

# Optiker Online!

News to eye optics, optometry, lifestyle & fashion



**optikum**<sup>®</sup>  
Magazin für Augenoptik und Optometrie

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## **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 4,200 industry-related articles.
- One of the most read magazines in the ophthalmic sector.
- Established as a professional online magazine for 22 years.  
Freely accessible articles without password requirement.
- Information letter to more than 2,550 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

 **optikum official**

 **optikum\_inserate**

 **www.optikum.at/linkedin**

 **www.optikum.at/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



2. You will receive a preview of the article in PDF format



3. You approve the article and/or let us know what changes need to be made



4. Your article is published in **optikum** and Instagram



5. Your article in **optikum** will be advertised to more than 2,560 industry professionals via info-mail



## 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.

## 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.

## 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.

## Banner

You also can advertise your article on all **optikum** pages by using a banner.

## 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 22 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 150,000 times over the past 22 years. We reach more than 2,560 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.

# Mediadata

Media expert in ophthalmic optics and optometry



**optikum** specialised article in the subject product infos, published at 17 JAN 2023

## optikum TRENDSHOW 2023

Readers: 17,600



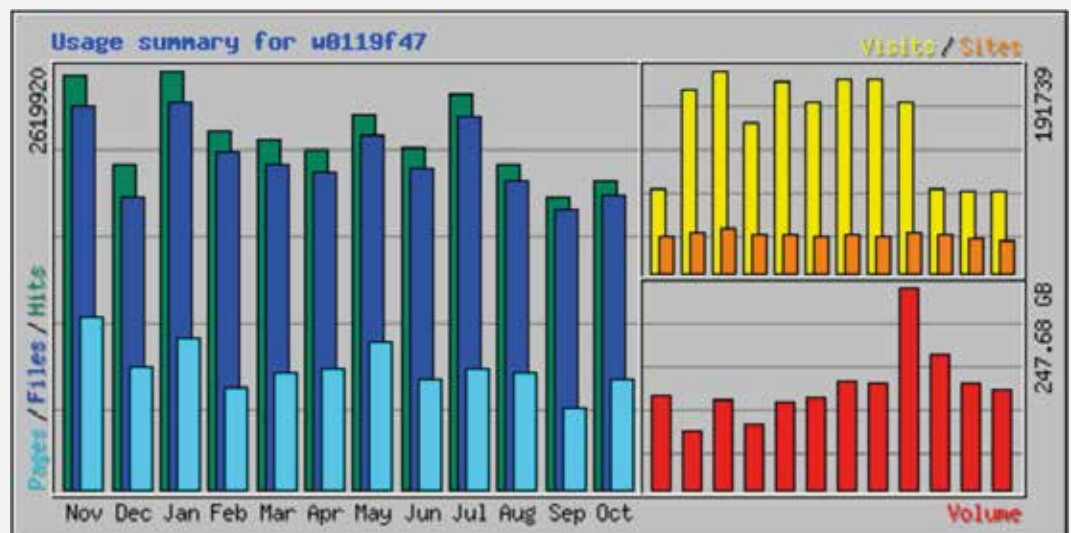
**optikum** specialised article in the subject lens technology, published at 20 APR 2023

## Comprehensive myopia management with ZEISS MyoCare

Readers: 3,100

Total of annual page impressions:	9,200,092
Articles in the <b>optikum</b> since 2002:	4,231
Articles published in the last 12 months:	191
Top article in the <b>optikum</b> :	150,033 readers
Annual visits:	1,686,872
Annual hits (files sent to a browser):	24,757,608
Recipients of the <b>optikum</b> info mail:	2,561
Follower at Instagram (@optikum_official):	1,894
Follower at LinkedIn (www.optikum.at/linkedin)	1,797

As at 31 OKT 2023



Summary by Month												
Month	Daily Avg				Monthly Totals							
	Hits	Files	Pages	Visits	Sites	Volume	Vol. In	Vol. Out	Visits	Pages	Files	Hits
<a href="#">Oct 2023</a>	62052	59173	22394	2466	30271	122.98 GB	0 bytes	0 bytes	76448	694238	1834363	1923630
<a href="#">Sep 2023</a>	61037	58086	16856	2574	31717	128.92 GB	0 bytes	0 bytes	77239	505700	1742604	1831118
<a href="#">Aug 2023</a>	65367	62145	23475	2537	36385	165.40 GB	0 bytes	0 bytes	78659	727725	1926512	2026390
<a href="#">Jul 2023</a>	79678	75320	24171	5195	38862	247.68 GB	0 bytes	0 bytes	161046	749305	2334920	2470045
<a href="#">Jun 2023</a>	71085	67025	23068	6106	35093	130.59 GB	0 bytes	0 bytes	183205	692048	2010763	2132560
<a href="#">May 2023</a>	75569	71267	29828	5921	35711	133.61 GB	0 bytes	0 bytes	183573	924695	2209286	2342663
<a href="#">Apr 2023</a>	70981	65964	25192	5412	34689	112.34 GB	0 bytes	0 bytes	162370	755761	1978948	2129445
<a href="#">Mar 2023</a>	70613	65542	23352	5839	36269	106.89 GB	0 bytes	0 bytes	181021	723927	2031805	2189031
<a href="#">Feb 2023</a>	80069	75296	22875	5060	35500	79.00 GB	0 bytes	0 bytes	141680	640524	2108308	2241954
<a href="#">Jan 2023</a>	84513	77897	30742	6185	42771	109.68 GB	0 bytes	0 bytes	191739	953023	2414827	2619920
<a href="#">Dec 2022</a>	65457	58886	24772	5609	37251	71.65 GB	0 bytes	0 bytes	173906	767937	1825478	2029177
<a href="#">Nov 2022</a>	86433	79997	36104	2613	34616	114.51 GB	0 bytes	0 bytes	78417	1083143	2399919	2593001
<b>Totals</b>						<b>1.49 TB</b>	<b>0 bytes</b>	<b>0 bytes</b>	<b>1689303</b>	<b>9218026</b>	<b>24817733</b>	<b>26528934</b>

# Our Services

Longtime partner of the ophthalmic industry



**optikum** specialised article  
the subject area events,  
published at 5 OCT 2023

**SILMO d'Or 2023**  
the best in ophthalmic  
optics

Readers: 3,600  
in four weeks



**optikum Top Article**  
the subject area  
lens technology,  
published at 27 MAR 2023

**HOYA – with strong ones**  
concepts for  
shared success

Readers: 2,900

## Services in 2024

**VIP-Partner Banner** € 1,350  
**100 x 84 Pixel**

Banner development, animation possible,  
annual expenditure

Welcome page and all sub pages **optikum**:

**TOP-Rotating-Banner at the top of the optikum** € 1,690  
**728 x 90 Pixel**

Banner development, animation possible,  
annual expenditure

Welcome page and all sub pages **optikum**:

**Banner or video in the sidebar**, monthly expenditure € 420

**Article circuit** is in the editorial presentation, including, € 505  
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.

**Headline article.** Services see publications of articles. € 870  
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.

### 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 1/1/2024.

# Key issues

Take advantage of the reader's attention



**optikum** specialised article in the subject area product infos, published at 3 MAI 2023

**Sunglasses Report 2023**

Readers: 4,200



Your messages in **optikum** are amplified via our Instagram feed, our LinkedIn account, our editorial area on XING and additionally amplified via our newsletter.



[instagram.com/optikum\\_official](https://www.instagram.com/optikum_official)  
[instagram.com/optikum\\_inserate](https://www.instagram.com/optikum_inserate)  
[www.optikum.at/linkedin](https://www.optikum.at/linkedin)  
[www.optikum.at/xing](https://www.optikum.at/xing)

## 2024 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.

17/01/2024	<b>Trends and news for 2024</b>
14/02/2024	<b>Marketing, communication, service</b>
13/03/2024	<b>Good sales figures with top sellers</b>
10/04/2024	<b>Sunglasses Report 2024</b>
08/05/2024	<b>Spectacles lenses &amp; contact lenses news</b>
05/06/2024	<b>Eyewear collections overview</b>
03/07/2024	<b>Overview contact lens products</b>
28/08/2024	<b>Kids and young people</b>
25/09/2024	<b>Eyewear fashion for the highly demanding</b>
23/10/2024	<b>Innovative products for 45 plus customers</b>
20/11/2024	<b>Premium products at the ophthalmic optician's</b>
11/12/2024	<b>Preview 2025 and opti booth invitations</b>

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)20253303-34123  
or eMail to  
editorial@optikum.at

We may order the following package from Optiker Online!  
optikum GmbH, Linzer Straße 283/9, 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 **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 € 505,00



## 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 € 1,820.00 instead of € 2,020.00



## 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 € 2,950.00 instead of € 3,395.00



## 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 € 3,680.00 instead of € 4,405.00

Prices 2024 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