

# Prices & services 2024

Print & Online · Valid from 1 January

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 6 | 2023  
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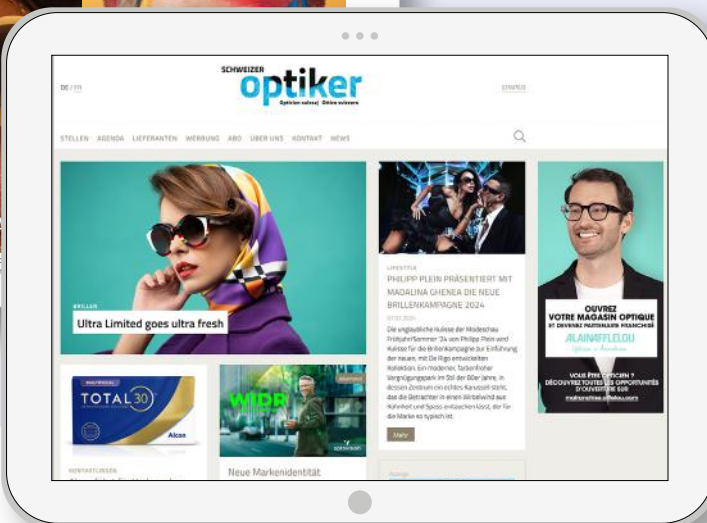


VERRES TEINTÉS À VOTRE VUE ?  
GETÖNTE BRILLENGLÄSER MIT IHRER KORREKTUR ?

**OSEZ.  
TRAUEN SIE SICH.**



Les verres Novacei sont des dispositifs médicaux de classe I soumis à prescription médicale. Ces dispositifs médicaux Novacei-Gläser sind Medizinprodukte der Klasse I, die einer ärztlichen Verschreibung unterliegen. Diese Medizinprodukte sind nicht für den Selbstgebrauch bestimmt.



## 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

New address from 1 January 2024:  
Zürichsee Werbe AG · Tiefenaustrasse 2 · CH-8640 Rapperswil  
T +41 44 928 56 11 · optiker@fachmedien.ch

Ein Unternehmen der Galledia

 **FACHMEDIEN**

## 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](http://www.schweizeroptiker.ch), «Offene Stellen» (Vacancies).

**Language** german/french combined

**Year's issue** no. 99

**Publishing house** Galledia Fachmedien AG,  
Maihofstrasse 76, 6002 Luzern  
T +41 58 344 91 50, [fachmedien-luzern@galledia.ch](mailto:fachmedien-luzern@galledia.ch)

**Editorial office** Denise Dollinger, Maihofstrasse 76, 6002 Luzern,  
T +41 58 344 91 26, [denise.dollinger@galledia.ch](mailto:denise.dollinger@galledia.ch)

**Advertisements** FACHMEDIEN - Zürichsee Werbe AG  
Laubisrütistrasse 44, CH-8712 Stäfa  
T +41 44 928 56 11, [optiker@fachmedien.ch](mailto:optiker@fachmedien.ch)  
New address from 1 January 2024:  
Tiefenaustrasse 2, CH-8640 Rapperswil

## Circulation / Readership

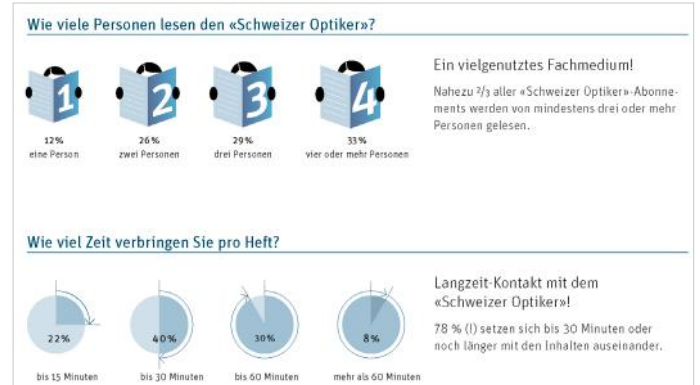
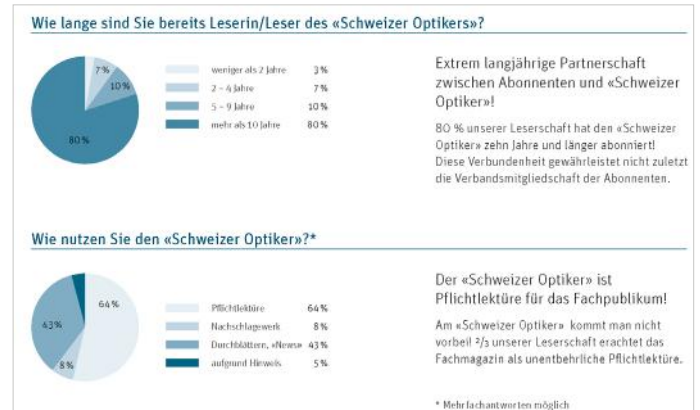
### Circulation

<b>print circulation</b>	1,400 copies
<b>WEMF/KS-Certification 2023</b>	1,190 copies
· subscription copies paid	1,119 copies
· copies free	71 copies

### Readership

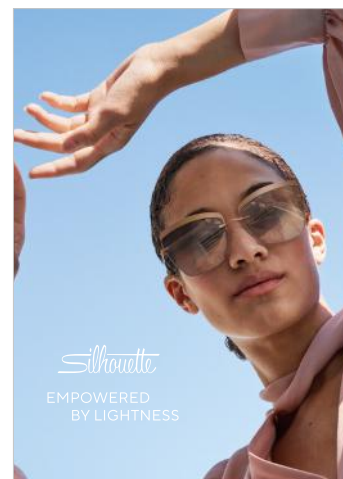
Owners, managing directors and managers of subsidiaries of optical companies, managing employees, suppliers.

### Reader survey



Source: Reader survey Schweizer Optiker, onlineumfragen.com

Special Issue



# Timetable 2024

Edition	Subjects (subject to changes)	Advertising deadline commercial ads	Advertising deadline job ads	Publication
1 / 2024	Winter, sports and safety eyewear	22.12.2023	05.01.2024	15.01.2024
2 / 2024	Highlights from the Opti, devices and lenses news	26.01.2024	06.02.2024	15.02.2024
3 / 2024	Shop fitting, highlights from the MIDO	23.02.2024	05.03.2024	15.03.2024
4 / 2024	Workshop, selling, Congress SBAO Special issue: <b>design, trends &amp; fashion</b>	22.03.2024	05.04.2024	15.04.2024
5 / 2024	Paediatric optometry, AGM OPTIKSCHWEIZ	22.04.2024	07.05.2024	15.05.2024
6 / 2024	Training and further education	24.05.2024	04.06.2024	14.06.2024
7-8 / 2024	Contact lenses	26.07.2024	06.08.2024	14.08.2024
9 / 2024	Staff development Special issue: <b>design, trends &amp; fashion</b>	23.08.2024	06.09.2024	16.09.2024
10 / 2024	Succession plan, highlights Silmo	23.09.2024	04.10.2024	15.10.2024
11 / 2024	Sustainability, product innovations Silmo/Silmo d'or	25.10.2024	05.11.2024	15.11.2024
12 / 2024	Low Vision	25.11.2024	06.12.2024	16.12.2024

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	
<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 landscape</b>	420 x 148 mm	6,960.-
<b>2x 1/3 landscape</b>	420 x 99 mm	5,040.-

### Advertorials (do not qualify for discounts)

<b>2/1 pages</b>	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

<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.

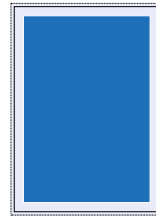
All prices are plus VAT. The General Terms and Conditions of Fachmedien – Zürichsee Werbe AG ([www.fachmedien.ch](http://www.fachmedien.ch)) shall apply.

## Format schema for advertisements

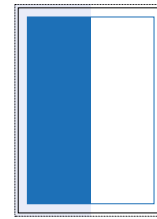
TA= Type area

Bl= Bled-off format plus 3 mm trim allowance

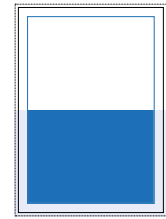
Text and image sections that may not be cut must be separated from the binding margin by at least 10 mm.



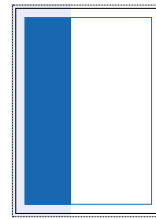
**1/1 page**  
180x260 mm TA  
216x303 mm bl



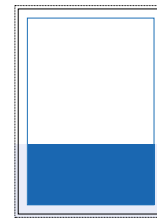
**1/2 page portrait**  
87x260 mm TA  
111x303 mm bl



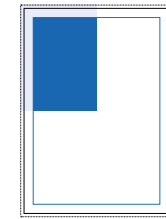
**1/2 page landscape**  
180x128 mm TA  
216x154 mm bl



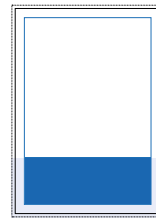
**1/3 page portrait**  
56x260 mm TA  
76x303 mm bl



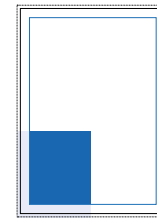
**1/3 page landscape**  
180x 87 mm TA  
216x105 mm bl



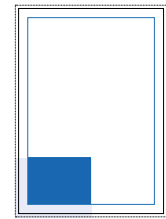
**1/4 page portrait**  
87 x 128 mm TA  
108 x 150 mm bl



**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](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/ 355 dpi



# 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

Galledia Print AG  
Bledar Gashi  
Beilage «XXX», Zeitschrift Schweizer Optiker «Nº/year»  
Burgauerstrasse 50  
9230 Flawil



**Neuheiten optisch**

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

**Text von Wolfgang Schenk**

Was ist das? Ein Augenoptiker geht es in der Schweiz nicht mehr um mechanische Arbeit. Er ist ein Techniker, der sich mit der neuesten Technik auseinandersetzt. Er ist ein Handwerker, der sich mit der neuesten Technik auseinandersetzt. Er ist ein Handwerker, der sich mit der neuesten Technik auseinandersetzt.

**«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 seit langem ein Faktum. Die Kontaktlinsen sind leichter, flexibler und bieten eine bessere Sicht. Die Kontaktlinsen sind leichter, flexibler und bieten eine bessere Sicht.

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

**Text von Wolfgang Schenk**

Die Bindung, die ein Kunde zu einem Unternehmen aufbaut, ist ein wertvolles Gut. Die Bindung, die ein Kunde zu einem Unternehmen aufbaut, ist ein wertvolles Gut. Die Bindung, die ein Kunde zu einem Unternehmen aufbaut, ist ein wertvolles Gut.



**orgreen**

GRAND DANCS

# Online offer

**schweizeroptiker.ch** – 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="http://fachmedien.ch">fachmedien.ch</a></i>
<b>Number</b>	max. 3 banner in rotation
<b>Delivery</b>	5 days before the campaign starts

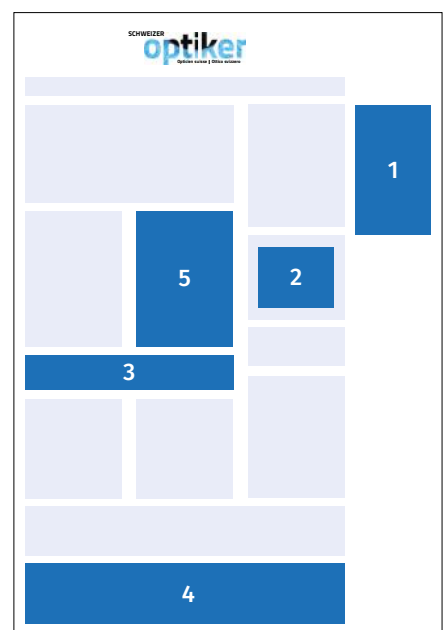
## schweizeroptiker.ch in numbers

<b>page views</b>	14,600
<b>visits</b>	3,800
<b>unique visitors</b>	2,600

Average numbers from January to August 2023

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

Advertising formats	format	1 month	3 month 3 for 2
<b>1 Half Page Ad</b>		1,100.-	2,200.-
<b>2 Medium Rectangle</b>		850.-	1,700.-
<b>3 Leaderboard</b>		800.-	1,600.-
<b>4 Wideboard</b>		950.-	1,900.-
<b>5 Advertorial</b>		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	



# 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 144 px	850.-

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

Placement of advertising banner