

Optik

Magazine for the Swedish Optical Business 2022

12 opportunities 12 possibilities

OPTIK is moving forward with increased digital publications – aside with 4 numbers of OPTIK Magazine. This gives you 12 opportunities to effectively reach the entire Swedish optic market.



The magazine OPTIK will publish **4 print numbers** – all with top-level analyzing and reporting journalism. In addition, **8 digital releases** with news and latest information from the entire optic world. Separately distributed via mail as well as digitally published on The Swedish Industry of Optometry's new website. 12 opportunities to reach opticians, assistants, students and other actors in the Swedish optic market. 12 opportunities to build brands – be it lenses, arches, glasses, machines, instruments, IT systems or, for that matter, entire chains of optic stores.



And of course, 12 opportunities to seek staff or agents, to build your brands and to let the market in on your vision.

Take a look at the publication schedule - 12 opportunities, 12 possibilities.

Then contact me and we will plan OPTIK Magazine to be an effective and active communication channel for your business in 2021.

And of course, we've put together a package that offers a generous bonus.

I look forward to hearing from you.

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Sizes and Prices 2022



Print

1/1-page

Type area 196 x 258 mm

Bleed: 215 x 285 mm

+ 3 mm bleed

SEK 19 600

Cover page 2 & 3

SEK 24 600

Cover page 4

SEK 29 600

Type area 215 x 258 mm

2/1-page (spread)

Type area 410 x 258 mm

Bleed: 430 x 285 mm + 3 mm

SEK 39 200 (premium ad page 2-3 possible)

1/2-page

Horizontal: Type area 196 x 128 mm

Bleed: 215 x 142 mm + 3 mm

Vertical: Type area 96 x 258 mm

Bleed: 108 x 285 mm + 3 mm **SEK 10 800**

1/4-page

Type area 96 x 128 mm

Bleed: 108 x 141 mm + 3 mm

SEK 5 400

1/4-page streamer

Horizontal: Type area 196 x 60 mm

Vertical: Type area 62 x 258 mm

SEK 6 000

Classified

Buying / selling / employing:

SEK 30 per millimeter. Minimum 62 x 115 mm.

One column 62 mm, two columns 128 mm,

three columns 198 mm **Additional cost for**

setting and proof: SEK 750 per hour.

UPLOAD MATERIAL PRINT

<http://optikbranschen.se/annons/>

Printable PDF, 300 dpi

Username: upload

Password: rt63bg

Digital

Topbanner:

520 x 250 pxl: **SEK 9 000**

Banner Insider:

520 x 125 pxl: **SEK 6 000**

Banner Classified:

236 x 440 pxl: **SEK 3 450**



UPLOAD MATERIAL DIGITAL

JPG or similar:

<http://optikbranschen.se/annons/>

Username: upload

Password: rt63bg

INVOICE

Invoice from Optikbranschen/The Swedish Industry of Optometry, payment 30 days before publication.

Production plan

OPTIK PRINT

Issue	Date	Booking	Copy	In Focus
1	Mar 3	Feb 10	Feb 17	News
2	May 13	April 21	April 28	Future / Examination new opticians
3	Sept 2	Aug 11	Aug 18	Swedish Days of Optometry
Fair	Oct 7	Sept 15	Sept 22	Optical Fair
4	Nov 25	Nov 3	Nov 10	Instruments & Machines

OPTIK DIGITAL

1	Feb 10	Feb 3	Optical News
2	Mar 2	Feb 22	Optical News
3	April 7	March 30	Trends / Science
4	June 12	May 4	Future / Examination new opticians
5	Sept 1	Aug 24	Autumn Special
6	Sep 22	Sept 14	Trends / Science
7	Oct 20	Oct 12	Trends / Science
8	Nov 24	Nov 16	Instruments, Machines, Lenses, Frames

YEARLY BOOKING with bonus

< 24 999 SEK	Ord. price
25 000 - 49 999 SEK	5 per cent
50 000 - 74 999 SEK	10 per cent
75 000 - 99 999 SEK	15 per cent
100 000 - 124 999 SEK	20 per cent
> 125 000 SEK	25 per cent

OPTIK PRINT

Circulation: 3 000 copies

Number of issues/year: 4

Coverage: Nationwide – Opticians, Assistents, Retailers, Students

Editor: Swedish Industry of Optometry

OPTIK DIGITAL

Circulation: 3 300 recipients Newsletter.

Also published on The Swedish Industry of Optometry's website.

Number of issues: 8

Coverage: Nationwide – Opticians, Assistents, Retailers, Students

Editor: Swedish Industry of Optometry

BOOKING:

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