem einzelnen Glasflächen Punkt optimiert gemäss:

1
La prescription initiale du porteur
Die initiale Verordnung des Trägers

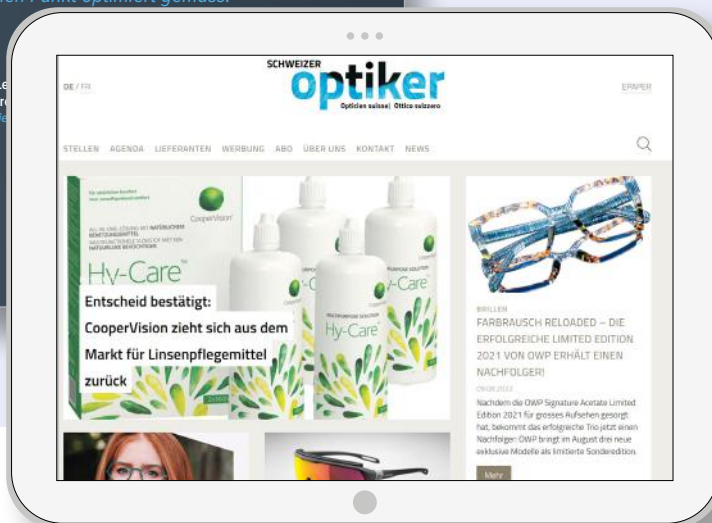
2
La convergence théorique des faisceaux lumineux
Die theoretische Konvergenz von Lichtstrahlen

Schweizer Optiker at a glance:

- Print circulation 1,400 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.

In terms of content, the focus is on topics from the areas of specialist knowledge, further training, industry, fashion trends and interviews with representatives from the industry. The two headings «flash» and «design & trends» appear in each issue, which contain innovations from national and international associations, seminar announcements and PR contributions from suppliers on innovations.

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

Language german/french combined

Year's issue no. 98

Publishing house Galledia Fachmedien AG,
Maihofstrasse 76, 6002 Luzern
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Advertisements FACHMEDIEN - Zürichsee Werbe AG
Laubisrütistrasse 44, CH-8712 Stäfa
T +41 44 928 56 11, optiker@fachmedien.ch

Circulation / Readership

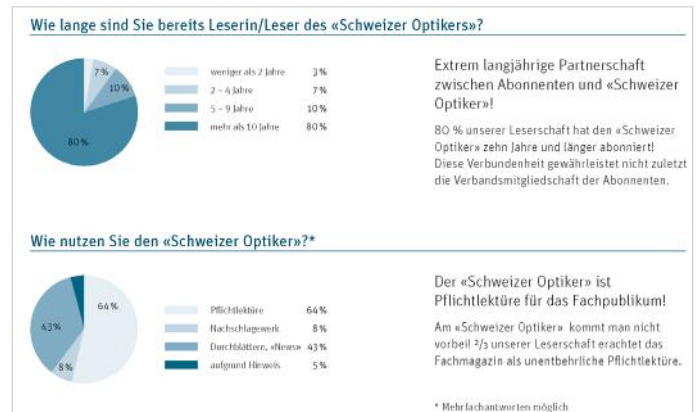
Circulation

print circulation	1,400 copies
WEMF/KS-Certification 2022	1,233 copies
· subscription copies paid	1,161 copies
· copies free	72 copies

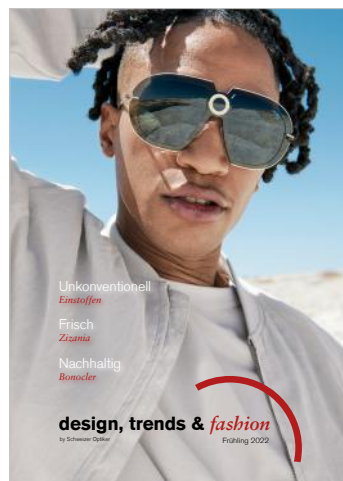
Readership

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 2023

Edition	Subjects (subject to changes)	Advertising deadline commercial ads	Advertising deadline job ads	Publication
1 / 2023	Winter, sports and safety eyewear	23.12.2022	06.01.2023	16.01.2023
2 / 2023	Highlights from the Opti, devices and lenses news	27.01.2023	07.02.2023	15.02.2023
3 / 2023	Shop fitting, highlights from the MIDO	23.02.2023	07.03.2023	15.03.2023
4 / 2023	Workshop, selling, Congress SBAO Special issue: design, trends & fashion	23.03.2023	04.04.2023	14.04.2023
5 / 2023	Paediatric optometry, AGM OPTIKSCHWEIZ	21.04.2023	05.05.2023	15.05.2023
6 / 2023	Training and further education	23.05.2023	06.06.2023	15.06.2023
7-8 / 2023	Contact lenses	27.07.2023	08.08.2023	17.08.2023
9 / 2023	Staff development Special issue: design, trends & fashion	25.08.2023	07.09.2023	15.09.2023
10 / 2023	Succession plan, highlights Silmo	22.09.2023	06.10.2023	16.10.2023
11 / 2023	Sustainability, product innovations Silmo/Silmo d'or	26.10.2023	07.11.2023	15.11.2023
12 / 2023	Low Vision	28.11.2023	07.12.2023	15.12.2023

Permanent sections: new products, news in brief, frame design, company profiles, reports, everyday legal issues, operational management, news from the trade associations «OPTIKSCHWEIZ» and «SBAO», from the institute, two experts.



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	2 x 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.

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.

Format schema for advertisements

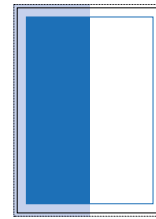
TA= Type area

Bl= Bled-off format plus 3 mm trim allowance

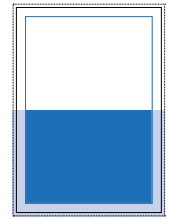
Text and image sections that may not be cut must be separated from the binding margin by at least 10 mm.



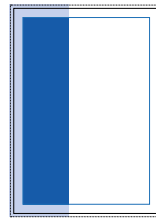
1/1 page
180x260 mm TA
216x303 mm bl



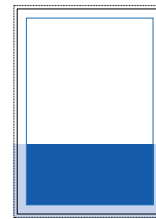
1/2 page portrait
87x260 mm TA
111x303 mm bl



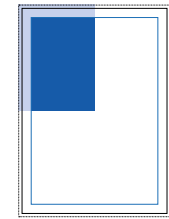
1/2 page landscape
180x128 mm TA
216x154 mm bl



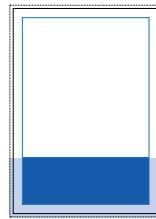
1/3 page portrait
56x260 mm TA
76x303 mm bl



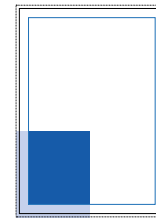
1/3 page landscape
180x 87 mm TA
216x105 mm bl



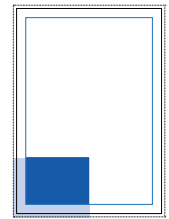
1/4 page portrait
87 x 128 mm TA
108 x 150 mm bl



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

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

Inserts and supplements

Calculation for a print run of 1,400 copies (1,220 c. German / 180 c. French)

Inserts	
Advertising value 1 sheet, max. DIN A4	2,900.–
Per additional sheet DIN A4	+ 250.–
Technical costs flat-rate	+ 160.–
Postage see below	

Supplements	
Advertising value 1 sheet, DIN A4 / A3 folded	3,150.–
Per additional sheet DIN A4 / A3 folded	+ 500.–
Technical costs flat-rate	+ 160.–
Head bleed for attached supplements 8 mm	
Postage see below	

Postage	per 1000 copies
up to 25 g	14.–
25 - 50 g	28.–
50 - 75 g	42.–

Surcharge for inserts or supplements: 50% of the net price.

Delivery address

Multicolor Print AG, Roland Staub,
 «Schweizer Optiker», Nr. ...
 Sihlbruggstrasse 105a, CH-6341 Baar, T +41 41 767 76 50
 F +41 41 767 76 77, roland.staub@multicolorprint.ch



Neuheiten optisch

Solides Handwerk schliesst Hightech aus!
 Entweder man pflegt Handarbeit oder der Roboter macht die Arbeit.

Text von Wolfgang Schenk

Was ist so an der Augenoptikbranche gibt es in der Schweiz noch ein Handwerk? Die Augenoptikbranche ist ein Handwerk, das sich seit Jahrhunderten bewährt hat. Die Augenoptiker sind die Experten für die Herstellung von Brillen. Sie sind die Menschen, die die Brillen herstellen, die wir alle tragen. Sie sind die Menschen, die die Brillen herstellen, die wir alle tragen. Sie sind die Menschen, die die Brillen herstellen, die wir alle tragen.

«Let's call it a 1-DAY» Kampagne
 Erfolgreiche Influencer-Kampagne zum Kontaktlinsenmarkt



Text von Wolfgang Schenk

Die Überlegenheit der Kontaktlinsen gegenüber den Brillen ist ein Faktum. Die Kontaktlinsen sind leichter, sie sind nicht sichtbar und sie sind bequem zu tragen. Sie sind die Menschen, die die Kontaktlinsen herstellen, die wir alle tragen. Sie sind die Menschen, die die Kontaktlinsen herstellen, die wir alle tragen.

Fit für die Zukunft?
 Wie durch Kontaktlinsen eine Kundenbindung möglich ist

Text von Wolfgang Schenk

Die Zukunft der Kontaktlinsen ist ein spannendes Thema. Die Kontaktlinsen sind ein wichtiger Bestandteil der Augenoptik. Sie sind die Menschen, die die Kontaktlinsen herstellen, die wir alle tragen. Sie sind die Menschen, die die Kontaktlinsen herstellen, die wir alle tragen.



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GRAND DANCS

Online offer

schweizeroptiker.ch – Official platform of the «Schweizer Optiker».

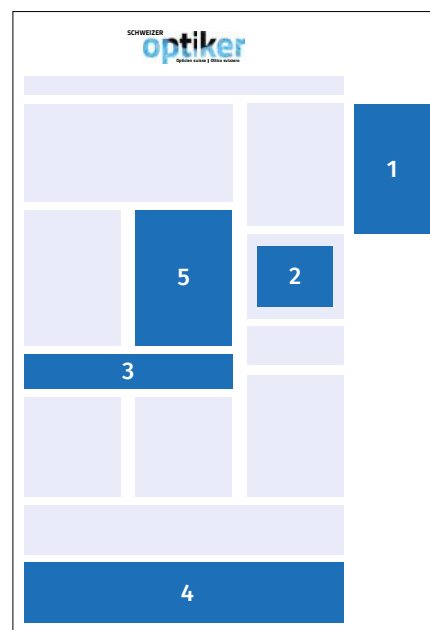
All job offers will be displayed on www.schweizeroptiker.ch, «Offene Stellen» (Vacancies).

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	1,100.-	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 1,600 px, 72 dpi	
	title	70 characters, including spaces	
	text	250 characters, including spaces	
Advertorial	images	long edge 1,600 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 in numbers

page views	17,330
visits	4,570
unique visitors	3,160

Average numbers from January to September 2022

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 144 px	850.-

- Text-interrupting advert +20 %
- Format jpg, png
- Volume max. 800 KB