PRICES & SERVICES 2027

Print, online & newsletter | Valid from 1 January 2027

SCHWEIZER optiker
Opticien suisse | Ottico svizzero

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



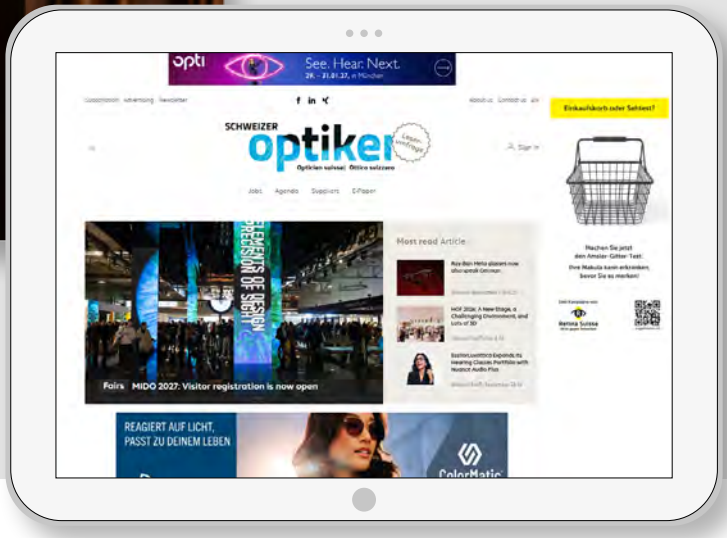
«Schweizer Optiker» at a glance:

- Print circulation 1,400 copies
- 11 issues per year
- German/French combined
- Newsletter to subscribers

schweizeroptiker.ch – visitor numbers:

• Page views	13,373
• Visits	7,059
• Users	5,857

Monthly average figures, Jan–Aug 2026



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Positioning

Schweizer Optiker is the official publication of the SOV (Swiss Optics Association) and the OSO (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. 102

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Circulation / readership

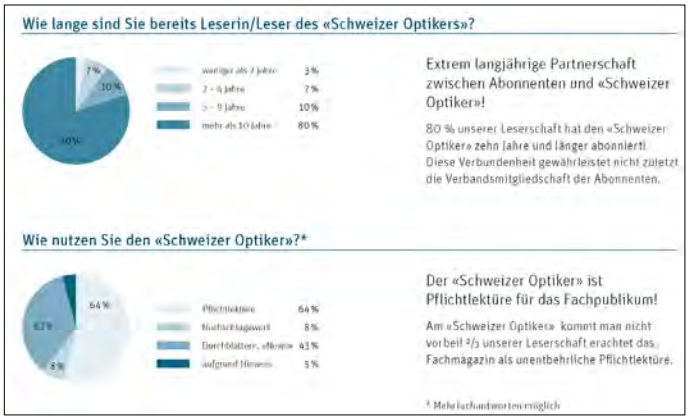
Circulation

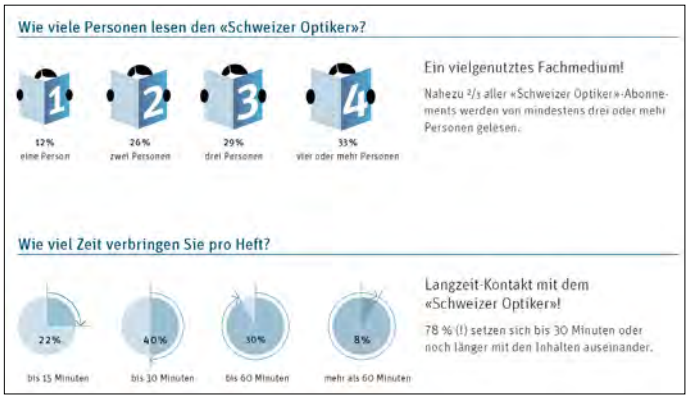
print circulation	1,400 copies
WEMF/KS-Certification 2026	1,036 copies

Readership

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

Reader survey





Source: Reader survey Schweizer Optiker, onlineumfragen.com



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.

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Schedule 2027

Issue	Advertising deadline commercial ads	Advertising deadline job ads	Publication	**Main topics** (subject to changes)
1	07.12.2026	17.12.2026	**08.01.2027**	Sports eyewear, safety glasses
2	15.01.2027	27.01.2027	**12.02.2027**	Highlights from the Opti, devices and lenses news
3	12.02.2027	24.02.2027	**12.03.2027**	Shop fitting, highlights from the MIDO
4	19.03.2027	31.03.2027	**16.04.2027**	Staff development, further education
5	16.04.2027	28.04.2027	**14.05.2027**	Paediatric optometry
6	14.05.2027	26.05.2027	**11.06.2027**	Contact lenses, dry eyes
7 – 8	16.07.2027	28.07.2027	**13.08.2027**	Sale
9	13.08.2027	25.08.2027	**10.09.2027**	Sustainability
10	17.09.2027	29.09.2027	**15.10.2027**	Succession plan
11	15.10.2027	27.10.2027	**12.11.2027**	Hearing aid acoustics, Highlights from the Silmo
12	12.11.2027	24.11.2027	**10.12.2027**	Low Vision

Permanent sections: new products, news in brief, frame design, company profiles, reports, news from the associations OPTIKSCHWEIZ, OSO and VBAO, from the institute, business management, from real-world experience, for real-world use.



«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.

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Advertisements – formats and prices

Magazine format	210 × 297 mm
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 qualify for discounts)		
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 a 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.–

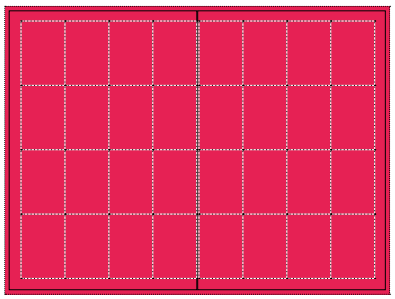
Conditions

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 %

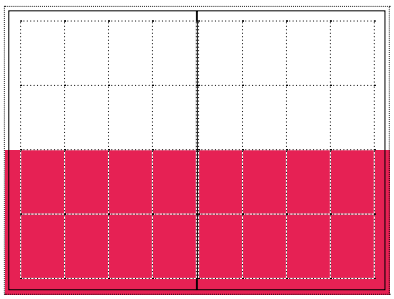
Prices for advertisers/agencies from abroad upon request. All prices in CHF are plus VAT. All advertising orders are subject to the General Terms and Conditions at www.fachmedien.ch.

Technical printing information

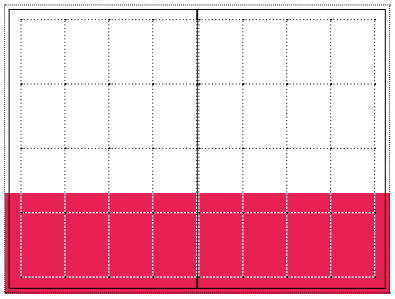
Digital data As a rule, we prefer high-end pdfs (note: texts must be embedded) All colours, images and samples in CMYK mode. **Resolution** 355 dpi **Data submission** Send printable PDF by e-mail to: anzeigen.optiker@galledia.ch. Any costs incurred for the creation of printed materials will be charged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



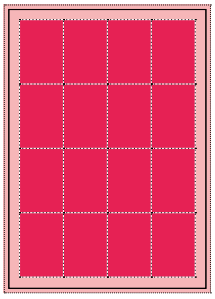
Panorama page
420 × 297 mm bl



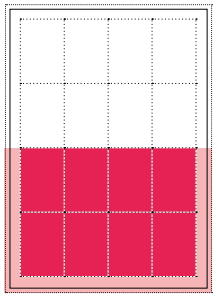
1/2 panorama page
420 × 148 mm bl



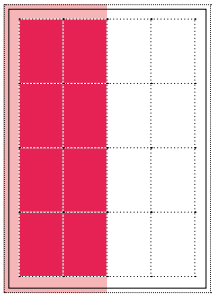
1/3 panorama page
420 × 105 mm bl



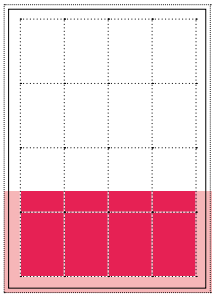
1/1 page
180 × 260 mm TA / 210 × 297 mm bl



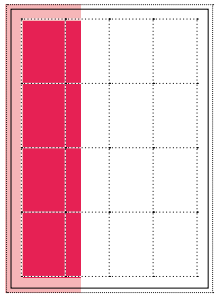
1/2 page landscape
180 × 128 mm TA
210 × 148 mm bl



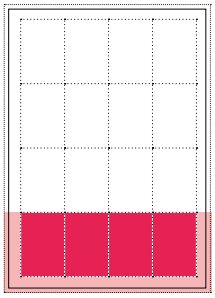
1/2 page portrait
87 × 260 mm TA
97 × 297 mm bl



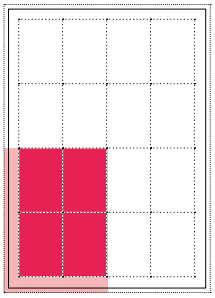
1/3 page landscape
180 × 87 mm TA
210 × 105 mm bl



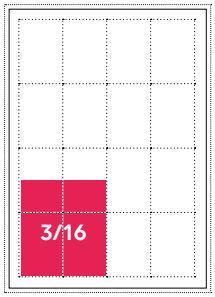
1/3 page portrait
56 × 260 mm TA
77 × 297 mm bl



1/4 page landscape
180 × 62 mm TA
210 × 80 mm bl



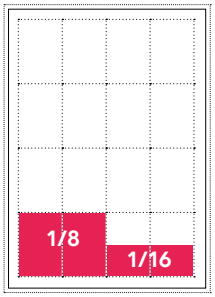
1/4 page portrait
87 × 128 mm TA
97 × 145 mm bl



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
Bl= Bled-off format plus 3 mm trim allowance

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Inserts and supplements

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

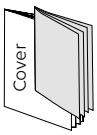
Inserts
inserted loosely

Format max.[1] 205 × 290 mm

	per 1,000 c. Advert. value	Invoices circulation	Total Advert. value	Total Tech. cost	Price[2]
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.–
up to 150 g	5,900.–	1,400	8,260.–	160.–	8,420.–



Loose insert inside



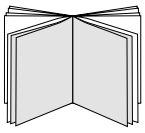
Loose insert outside

Supplements
centrefold

Format max.[1] 210 × 297 mm

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.–

head bleed 8 mm



Bound insert centrefold

[1] for bleed edges allow 3 mm trim on all sides
[2] plus postal charges

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

Postal rates	per 1,000 copies
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	Roland Staub, roland.staub@multicolorprint.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.

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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*



MYOPIE-MANAGEMENT MIT DER MYDAY® MISIGHT® 1 DAY

Exemple advertorial

Product news

Advertising section

Article	Term 1 calendar year	1,450.–



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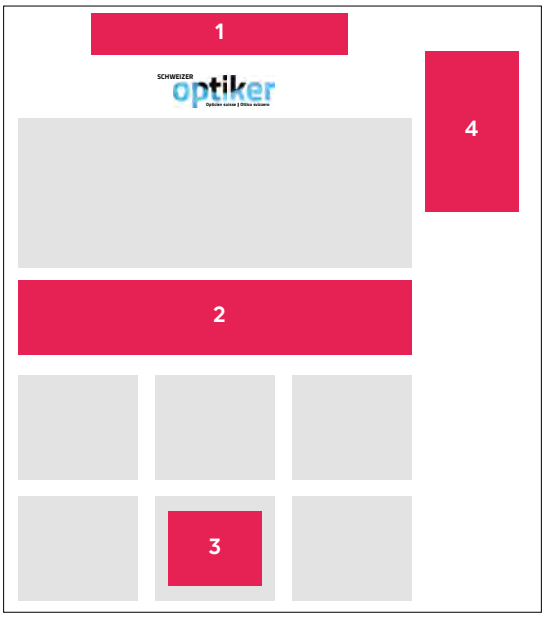
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Online offer – schweizeroptiker.ch

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 overview, 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	1,100.–

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	13,373
Visits	7,059
Users	5,857

Monthly average figures, Jan–Aug 2026

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.

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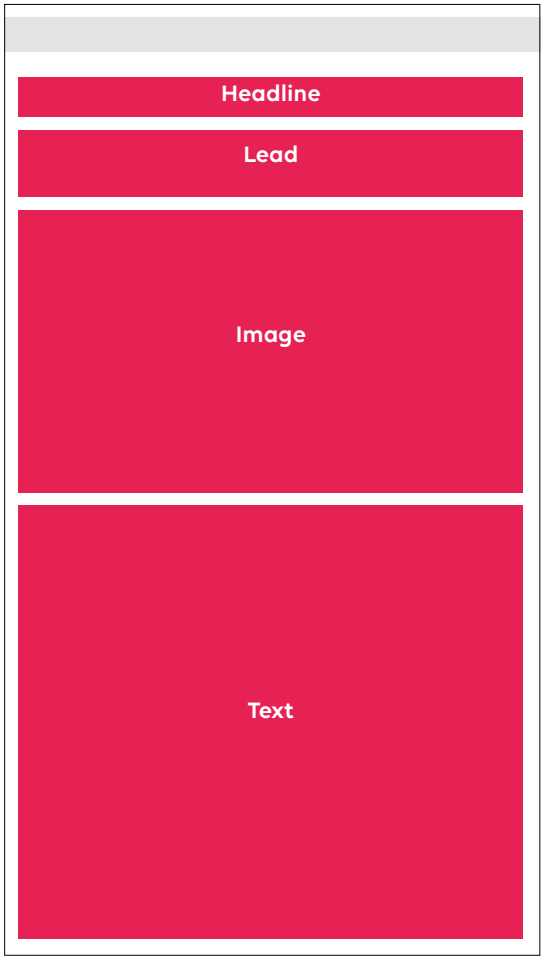
Advertorial on schweizeroptiker.ch

Advertising format		Price 1 month
Advertorial		1,250.–
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. 2 000 × 2 000 px each · Title: max. 90 characters, including spaces · Lead: max. 200 characters, including spaces · Text: max. 3,000 characters, including spaces	

Repetition discount on *page 5*



Exemple advertorial



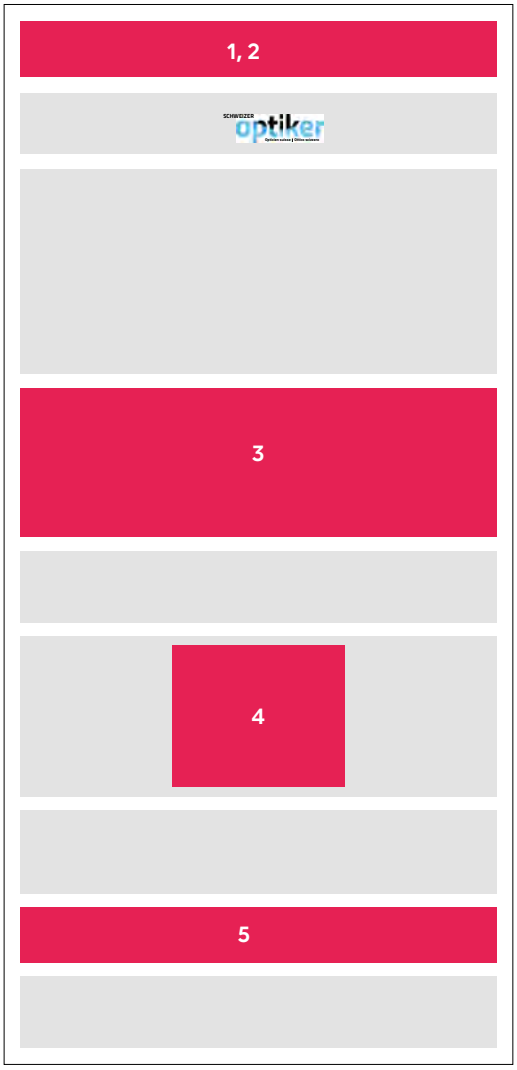
All prices in CHF plus VAT. All advertising orders are subject to the General Terms and Conditions at www.fachmedien.ch.

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Newsletter «Schweizer Optiker»

Advertising format	Format	Price per issue
1 Leaderboard top - NL	728 × 90 px	850.–
2 Billboard top - NL	970 × 250 px	850.–
3 Wideboard - NL	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 characters including spaces	
Lead	max. 250 characters including spaces	
Image	1 image, 600 × 600 px (square)	
Link	Specify target URL	

Newsletter standalone on the next page



Publication schedule 2027

5.1. / 19.1. / 9.2. / 23.2. / 9.3. / 23.3. / 6.4. / 20.4. / 11.5. / 25.5. / 8.6. / 22.6. / 6.7. / 20.7. / 10.8. / 24.8. / 7.9. / 21.9. / 5.10. / 19.10. / 9.11. / 23.11. / 7.12. / 21.12.

Recipients	
Newsletter subscribers	670
Open rate	55.7%

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: anzeigen.optiker@galledia.ch 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.

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Stand-alone newsletter

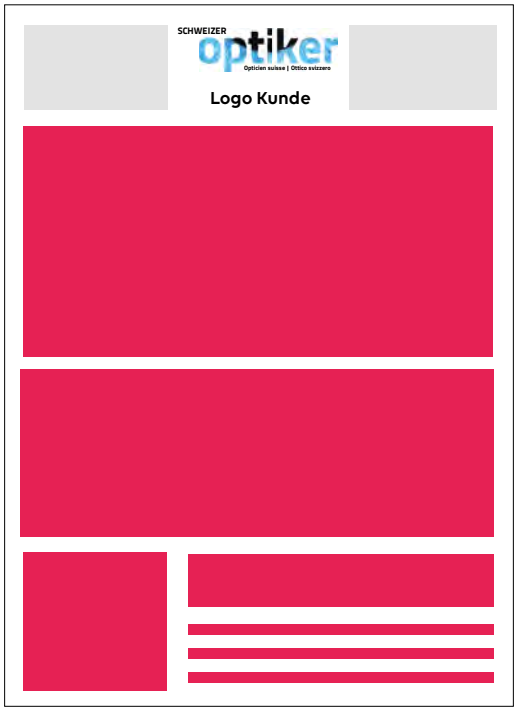
Template of the newsletter
For stand-alone newsletters, the layout is similar to the official newsletter and contains the Schweizer Optiker logo at the top, the customer's logo below, followed by the content provided and finally the Schweizer Optiker footer.

Adaptation to the customer's CI/CD
No changes can be made to fonts, colors or the structure of the template. We place the customer's logo prominently so that it is clear that the content originates from them and fill their content into the specified structure.

Sender of the newsletter
The same sender address is used as for the editorial newsletter. An individual sender address is too high a risk for SPAM reasons.

Subject of the newsletter
The following text is displayed in the subject line:
«Advertorial: free text of the customer's choice»

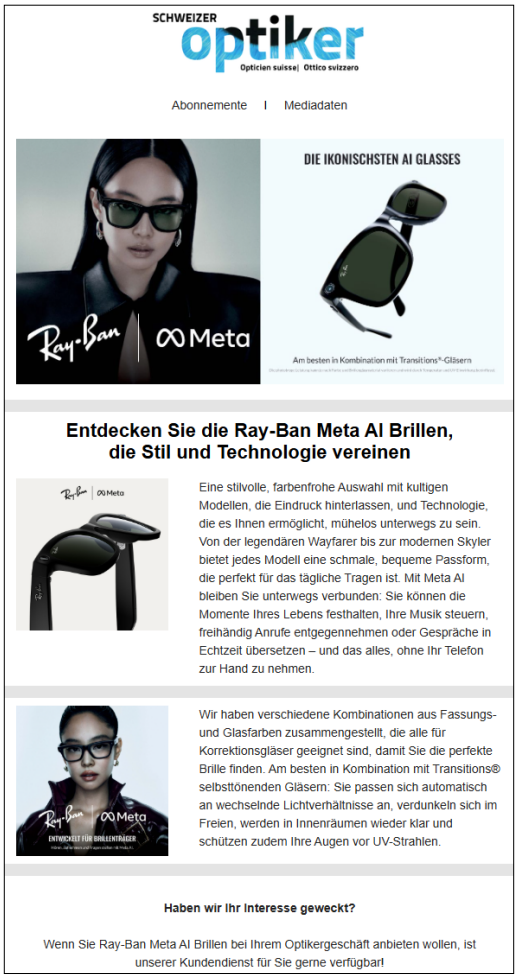
The stand-alone newsletter is sent to **670 recipients** and is always published on Thursdays.



Technical specifications
· Company logo
· max. 4 articles with image, text and link to further information
· Optional: Ads (leaderboard, text ad, static ads)
· Recommended text length per block: 800 - 1,000 characters (incl. spaces)
· Data delivery 10 business days prior to publication

Price	
Stand-alone newsletter per dispatch	2,750.–
incl. creation of newsletter, one correction run, dispatch, statistics	

For 2 or more issues, you will receive a 10% discount on each issue.



Example of a stand-alone newsletter

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

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Contact



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www.fachmedien.ch

We secure the best
advertising spaces for you.