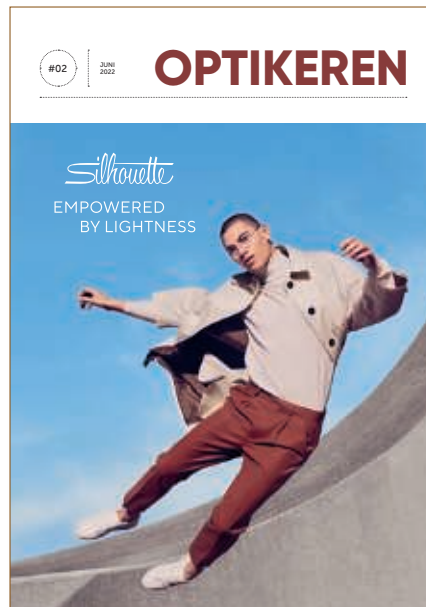
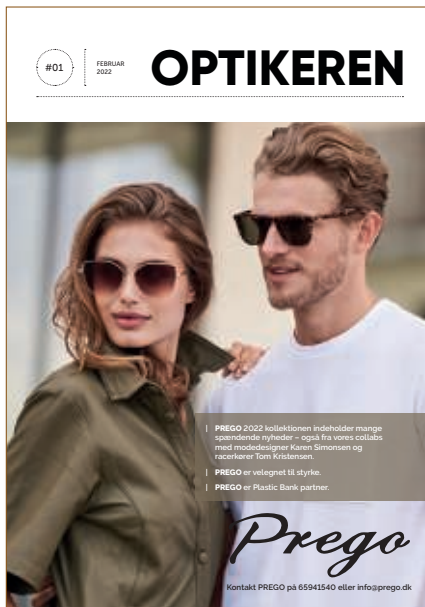


OPTIKEREN

Media Info 2023



The leading Danish magazine on optometry and optics

- ✓ OPTIKEREN is the leading magazine for all who work professionally with optometry and optics. The magazine supplies news, reports, interviews and articles on everything happening within the industry – from the latest research and education to products, store operations, company profiles, conferences and fashion.
- ✓ The editorial goal is to create an inviting and functional magazine with well-documented, interesting and reliable articles providing the reader with professional knowledge, news, perspective and inspiration.
- ✓ The magazine is published by Optikerforeningen four times a year and is distributed to leading optician shops, suppliers, eyewear designers, wholesalers and educational institutions throughout all of Denmark.
- ✓ OPTIKEREN is published in a circulation of 1,000 copies. However, it is read by many more, including all owners and employees in the country's optics stores as well as optometry students, eyewear designers and suppliers. An advertisement in OPTIKEREN reaches all the important actors of the Danish optics industry.
- ✓ The magazine is also available online on magasinetoptikeren.dk and optikerforeningen.dk, which ensures the ads a longer life.

Become an advertiser in OPTIKEREN and get your message across to the right target audience!

TARGET GROUP & READER PROFILE

OPTIKEREN is widely read by people who work professionally with optometry, eyewear design, contact lenses, instruments and products. The magazine has a high reading time and store of value, which ensures an effective exposure of your ads.

79%
reads half
or more of
OPTIKEREN

81%
of the readers
see all the issues of
OPTIKEREN

61%
spend 30 minutes
or longer reading
the magazine

75%
keep half or
more editions
of OPTIKEREN

RELEASE & DEADLINES 2023

NO.	ORDERING DEADLINE	MATERIAL DEADLINE	RELEASE DATE
1 – 2023	30 January	6 February	1 March
2 – 2023	May 1	May 9	June 1
3 – 2023	September 5	September 13	October 1
4 – 2023	December 1	December 11	December 29

ADVERTISING PRICES

Format 1/1:
210 x 297 mm

Page 2+3
203 x 297 mm

+ 5 mm
for cutting

1/1 page 15.400,-

page 2 17.750,-

page 3 17.750,-

1/2

Wide format:
175 x 129 mm

High format:
84 x 264 mm

1/2 page 8.850,-

1/3

Wide format:
175 x 84 mm

High format:
54 x 264

1/3 page 6.200,-

1/4

Format 1/4:
Wide format
175 x 61 mm

High format
84 x 129 mm

Format 1/8:
85 x 61 mm

1/4 page 4.900,-

1/8 page 2.900,-

BACKPAGE
210 x 297 mm

+ 5 mm
for cutting

Backpage 19.100,-

FRONTPAGE
210 x 240 mm

+ 5 mm
for cutting

Frontpage 22.900,-

DOUBLE PAGE
420 x 297 mm

+ 5 mm
for cutting

2/2 page 22.900,-

Formats are with width x height. All prices are quoted in Danish Kroner, and without VAT and based on print ready material.

CIRCULATION

1.000
Estimated readership of 2.500.

INSERTS

It is possible to distribute inserts and brochures with the magazine – call or write for more information.

ADVERTORIAL

Let us help you with your company's upcoming advertorial. We offer journalist support to tell your story – call or write for more information.

Regarding printing errors, wrong size etc. for which neither the advertiser nor their agency is responsible, a reduction may be paid upon Stibo Complete Mediaservice' discretion, it cannot exceed the price of inserting the advertisement. Complaints must be sent in writing to Stibo Complete Mediaservice no later than 5 days after the publishing of the magazine. Neither Stibo Complete Mediaservice nor the publisher is liable for any consequential damage, due to wrongful, delayed or missing inserts of ordered ads. Cancellation of confirmed ads can be made, in writing, until 5 days before deadline. Claims cannot be enforced against Stibo Complete Mediaservice or the magazine for any consequences of incorrect, delayed or missing inserts of booked advertisements.

THEMES

- No. 1 Sunglasses + continuing education
- No. 2 Store operation + Fashionguide summer
- No. 3 Big optometry conference issue + autumn fashion
- No. 4 Fashion guide 2024 + contact lenses

DISCOUNT

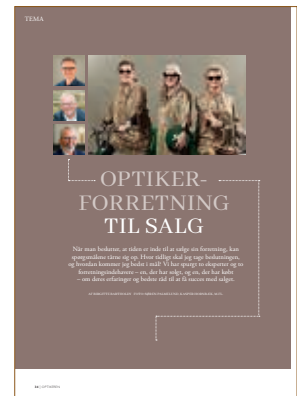
- 2 advertisements 7%
 - 3 advertisements 14%
 - 4 advertisements 21%
- All prices are without VAT.

By purchasing a 4 x 1/1 page, you will receive 4 months of banner advertising at magasinoptiker.dk of your own choice.

ADVERTISING MATERIAL

All material must be delivered as print ready high resolution PDF files (minimum 300 dpi), CMYK-separated.

Material has to be sent via e-mail to:
jsje@stibo.com



EDITING

Editor
Lone Helleskov
lh@optikerforeningen.dk
Phone +45 88 44 06 17

PUBLISHER

OPTIKERFORENINGEN
St. Kongensgade 110 E, 2. sal,
1464 København K
optikerforeningen.dk
Phone +45 45 86 15 33

ADVERTISING

Stibo Complete Mediaservice
Jette Sterndorff-Jessen
jsje@stibo.com
Phone +45 76 10 11 47



7. oktober 2022

#LoveYourEyes

13. oktober 2022 er Verdens Synsdag - dagen er udnævnt af Verdenssundhedsorganisationen WHO og fejres på verdensplan under sloganet #LoveYourEyes. Af Redaktionen Optikerforeningen og Øjenforeningen...

LASARTIKELND



10. august 2022

Styr udenom følelserne

Da flere optikere begyndte at bede Bent Brodersen om hjælp til at sælge deres forretning, skabte han sammen med en...



3. august 2022

MONOZUKURI

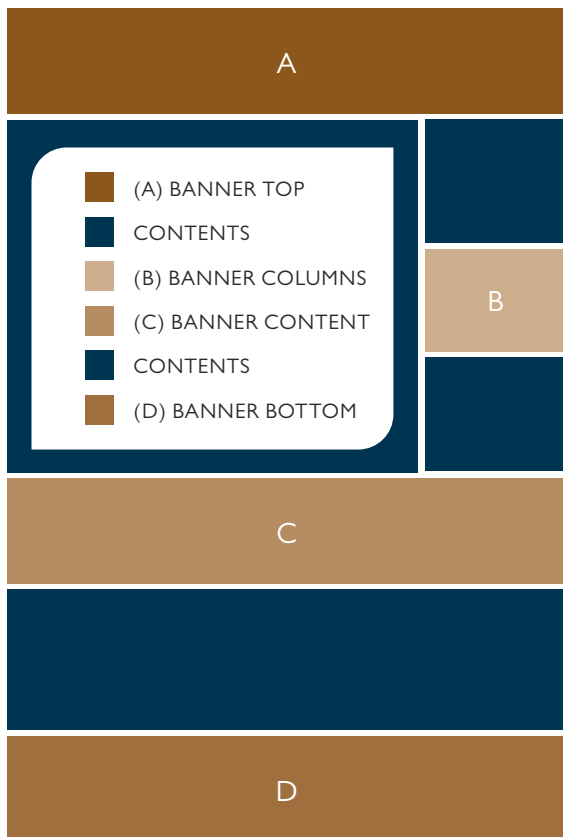
... ét enkelt japansk ord på ti bogstaver, der på fornemste vis beskriver indehaveren af nine eyewear, Jens William Sørensen....



7. oktober 2022

Tak for en fantastisk konference

FRONTPAGE



RATES + FORMATS WEB

Banner A, C and D size 2056 x 600 pixel.
Rolling banner with a maximum of 4 shifts.
Price per month DKK 1.500,-

Banner B size 400 x 400 pixels,
or 400 x 250 pixels.
Stationary banner.
Price per month DKK 1.500,-

ADVERTISED JOBS

Job advertisement size:
1.500 x 1.000 pixel or 750 x 500 pixel
Price for 2 months: DKK 2.000,-

MATERIAL REQUIREMENTS

File format must be JPG, PNG or GIF
PPI min. 72.