optikum, magazine for opticians and optometrists

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The optikum GmbH is an Austrian company, which is specialised since 1996 in communication in the ophthalmic field with the brand name Optiker Online!

By means of the online trade magazine optikum, founded in 2002, we continuously inform opticians, optometrists and the industry on the topics of optics and optometry.

optikum.at

- More than 3,700 industry-related articles.
- One of the most read magazines in the ophthalmic sector.
- Established as a professional online magazine for 20 years.
- Freely accessible articles without password requirement.
- Information letter to more than 2,270 people within the industry.
- Through our unique Optiker address database your information will not only reach the owners of the companies, but will also be sent directly to employees and those training to become opticians.
- All articles are freely accessible for an unlimited period of time.
- Smart search function.
- Additional spread of all informations about Instagram, LinkedIn and XING

By positioning information about your products in optikum you will optimally reach the target group of German speaking opticians and optometrists. The circuits take place in the framework of specialised articles into which even slide shows and videos can be integrated. Our editorial team will guide you in the preparation and design of these articles on request - without any additional cost.
Structure & process

In only 5 steps to your target groups

1. You send us your pictures and text
   - Process
   You send us your text and pictures, and we create an article from your submitted material, including an interactive glasses-slideshow if requested. You will receive a preview of the article in PDF format in order to make corrections and to approve the article before publication.

2. You will receive a preview of the article in PDF format
   - Topicality
   The optikum is updated on a daily basis and is accessible without restrictions. Professionals do not require a password in order to read the online specialist magazine.

3. You approve the article and/or let us know what changes need to be made
   - Structure
   Older articles are replaced by new ones on the optikum start page. In addition, published articles by you will be displayed on the start page via text link for approximately six weeks. Following this, your article is then available for an unlimited time via the optikum or Google search functions as well as the optikum archive and the optikum special subject search.

4. Your article is published in optikum and Instagram
   - Banner
   You also can advertise your article on all optikum pages by using a banner.

5. Your article in optikum will be advertised to more than 2,270 industry professionals via info-mail
   - BrillenSlideShow
   The optikum glasses-slide show is ideal to get an overview of up to 30 top sellers within a new collection. This special slide show is interactive and is compatible with all current OS, including iPad, iPhone and Android.

   - Hot Topics
   The optikum publishes 12 scheduled articles about important industry topics. You will receive a submission reminder by email approximately 2 weeks beforehand. You can of course publish your information on optikum in between the hot topics.

   - Circulation
   The optikum has been established as a specialist magazine in Austria for over 20 years. Individual articles are read 2,500 times on average in the first year of publishing. The most read article (“The Hermann Grid”) has been accessed more than 137,000 times over the past 20 years. We reach more than 2,270 trade professionals (entrepreneurs, employees and trainees) by sending an update about new articles in optikum via the optikum info-mail every 1-2 weeks. Additional, we post to your articles in our Instagram feed and reinforce your informations at the younger persons in the target group.

   - Top Article
   Your article will appear as top article on optikum for two weeks if you have requested that your article is published as top article. New articles will appear beneath the top article. There are only 24 top articles per year. The optikum premium package includes the publication of one top article publication.
Total of annual page impressions: 7,904,520
Articles in the **optikum** since 2002: 3,430
Articles published in the last 12 months: 265
Top article in the **optikum**: 131,303 readers
Annual visits: 828,783
Annual hits (files sent to a browser): 28,329,242
Recipients of the **optikum** info mail: 2,273
Follower at Instagram (@optikum_official): 1,401
Follower at LinkedIn (www.optikum.at/linkedin): 576

As at 31 OKT 2021

**optikum** specialised article
in the subject product infos, published at 20 JAN 2021

**optikum-TrendShow 2021**

Readers: 13,800

**optikum** specialised article
in the subject shopfitting, published at 2 MAR 2021

 Tradition meets zeitgeist
The art of successful shopdesign

Readers: 2,400
Our Services
Longtime partner of the ophthalmic industry

Services in 2022

VIP-Partner Banner
100 x 84 Pixel
Banner development, animation possible, annual expenditure
Welcome page and all sub pages optikum:

€ 1,250

TOP-Rotating-Banner at the top of the optikum
728 x 90 Pixel
Banner development, animation possible, annual expenditure
Welcome page and all sub pages optikum:

€ 1,590

Video in the sidebar, monthly expenditure

€ 350

Article circuit is in the editorial presentation, including, web-layout. In the text photos, slide shows, PDF downloads, and even short films can be integrated.
Data volume is up to 5 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. In addition, your article will be posted in the optikum Instagram feed.

€ 430

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

€ 735

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%

We are happy to accept your analogue or digital copies of pictures. Texts need to be presented digitally unless otherwise agreed. All prices exclusive 20% VAT. Customers from EU countries (other than Austria) will receive an invoice without VAT upon disclosure of their VAT identification number.

Prices effective from 1/1/2022.

www.optikum.at ● Independent specialised magazine for ophthalmic opticians and optometrists
2022 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.

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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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optikum GmbH, Linzer Straße 283/9, 1140 Vienna, Austria

We may order the following package from Optiker Online!
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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 optikum Info mail which is sent to over 2,270 people in the sector and publish a post in the optikum Instagram feed.

1 article for € 430,00

TOP-OFFER

I will continuously inform the Austrian ophthalmic opticians and optometrists about my products and events in optikum. Send to optikum Info mail which is sent to over 2,270 people in the sector and each published in a post in the optikum Instagram feed. I book four articles at the discounted price.

4 articles at the special offer price of € 1,550.00 instead of € 1,720.00

PREMIUM-PACKAGE

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

5 articles & 1 headline article at € 2,510.00 instead of € 2,885.00

PREMIUM-PLUS-PACKAGE

I want to use optikum as optimal communication with Austrian ophthalmic opticians and optometrists. I book eight articles including the newsletter and Instagram posts at the discounted price. One of these articles remains the top article in optikum for two weeks.

7 articles & 1 headline article at € 3,125.00 instead of € 3,745.00

Prices 2022 plus 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. Before publication, the client receives a proof for approval. Top article 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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