Sizes and Prices 2027



Print

1/1-page
Type area 196 x 258 mm
Bleed: 215 x 285 mm
+ 3 mm bleed
SEK 21 100

Cover page 2 & 3
SEK 26 100
Cover page 4
SEK 31 400
Type area 215 x 258 mm

2/1-page (spread)
Type area 410 x 258 mm
Bleed: 430 x 285 mm + 3 mm
SEK 42 300 (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 11 800**

¼-page
Type area 96 x 128 mm
Bleed: 108 x 141 mm + 3 mm
SEK 6 200
¼-page streamer
Horizontal: Type area 196 x 60 mm
Vertical: Type area 62 x 258 mm
SEK 6 400

Classified
Buying / selling / employing:
SEK 38 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:
1200 x 577 pxl:
SEK 9 800
Banner Insider:
1200 x 300 pxl: **SEK 6 500**
Banner Classified:
400 x 530 pxl: **SEK 3 900**

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 8	Nov 20	Nov 27	Optical Fair
1	Feb 26	Feb 3	Feb 10	News
2	May 21	April 14	April 21	Future / Examination new opticians
3	Sep 3	Aug 11	Aug 16	Swedish Days of Optometry
4	Nov 19	Okt 22	Nov 1	Instruments & Machines

OPTIK DIGITAL

1	Jan 22	Jan 14	Optical News
2	Feb 25	Feb 18	Optical News
3	April 9	April 1	Trends / Science
4	May 20	May 13	Future / Examination new opticians
5	Sept 2	Aug 26	Autumn Special
6	Sep 24	Sept 16	Trends / Science
7	Oct 15	Oct 7	Trends / Science
8	Nov 18	Nov 11	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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