

MEDIA INFORMATION 2026

Optikeren



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

DENMARK'S LEADING MAGAZINE FOR THE OPTICS INDUSTRY

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 four 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 2026 and am always open to your ideas for editorial content.

Lone Hellekov
Editor

Target audience & 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%

read 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

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



ADVERTISING SALES

Media Consultant
Dorte Schlünzen
dosc@stibo.com
T. +45 76 10 11 46

Publication Schedule & Deadlines 2026

Edition	Order deadline	Material deadline	Publication Date
No. 1	26th January	3rd February	2nd March
No. 2	22nd April	29th April	1st June
No. 3	31st August	7th September	1st October
No. 4	17th November	24th November	30th December

Themes

- No. 1** Focus on sunglasses + optical frames + continuing education
No. 2 Contact lenses of the future + fashion guide + store operations
No. 3 Huge conference issue + fashion guide autumn & winter
No. 4 Trendbook 2027 featuring the new collections + focus on spectacle 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.

Discounts

2 inserts	7%
3 inserts	14%
4 inserts	21%

When purchasing 4 x 1/1 page advertisements, you will receive 2 months of free banner advertising on magasinetoptiker.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:
dosc@stibo.com

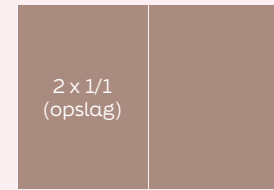


Prices & Formats



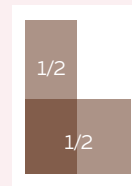
FULL PAGE
16.400 DKK

W: 210 mm x H: 297 mm
 + 5 mm for bleed
 and 10 mm margin



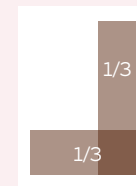
DOUBLE PAGE SPREAD (2 X 1/1)
24.500 DKK

W: 420 mm x H: 297 mm
 + 5 mm for bleed
 and 10 mm margin



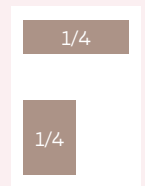
1/2 PAGE
9.400 DKK

W: 175 mm x H: 129 mm
 W: 84 mm x H: 264 mm



1/3 PAGE
6.600 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



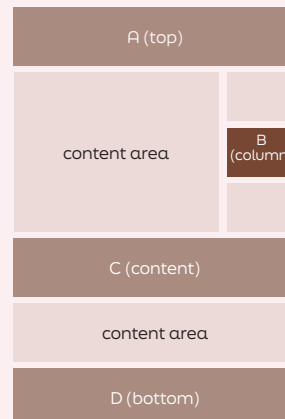
PAGE 2 + 3
18.900 DKK

W: 203 mm x H: 297 mm
 + 5 mm for bleed

With the purchase of the front cover, a free product feature is offered on page 4 of the magazine.

Prices & Formats for Web

FRONT PAGE



- Banner A, C and D**
 Size: W:2056 x H:600 pixel.
 Rolling banner with a maximum of 4 slides.
Pris pr. måned 2.995
- Banner B**
 Size: W: 400 x H:400 pixel
 or 400 x 250 pixel.
 Static banner.
Price per month 2.995 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.