

# Optik

Magazine for the Swedish Optical Business 2024

## 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 2024.

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

I look forward to hearing from you.

**Susanne Simic**  
[susanne.simic@conmedia.se](mailto:susanne.simic@conmedia.se)  
**Phone +46 72-90010 02**

# Sizes and Prices 2024



## 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**

### ¼-page

Type area 96 x 128 mm

Bleed: 108 x 141 mm + 3 mm

**SEK 5 400**

### ¼-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
Fair	Jan 12	Dec 17	Dec 15	Optical Fair
1	Mar 1	Feb 8	Feb 15	News
2	May 22	April 19	April 26	Future / Examination new opticians
3	Sep 6	Aug 14	Aug 21	Swedish Days of Optometry
4	Nov 20	Okt 28	Nov 5	Instruments & Machines

### OPTIK DIGITAL

1	Jan 25	Jan 18	Optical News
2	Feb 29	Feb 22	Optical News
3	April 4	Mars 26	Trends / Science
4	May 21	May 14	Future / Examination new opticians
5	Sept 5	Aug 29	Autumn Special
6	Sep 26	Sep 19	Trends / Science
7	Oct 18	Oct 10	Trends / Science
8	Nov 19	Nov 12	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:

Susanne Simic, +46 72-90010 02

[susanne.simic@conmedia.se](mailto:susanne.simic@conmedia.se)