

Optiker Online!

Eye-Care and Optometry in Austria

www.optiker.at

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2012 media data

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Industry platform and independent specialised magazine for ophthalmic opticians and optometrists

Optiker Online!

Eye-Care and Optometry in Austria



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Silhouette Crystal Collection:

An everlasting passion

31 MAR 2010

**Subject:
product information**

Readers: 8,200

optiker - optikum - optometristen

Optiker Online! is an Austrian company that specialises in communication in the ophthalmic field. By means of the branch portal www.optiker.at founded in 1996 and the online specialist magazine **optikum** developed in 2002, we inform Austrian consumers, opticians and optometrists continuously on the subjects of ophthalmic optics and optometry.

optikum.at

With over 1,200 specialised articles, optikum belongs to the most widely read specialised media in the German speaking ophthalmic field. In addition to the freely available articles in optikum, we send an info letter to more than 1,900 people in the sector about every three weeks. This Info letter is personalised (directly addressed to the person) and reaches not just company owners but also their employees and even personnel in training. With just one click, the reader of the info mail accesses the relevant article in **optikum**.

All articles are retained indefinitely in the freely accessible archive and can be permanently accessed. Each article is also allocated to a category and quickly available using the search function.

By positioning information about your products in **optikum** you will optimally reach the target group of Austrian opticians and optometrists. The circuits take place in the framework of specialised articles into which even slide shows and film material can be integrated.

Our editorial team will guide you in the preparation and design of these articles on request - without any additional cost..

Advertise on the sector portal www.optiker.at

With 1,400,000 requested pages monthly, www.optiker.at is the first contact point for Austrian ophthalmic optics and optometry on the internet. In addition to traditional banner advertising, we offer individually customised consumer-directed advertising on Austria's sector site www.optiker.at.

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Contact Lens
Report 2011
26 SEP 2011

Subject: Contact lenses

Readers: 6,800

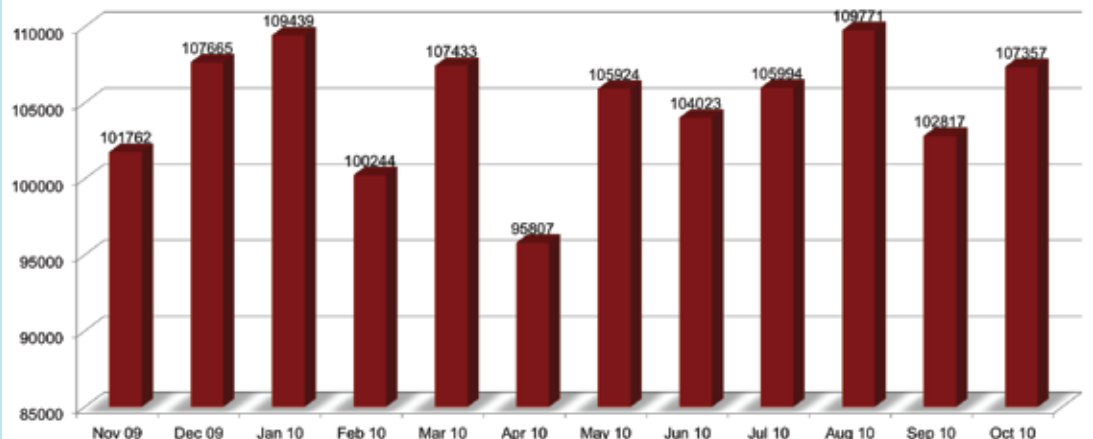
Total numbers of annual page impressions:	13.775.547
Page impressions in August 2011:	1.442.056
Total numbers of annual visits:	1.258.236
Visits in August 2011:	109.771
Articles in the optikum :	1.227
Top article in the optikum :	83.600 readers
Recipients of the <i>Optiker Online!</i> info mail:	1.946

As at 1 Nov 2011

Pageimpressions *Optiker Online!*



Visits *Optiker Online!*



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opti Munich 2011
Trade fair reporting
6 FEB 2011

Subject: Event

Leser: 15,400

Services in 2012

Banner 100x84 pixel

Banner development, animation possible, annual expenditure

Welcome page and all sub pages optikum :	€ 1250,-
Welcome pagel www.optiker.at :	€ 1250,-
Top subjects www.optiker.at :	€ 450,-
All directories www.optometristen.at :	€ 1250,-

optikum - professional articles

Article circuit is in the editorial presentation, including, € 265,-
web-layout. In the text photos, slide shows,
PDF downloads, and even short films can be integrated.
Data volume is up to 1 MB per item. The information
remains years later available via the subject and search
function! You will receive a proof before publication in
the form of a pdf document.

Headline article. Services see publications of articles. € 510,-
The article, however, remains on the **optikum** top for
a month and is it not downgraded when more recent
articles are published. This is comparable with a cover
page in the print media.

Discount

Booking at least 2 articles at once:	- 5%
Booking at least 4 articles at once:	- 10%
Booking at least 6 articles at once:	- 15%

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Prices effective from 1/1/2012.

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Sunglasses Report 2011
30 MAR 2011

Subject: product infos

Readers:
rd. 10,200
optikum
rd. 46,900
www.optiker.at

2012 key issues

We will pay special attention to particular subjects. Please note the relevant editorial deadlines if you are interested in having your articles published.

15/02/2012	Eyeglasses & contact lenses with promotion
14/03/2012	Sunglasses Report 2012
11/04/2012	Customer loyalty with contact lenses
02/05/2012	Good sales figures with top sellers
23/05/2012	Strategies against contact lens drop-outs
18/06/2012	High grade UV protection for eyes
08/07/2012	Eyeglasses & contact lenses as wellness goods
05/09/2012	Contact lens Report 2012
10/10/2012	Eyewear fashion for the highly demanding
07/11/2012	Innovative products for 45 plus customers
28/11/2012	Premium products at the ophthalmic optician's

Further subjects will be added as required and subject to current issues. We are happy to inform you regularly about planned priorities.

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via fax to:
+43 1 9143184

We may order the following package from *Optiker Online!*
**Harald Belyus, MSc, Underreingasse 66, 1140 Vienna,
Austria**



TRIAL OFFER

I am ordering a specialist article in **optikum** to get acquainted. Please create a professional article with my text and my pictures and send the key message in the *Optiker Online!* Info mail is sent to over 1,900 people in the sector.

1 article for € 265,00



TOP-OFFER

I will continuously inform the Austrian ophthalmic opticians and optometrists about my products and events in **optikum**. Send to *Optiker Online!* Info mail is sent to over 1,900 people in the sector. I book four articles at the discounted price.

4 articles at the special offer price of € 940,00 instead of € 1060,00



PREMIUM-PACKAGE

I want to use **optikum** as optimal communication with Austrian ophthalmic opticians and optometrists. I book six articles including the newsletter at the discounted price. One of these articles remains the top article in optikum for a month.

5 articles & 1 headline article at € 1520,00 instead of € 1835,00

Prices include 20% VAT. Billing addresses within the European Union (outside Austria) will be charged net with valid VAT number. All articles can be activated in time according to the ideas of the client within 365 days. A reasonable lead time from receipt of data at *Optiker Online!* is to be taken into consideration. Before publication, the client receives a proof for approval. Headline items will be placed after the date of receipt. The place of jurisdiction and of performance shall be Vienna.

Company, date, signature

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