

MEDIA INFORMATION 2025

OPTIKEREN



Become an advertiser in OPTIKEREN and get your message to the right target audience

DENMARK'S LEADING MAGAZINE FOR THE OPTICS INDUSTRY

OPTIKEREN is the industry's sharp and serious trade magazine for everyone who works professionally with optics.

In each issue of OPTIKEREN, we work diligently to create an inviting, thoroughly researched magazine with relevant, engaging, and reliable articles that provide readers with professional knowledge, perspective and inspiration.

Our mission is to deliver news, features, expert articles and interviews on everything happening in the industry – from the latest research and education to products, store management, company profiles, conferences and fashion.

OPTIKEREN is published 4 times a year and is distributed to owners and staff in optical stores, suppliers, eyewear designers and educational institutions across the country, giving us a large and valuable audience.

Our readers are motivated and have a genuine curiosity and thirst for knowledge. For this reason, OPTIKEREN is the most effective and direct medium for reaching all players in the industry. We are also available on magasinetoptikeren.dk, ensuring your advertisements a lasting impact.

As a current or prospective advertiser, I hope you see the advantages of being part of the magazine's unique universe. I personally look forward to continuing our successful collaboration in 2025 and I am always open to your ideas for editorial content.

Lone Hellekov
Editor

Target Audience and Reader Profile

OPTIKEREN is widely read by professionals working within optics, eyewear design, contact lenses, instruments, and related products. The magazine has a high reading time and retention value, ensuring effective exposure for your advertisements.

79%
reads half or more of OPTIKEREN

81%
of the readers view every issue of OPTIKEREN

61%
spend 30 minutes or more reading the magazine

75%
save half or more issues of OPTIKEREN



PUBLISHER

Optikerforeningen
St. Kongensgade 110 E, 2. sal
1264 København K
T. +45 45 86 15 33
www.optikerforeningen.dk



EDITORIAL

Editor
Lone Hellekov
lh@optikerforeningen.dk
T. +45 88 44 06 17



ADVERTISING SALES

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

Publication Schedule & Deadlines 2025

Edition	Order Deadline	Material Deadline	Publication Date
No. 1	3rd February	10th February	3rd March
No. 2	29th April	5th May	30th May
No. 3	8th September	15th September	1st October
No. 4	24th November	1st December	30th December

Themes

- No. 1** Fashion Guide for Sunglasses + Spring's Finest Optical Frames
- No. 2** Lenses + Spring Fashion Guide with the Season's New Collections
- No. 3** Major Conference Issue, Continuing Education + Autumn Fashionguide
- No. 4** Trendbook 2026 Featuring New Frames and Designs + Focus on Contact Lenses

Circulation

1,000 copies.
Estimated readership: 2,500.

Inserts

It is possible to include both inserts and brochures with the magazine. Please call for more details.

Advertorial

We offer journalistic assistance to help write and present your story in an advertorial. Please call for more details.

Discount

2 insertions	7%
3 insertions	14%
4 insertions	21%

When purchasing 4 x 1/1 page advertisements, you will receive 2 months of free banner advertising on magasinetoptikerens.dk.

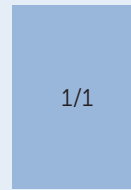
Material Requirements

Advertising material for print should be submitted as a high-resolution PDF file, minimum 300 dpi. All images and colours in the advertisement must be defined in CMYK.

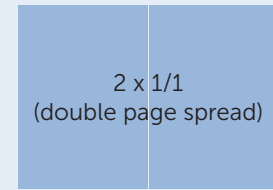
Please send the material to:
jsje@stibo.com

For typographical errors, incorrect sizes, etc., for which the advertiser or agency is not responsible, a reduction will be granted at the discretion of Stibo Complete Mediaservice, with a maximum amount equal to the advertisement's insertion price. Complaints must be received by Stibo Complete Mediaservice no later than 5 days after the publication date. If an advertisement is inserted multiple times with the same error, and Stibo Complete Mediaservice does not receive a complaint, any potential discount will only apply to the first insertion. Claims for compensation cannot be made against Stibo Complete Mediaservice or the magazine for any consequences arising from incorrect, delayed, or missing insertion of the ordered advertisements. Written cancellations must be received by Stibo Complete Mediaservice no later than 5 business days before the deadline.

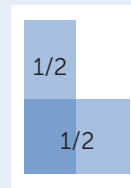
Prices + Formats



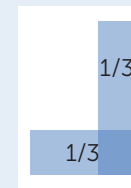
FULL PAGE
16.400 DKK
W: 210 mm x H: 297 mm
+ 5 mm for bleed and
10 mm margin



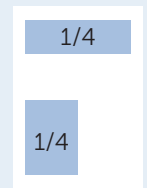
DOUBLE PAGE SPREAD (2 x 1/1)
24.500 DKK
W: 420 mm x H: 297 mm
+ 5 mm for bleed and
10 mm margin



1/2 PAGE
9.400 DKK
W: 175 mm x H: 129 mm
W: 84 mm x H: 264 mm

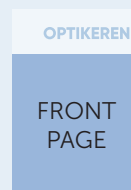


1/3 PAGE
12.800 DKK
W: 175 mm x H: 84 mm
W: 54 mm x H: 264 mm

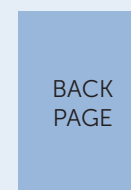


1/4 PAGE
5.200 DKK
W: 175 mm x H: 61 mm
W: 85 mm x H: 129 mm

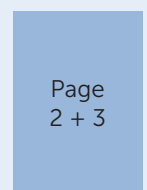
Special Placements



FRONT PAGE
24.500 DKK
W: 210 mm x H: 240 mm
+ 5 mm for bleed and
10 mm margin



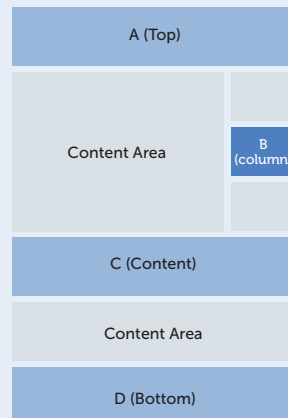
BACK PAGE
20.400 DKK
W: 210 mm x H: 297 mm
+ 5 mm for bleed and
10 mm margin



PAGE 2 + 3
18.900 DKK
W: 203 mm x H: 297 mm
+ 5 mm for bleed

Prices + Formats for Web

FRONT PAGE



Banner A, C og D
Size: W:2056 x H:600 pixels. Rolling banner with a maximum of 4 slides.
Price pr. month 2.995 DKK

Banner B
Size: W: 400 x H:400 pixel or 400 x 250 pixel. Static banner.
Price pr. month 2.995 DKK

Job Advertisements
Size: W:1.500 x H:1.000 pixel or 750 x 500 pixel.
Price pr. month 2.000 DKK

Material Requirements:
File format must be JPG, PNG, or GIF, with a minimum PPI of 72.

All prices are excluding VAT and based on ready-to-use materials.