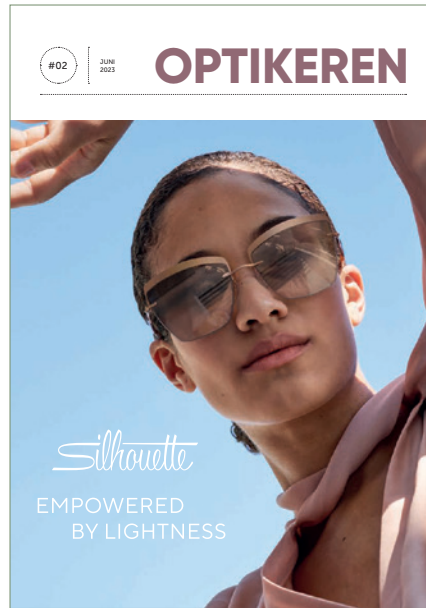


OPTIKEREN

Media Info 2024



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 2024

NO.	ORDERING DEADLINE	MATERIAL DEADLINE	RELEASE DATE
1 – 2024	1 February	9 February	1 March
2 – 2024	May 3	May 14	May 31
3 – 2024	September 9	September 16	October 1
4 – 2024	November 26	December 3	December 30

ADVERTISING PRICES

Format 1/1: 210 x 297 mm + 5 mm extra for cropping + 10 mm for margin Page 2+3 203 x 297 mm + 5 mm for cutting
--

1/1 page	16.400,-
page 2	18.900,-
page 3	18.900,-

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	5.200,-
1/8 page	3.100,-

DOUBLE PAGE 420 x 297 mm + 5 mm for cutting
--

2/2 page	24.500,-
----------	----------

1/2	Wide format: 175 x 129 mm High format: 84 x 264 mm
-----	---

1/2 page	9.400,-
----------	---------

1/3	Wide format: 175 x 84 mm High format: 54 x 264
-----	---

1/3 page	6.600,-
----------	---------

BACKPAGE 210 x 297 mm 5 mm extra for cropping + 10 mm for margin

Backpage	20.400,-
----------	----------

FRONTPAGE 210 x 240 mm 5 mm extra for cropping + 10 mm for margin
--

Frontpage	24.500,-
-----------	----------

THEMES

- No. 1** Sunglasses & The most exciting frames of spring
- No. 2** The contact lenses of tomorrow & fashionguide
- No. 3** Huge conference edition & beautiful frames of autumn
- No. 4** Fashion trend book 2025 & supplementary education

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 2 months of banner advertising at magasinetoptiker.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

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.



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

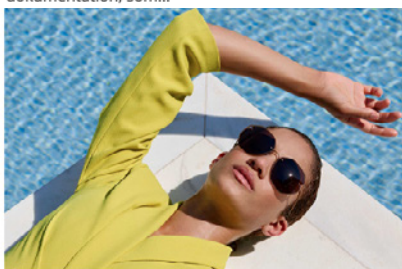
Stibo Complete Mediaservice
Jette Sterndorff-Jessen
jsje@stibo.com
Phone +45 76 10 11 47



18. oktober 2023

Digital og sikker henvisning direkte til øjenlæger

"Det har stor betydning, at kunderne ikke behøver få en henvisning med i hånden, og optikeren nu kan henvise direkte og vedhæfte forskellig dokumentation, som..."



10. marts 2023

Solbrilletrenden til sommeren 2023: En skøn dag i solen

Sol og sommer. Det er tid til cool solbriller, der understreger outfittet, stilen og personligheden, og denne sæson er der...

LÆS ARTIKEL



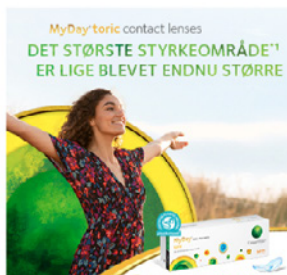
2. marts 2023

VIRDSOMHEDSPROFIL: "Jeg håber ikke, jeg bliver for effektiviseret"

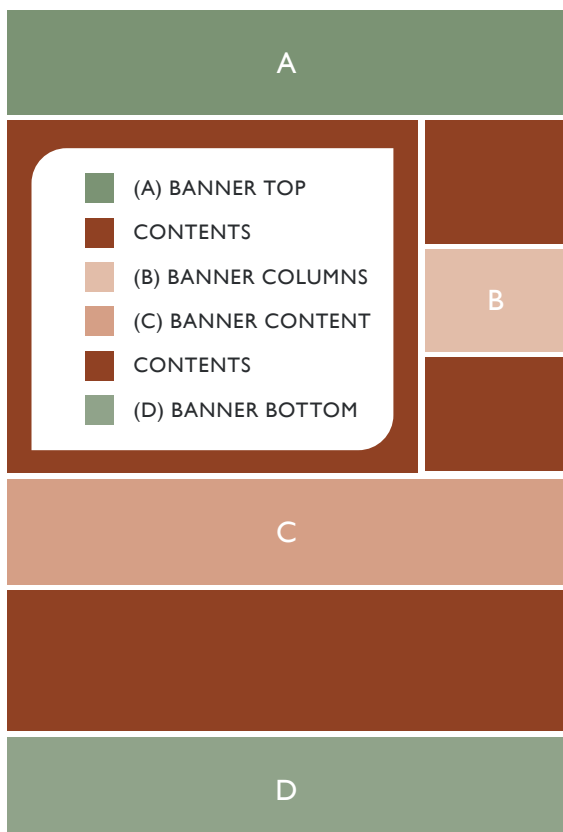
BLÅ BOG NAVN: Joachim Tranberg Lefolli ALDER: 25 år
KARRIERE: Færdiguddannet i februar 2022. Overtog allerede den første del af...

LÆS ARTIKEL

Find spændende artikler eller søg i kategorierne: Forskning Interviews Mode Solbriller



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 2.995,-

Banner B size 400 x 400 pixels,
or 400 x 250 pixels.
Stationary banner.
Price per month DKK 2.995,-

ADVERTISED JOBS

Job advertisement size:
1.500 x 1.000 pixel or 750 x 500 pixel
Price per month: DKK 2.000,-

MATERIAL REQUIREMENTS

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