

Sizes and Prices 2026



Print

1/1-page

Type area 196 x 258 mm
Bleed: 215 x 285 mm
+ 3 mm bleed
SEK 20 500

Cover page 2 & 3

SEK 25 300

Cover page 4

SEK 30 500

Type area 215 x 258 mm

2/1-page (spread)

Type area 410 x 258 mm
Bleed: 430 x 285 mm + 3 mm
SEK 41 100 (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 11 500**

¼-page

Type area 96 x 128 mm
Bleed: 108 x 141 mm + 3 mm
SEK 6 000

¼-page streamer

Horizontal: Type area 196 x 60 mm
Vertical: Type area 62 x 258 mm
SEK 6 200

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:

1024 x 400-600 pxl:

SEK 9 500

Banner Insider:

1024 x 246 pxl: **SEK 6 300**

Banner Classified:

236 x 440 pxl: **SEK 3 700**

UPLOAD MATERIAL DIGITAL

JPG or similar:
<http://optikbranschen.se/annons/>
Username: upload

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 7	Nov 28	Dec 9	Optical Fair
1	Feb 27	Feb 5	Feb 12	News
2	May 22	April 16	April 23	Future / Examination new opticians
3	Sep 4	Aug 13	Aug 20	Swedish Days of Optometry
4	Nov 20	Okt 28	Nov 5	Instruments & Machines

OPTIK DIGITAL

1	Jan 23	Jan 16	Optical News
2	Feb 26	Feb 19	Optical News
3	April 10	April 1	Trends / Science
4	May 21	May 13	Future / Examination new opticians
5	Sept 3	Aug 27	Autumn Special
6	Sep 25	Sept 18	Trends / Science
7	Oct 16	Oct 9	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, Assistants, Retailers, Students

Editor: Swedish Industry of Optometry

OPTIK DIGITAL

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Coverage: Nationwide – Opticians, Assistants, Retailers, Students

Editor: Swedish Industry of Optometry

BOOKING:

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