

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)



Ausgabe 11 | 2019
ISSN 1420-0821

instagram.com/gettitswitzerland

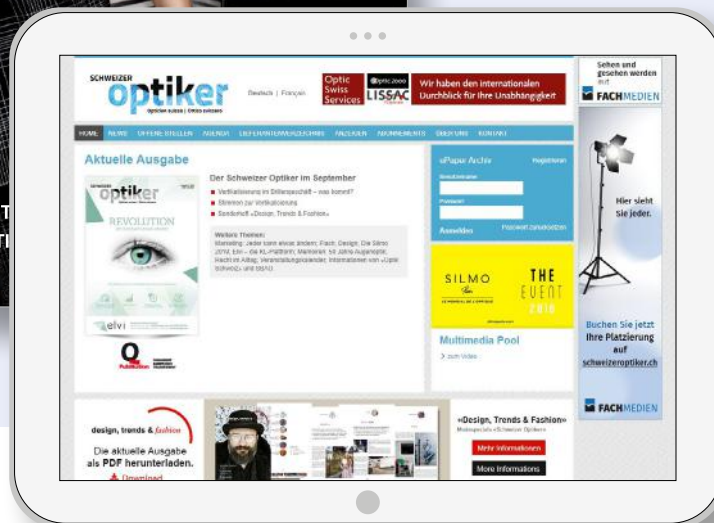
gottich

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. 95

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 Laubisrütistrasse 44, CH-8712 Stäfa
 T +41 44 928 56 11, optiker@fachmedien.ch

Circulation / Readership

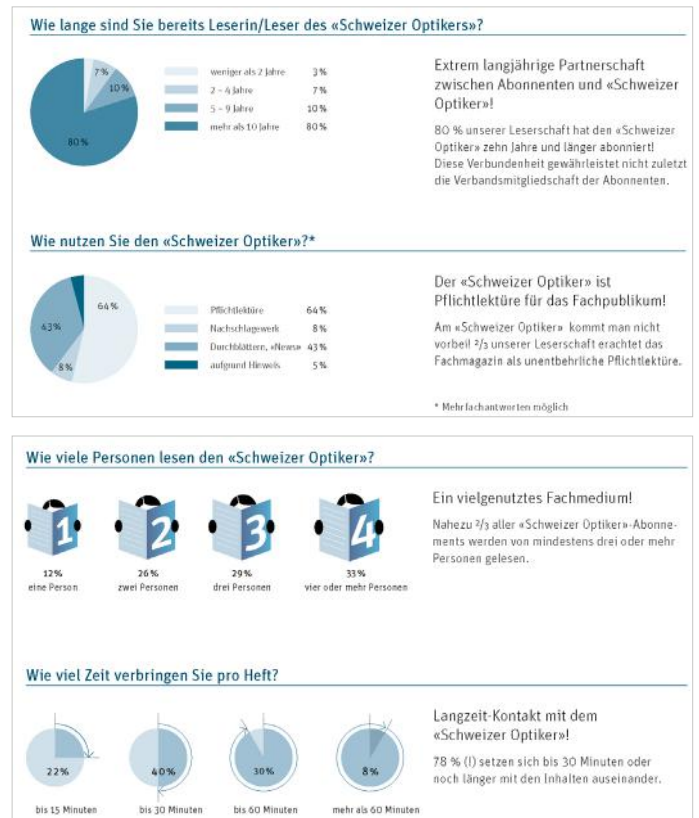
Circulation

print circulation	1,700 copies
WEMF/KS-Certification 2019	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.

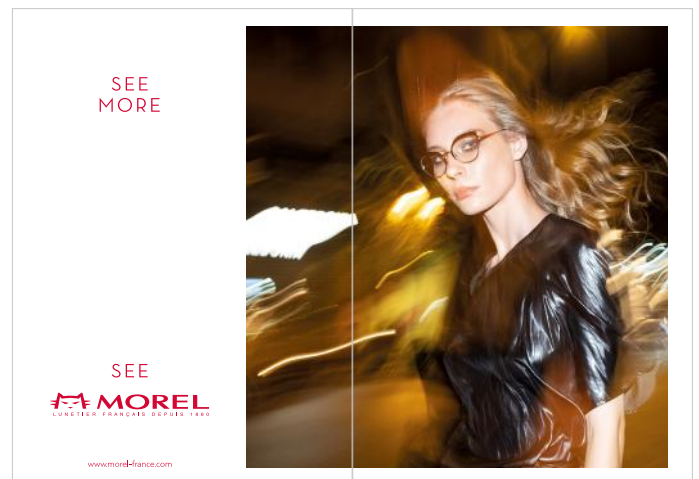
Reader survey



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: design, trends & fashion	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 Optik Schweiz	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: design, trends & fashion	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 «Optik Schweiz» 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

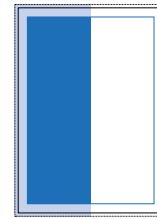
Format schema for advertisements

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

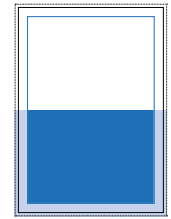
Text and image sections that may not be cut must be separated from the binding margin by at least 10 mm.



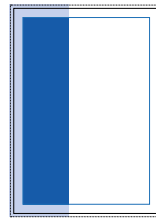
1/1 page
180x260 mm TA
216x303 mm bl



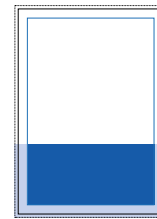
1/2 page portrait
87x260 mm TA
111x303 mm bl



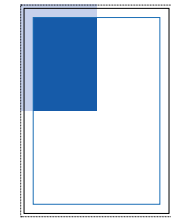
1/2 page landscape
180x128 mm TA
216x154 mm bl



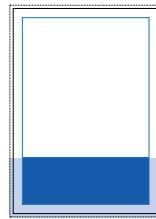
1/3 page portrait
56x260 mm TA
76x303 mm bl



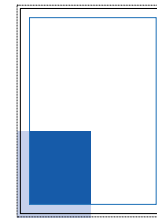
1/3 page landscape
180x 87 mm TA
216x105 mm bl



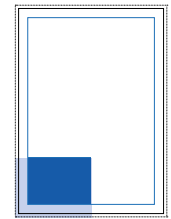
1/4 page portrait
87 x 128 mm TA
108 x 150 mm bl



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 SOV (Swiss Optics Association) and the SBAO (Swiss Association for Ophthalmic Optics and Optometry).

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. 5 banner in rotation
Delivery	5 days before the campaign starts

schweizeroptiker.ch (bilingual G,F)

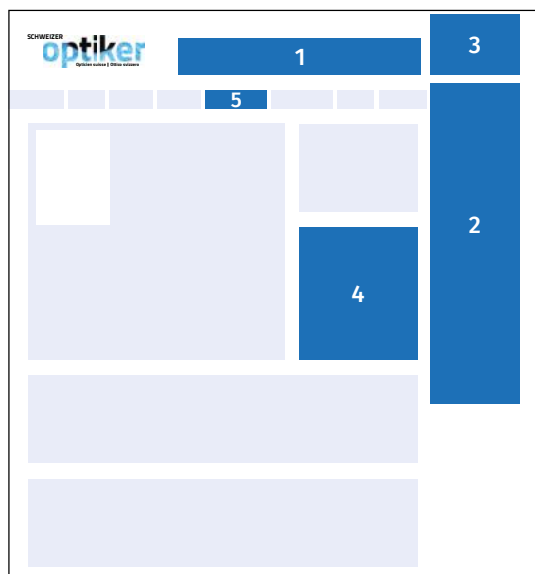
Advertising formats	format	1 month	1 year
1 Fullbanner	468 x 60 px	650.-	2,100.-
2 Large skyscraper	160 x 600 px	950.-	3,100.-
3 Company logo / button	160 x 90 px		550.-
4 Video*		950.-	
5 Company profile basic			for free
5 Company profile with company logo			550.-

* max. length: 3 min., max. volume: 200 kB, supply as Stream (Youtube, Vimeo, etc.)

schweizeroptiker.ch

Page views	20 461
Visits	4 148
Unique visitors	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
Advertising banner or text field	650 x 72 px	850.-

- Text-interrupting advert +20 %
- Only a static advertising banner or text fields are possible
- Data sizes max. 15 KB
- Text field max. 500 characters, incl. spaces

