PRICES & SERVICES 2026

Print & Online | Valid from 1 January 2026



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



Ausgabe 9 | 2025 ISSN 1420-0821

«Schweizer Optiker» at a glance:

- Print circulation 1,400 copies
- 10 issues per year





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Positioning

Schweizer Optiker is the official publication of the SOV (Swiss Optics Association) and the SBAO (Swiss Association for Ophthalmic Optics and Optometry). «Schweizer Optiker» is the only specialist medium in Switzerland for the optical industry and is therefore an indispensable advertising medium for job and commercial advertisements. The trade magazine serves as a link between suppliers, associations and opticians.

Its content centres on subjects from the areas of specialised knowledge, further training, industry, fashion trends and interviews with leading players in this branch. The «Product news» section appears in every issue, which contains new products from companies at home and abroad, as well as PR articles

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

Language german/french combined **Year's issue** no. 101

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The popular trade magazine centres on subjects from the areas of specialised knowledge, further training, industry, fashion trends and interviews with leading players in this branch.

Circulation / Readership

Circulation

print circulation WEMF/KS-Certification 2025

- · subscription copies paid
- · copies free

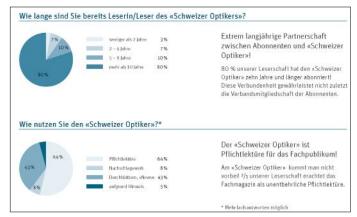
1,400 copies1,077 copies1,020 copies

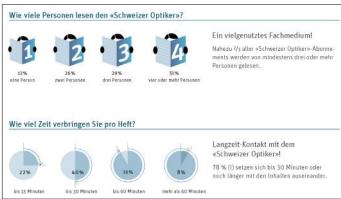
57 copies

Readership

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

Reader survey





Source: Reader survey Schweizer Optiker, onlineumfragen.com



Schedule 2026

Issue	Advertising deadline commercial ads	Advertising deadline job ads	Publication	Main topics (subject to changes)
1	04.12.2025	16.12.2025	09.01.2026	Sports eyewear
2	16.01.2026	28.01.2026	13.02.2026	Highlights from the Opti, devices and lenses news
3	13.02.2026	25.02.2026	13.03.2026	Shop fitting, highlights from the MIDO
4	18.03.2026	30.03.2026	17.04.2026	Staff development, further education
5	14.04.2026	27.04.2026	15.05.2026	Paediatric optometry
6	13.05.2026	27.05.2026	12.06.2026	Contact lenses, dry eyes
7-8	17.07.2026	29.07.2026	14.08.2026	Sale
9	14.08.2026	26.08.2026	11.09.2026	Sustainability
10	18.09.2026	30.09.2026	16.10.2026	Succession plan
11	16.10.2026	28.10.2026	13.11.2026	Highlights from the Silmo
12	13.11.2026	25.11.2026	11.12.2026	Low Vision

Permanent sections: new products, news in brief, frame design, company profiles, reports, news from the associations OPTIKSCHWEIZ, SBAO and VBAO, from the institute, business management



«Schweizer Optiker» is the only specialist medium in Switzerland for the optical industry and is therefore an indispensable advertising medium for job and commercial advertisements.

Advertisements – Formats and prices

210 × 297 mm Magazine format **Print area** 180 × 260 mm

Advertisements	b/w	4-colour
Panorama page		8,640
1/2 panorama page		6,960
1/3 panorama page		5,040
1/1 page		3,600
1/2 page		2,900
1/3 page		2,100
1/4 page		1,400
1/8 page		690

Job ads	(do	not	aualify	for	discounts)
JOB dd5	(GC	1100	quanty	101	arscouries,

1/1 page	2,200	2,500
1/2 page	1,200	1,500
3/8 page 87 × 194 mm	910	1,200
5/16 page 87 × 160 mm	770	970
1/4 page	650	850
3/16 page	550	720
1/8 page	390	590
1/16 page	290	470

All job advertisements will be posted online with the publication date of the print edition. The early online call-up comes with $\boldsymbol{\alpha}$ surcharge of CHF 100.- calculated.

Cover pages and specials (+3 mm bleed)

Front page normal 210 × 230 mm	5,350
Front page attractive 210 × 297 mm	5,350
Inside front cover 210 × 297 mm	3,800
Inside back cover 210 × 297 mm	3,600
Outside back cover 210 × 297 mm	3,960
Opp. table of contents 210 × 297 mm	3,800

Conditions

Gloss effect printing 750.-

Placement instructions 10% of the net price Box number ads 37.- (do not qualify for

discounts)

Agency commission 5%

Repetition discount 3 × 5% | 6 × 7,5% | 9 × 10% |

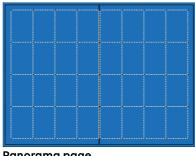
10 × 12,5%

Prices for advertisers/agencies from abroad upon request. All prices in CHF are plus VAT. The General Terms and Conditions of Fachmedien – Zürichsee Werbe AG (www.fachmedien.ch) shall apply.

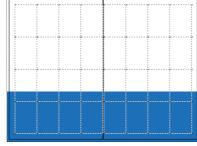
Technical printing information

Digital data As a rule, we prefer high-end pdfs (note: texts must be embedded) All colours, images and samples in CMYK mode. Resolution 355 dpi Data submission Send printable PDF by e-mail to: optiker@fachmedien.ch. Any costs incurred for the creation of printed materials will be charged separately according to requirement.

Profil ISO Coated v2 300% Software Adobe InDesign, Photoshop, Illustrator, Acrobat; Microsoft Word Printing sheet offset Grid 70e/355 dpi Paper bright white matt coated, woodfree, FSC Mix 170/100 gm²

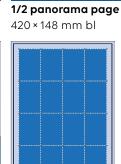


Panorama page 420 × 297 mm bl



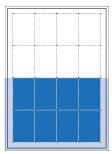
1/3 panorama page

420 × 105 mm bl

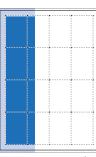


1/1 page

180 × 260 mm TA / 210 × 297 mm bl



1/2 page landscape 180 × 128 mm TA 210 × 148 mm bl

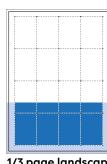


1/3 page portrait

56 × 260 mm TA 77 × 297 mm bl



180 × 62 mm TA 210 × 80 mm bl



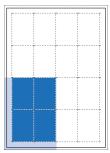
1/3 page landscape

180 × 87 mm TA 210 × 105 mm bl



1/2 page portrait

1/4 page landscape



1/4 page portrait

87 × 128 mm TA

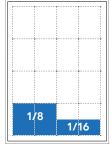
97 × 145 mm bl



3/16 page portrait 87 × 95 mm TA

1/8 page landscape 87 × 62 mm TA

1/16 page landscape 87 × 29 mm TA



TA= Type area

BI= Bled-off format plus 3 mm trim allowance

Inserts and supplements

Quantity to be supplied 1,400 copies (1,200 copies German /200 copies French)

Format max. 1 205 × 290 mm

5,900.-

inserted loosely	per 1000 c.	Invoices	Total	Total	Price ²
	Advert. value	${\it circulation}$	Advert. value	Tech. cost	
up to 25 g	2,000	1,400	2,800	160.–	2,960
up to 50 g	2,900	1,400	4,060	160.–	4,220
up to 75 g	3,700	1,400	5,180	160.–	5,340
up to 100 g	4,500	1,400	6,300	160.–	6,460
up to 125 g	5,300	1,400	7,420	160.–	7,580.–

8,260.-





Loose insert inside

8,420.-

160.-

Loose insert outside

Supplements

up to 125 g up to 150 g

Inserts

centrefold	Format max.1	210 × 297 mn	n		
up to 25 g	2,300	1,400	3,220	160	3,380
up to 50 g	3,300.–	1,400	4,620	160.–	4,780

1,400

head bleed 8 mm

Other special formats on reques Bound inserts over 50 g on request



Bound insert centrefold

Postal rates	per 1,000 c.
up to 25 g	14.–
up to 50 g	28.–
up to 75 g	42.–

^{*}Prices subject to change

Terms

Agency commission 5

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

Repetition discount on page 5

Delivery of inserts see schedule on page 3

Contact Bledar Gashi, bledar.gashi@galledia.ch

Note
Beilage «XXX», Zeitschrift Schweizer Optiker «N°/year»
Delivery address
Galledia Print AG, Burgauerstrasse 50, 9230 Flawil

All prices in CHF plus VAT.

All advertising orders are subject to the General Terms and Conditions at www.fachmedien.ch.

¹ for bleed edges allow 3mm trim on all sides

² plus postal charges

Additional advertising forms

Advertorials

An advertorial is a special form of advertising over 2/1 pages, which can be freely designed by the customer within our publishing guidelines (text, images, languages) and is marked accordingly. The advertorial is always delivered ready-to-use as a high-end PDF. However, it can also be delivered as Word text plus separate high-resolution images. The editing costs then amount to CHF 490 for the two pages.

Advertorial

Number of pages	2/1 pages
Format	2 × 180 × 260 mm
Price	4,950.–

(A maximum of two advertorials are allowed per edition)

Repetition discount on page 5



Exemple advertorial

Product news

Advertising section

Article	Term 1 calendar year	1,450



All prices in CHF plus VAT.

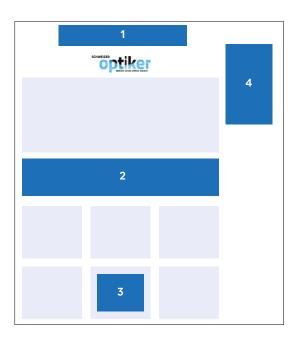
All advertising orders are subject to the General Terms and Conditions at www.fachmedien.ch.

Online offer - schweizeroptiker.ch

schweizeroptiker.ch is the official platform of the «Schweizer Optiker». All job offers will be displayed on www.schweizeroptiker.ch, «Offene Stellen» (Vacancies).

Advertising format	format in pixels	placement	price 1 month
1 Leaderboard top	728 × 90 px	Home, category over- view, article level	800.–
2 Wideboard second	994 × 250 px	Home, article level	950.–
3 Medium rectangle	300 × 250 px	Home, article level	850.–
4 Halfpage ad	300 × 600 px	Home, article level	1100

Listing in the supplier directory	price/year
Basic entry, with complete company address and trademark registrations	350.–
Basic entry, complete with company logo and video	550



Visitor numbers

Page views	16,568
Visits	6,509
Unique visitors	5,404

Monthly average figures, Jan–Aug 2025

Technical data

File size max. 200 kB

File formats HTML5, gif, jpg, 3rd party tag

HTML5 please refer to the *specifications* on our website.

Link always send separately
Number max. 3 banners rotating

Runtimes 1 month

Delivery 5 working days before campaign start

Repetition discount on page 5

All prices in CHF plus VAT. All advertising orders are subject to the General Terms and Conditions at www.fachmedien.ch.

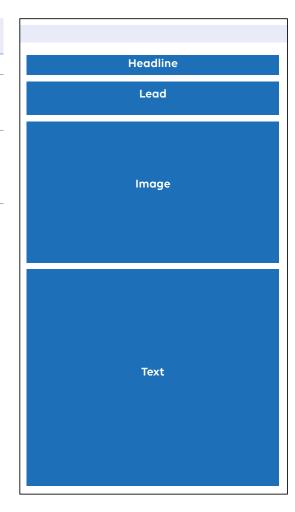
Advertorial on schweizeroptiker.ch

Werbeform		Price 1 month
Advertorial		1250.–
Teaser	· Image: max. 720 × 480 px, format 6:4	
	· Title: max. 90 characters, including spaces	
	· Lead: max. 200 characters, including spaces	
Advertorial	· Images: max. 4 pieces, max. 2000 × 2000 px each	
	· Title: max. 90 characters, including spaces	
	· Lead: max. 200 characters, including spaces	
	· Text: max. 3000 characters, including spaces	

Repetition discount on page 5



Exemple advertorial

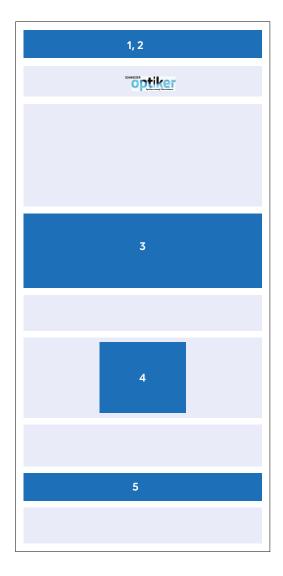


All prices in CHF plus VAT. All advertising orders are subject to the General Terms and Conditions at www.fachmedien.ch.

Newsletter «Schweizer Optiker»

Advertising form	mat	Format	Price per issue
1 Leaderboard t	op - NL	728 × 90 px	
2 Billboard top -	NL	970 × 250 px	850
3 Wideboard - N	IL	994 × 250 px	850.–
4 Medium rectangle - NL 300 × 250 px		850.–	
5 Leaderboard second - NL		728 × 90 px	650.–
Image-text display - NL			750.–
Headline	max. 30 chara	max. 30 characters including spaces	
Lead	max. 250 characters including spaces		
Image	1 image, 600 × 600 px (square)		
Link	Specify target	URL	

Newsletter standalone on request



Recipients

Newsletter subscribers	630
Open rate	55.7%

Publication schedule 2026

13.1. / 18.2. / 18.3. / 15.4. / 13.5. / 10.6. / 8.7. / 19.8. / 16.9. / 14.10. / 11.11. / 9.12.

Technical data

Languages bilingual, German/French

File size max. 80 kB **File formats** jpg, png, gif

Link always send separately

Data submission per e-mail to: optiker@fachmedien.ch

5 working days before campaign start

Repetition discount on $\underline{page 5}$

All prices in CHF plus VAT. All advertising orders are subject to the General Terms and Conditions at www.fachmedien.ch.

Contact



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www.fachmedien.ch

We secure the best advertising spaces for you.

