Optiker Online!

News to eye optics, optometry, lifestyle & fashion



optikum®

Magazin für Augenoptik und Optometrie

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Optiker Online!

News to eye optics, optometry, lifestyle & fashion



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 4,800 industry-related articles.
- One of the most read magazines in the ophthalmic sector.
- Established as a professional online magazine for 25 years. Freely accessible articles without password requirement.
- Information letter to more than 2,900 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 2,900 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 25 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 174,000 times over the past 25 years. We reach more than 2,900 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
events,
published at 19 JAN 2026

optikum TRENDSHOW 2026

Readers: 25,900



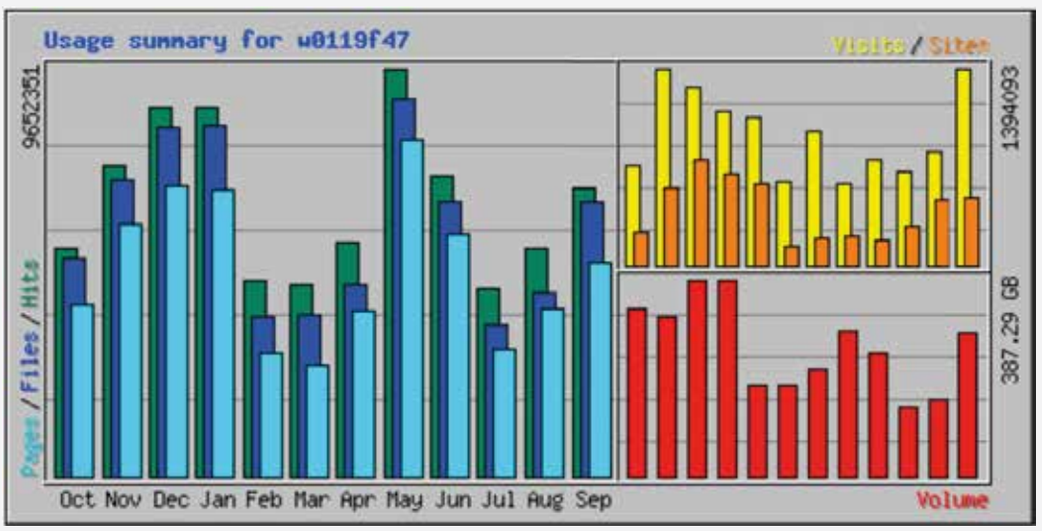
optikum specialised article
in the subject
sectoral policy,
published at 9 FEB 2026

Recognition of Austrian final apprenticeship examinations for opticians and hearing aid acousticians within the EU

Readers: 4,300

Total of annual page impressions:	59,109,926
Articles in the **optikum** since 2002:	4,898
Articles published in the last 12 months:	204
Top article in the **optikum**:	174,510 readers
Annual visits:	10,386,657
Annual hits (files sent to a browser):	69,832,264
Recipiants of the **optikum** info mail:	2,971
Follower at Instagram (@optikum_official):	2,218
Follower at LinkedIN (www.optikum.at/linkedin)	2,418

As at 30 SEP 2026



Summary by Month

Month	Daily Avg				Monthly Totals							
	Hits	Files	Pages	Visits	Sites	Volume	Vol. In	Vol. Out	Visits	Pages	Files	Hits
Sep 2026	237008	188380	175355	19844	209736	203.34 GB	0 bytes	0 bytes	595339	5260677	5651403	7110247
Aug 2026	174614	140014	127437	26045	467322	151.96 GB	0 bytes	0 bytes	807420	3950562	4340459	5413052
Jul 2026	142863	115999	97935	21193	278502	136.97 GB	0 bytes	0 bytes	656996	3035986	3595982	4428767
Jun 2026	237104	215728	191269	24779	172871	242.20 GB	0 bytes	0 bytes	743399	5738072	6471869	7113125
May 2026	311366	286882	256794	18556	201941	287.42 GB	0 bytes	0 bytes	575251	7960644	8893343	9652351
Apr 2026	184053	151770	131146	31521	186444	210.48 GB	0 bytes	0 bytes	945646	3934388	4553111	5521610
Mar 2026	146334	124172	85435	19053	139191	180.44 GB	0 bytes	0 bytes	590657	2648512	3849359	4536359
Feb 2026	164827	134697	103939	37169	579950	181.45 GB	0 bytes	0 bytes	1040741	2910300	3771536	4615158
Jan 2026	281441	267199	218294	34995	649323	384.00 GB	0 bytes	0 bytes	1084872	6767124	8283179	8724689
Dec 2025	281885	266662	221458	40412	741710	387.29 GB	0 bytes	0 bytes	1252775	6865206	8266539	8738447
Nov 2025	245269	233136	199493	46469	550391	313.11 GB	0 bytes	0 bytes	1394093	5984801	6994109	7358070
Oct 2025	174668	166495	130763	22563	239886	329.67 GB	0 bytes	0 bytes	699468	4053654	5161375	5414729
Totals						2.94 TB	0 bytes	0 bytes	10386657	59109926	69832264	78626604

Our Services

Longtime partner of the ophthalmic industry





optikum specialised article
the subject area events,
published at 28 SEP 2026

SILMO d'Or 2026
the best in ophthalmic optics

Readers: 1,100
in three days



optikum Top Article
the subject area
eyewear,
published at 30 MAR 2026

Iconic Shades: 70s power reimagined with modern lightness

Readers: 2,600

Services in 2027

VIP-Partner Banner € 1,450
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 € 1,920
728 × 90 Pixel
Banner development, animation possible,
annual expenditure
Welcome page and all sub pages **optikum**:

Banner or video in the sidebar, monthly expenditure € 480

Article circuit is in the editorial presentation, including, € 585
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. € 990
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. Custumers from EU countries (other than Austria) will receive an invoice without VAT upon disclosure of their VAT identification number.
Prices effective from 1/1/2027.

Key issues

Take advantage of the reader's attention



optikum specialised article in the subject area procuct infos, published at 18 MAY 2026

Sunglasses Report 2026

Readers: 3,200



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
instagram.com/optikum_inserate
www.optikum.at/linkedin
www.optikum.at/xing

2027 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.

13/01/2027	**Marketing, IT and storytelling** Inspiration for marketing, processes and successful brand communication
10/02/2027	**New products and trends for 2026** New products and developments that will shape the specialist retail sector
10/03/2027	**Good sales with top sellers** Successful products with potential to generate more revenue and customers
07/04/2027	**Spectacle lenses & CL innovations** Innovative solutions for better vision, comfort and personalised care
05/05/2027	**Sunglasses report 2027** Trends, collections and highlights for the 2027 sunglasses season
09/06/2027	**Market overview of eyewear collections** An overview of brands, collections and trends to help you decide what to order
07/07/2027	**Advanced contact lens products** New contact lenses and innovations for modern customer care
25/08/2027	**Products for children and teenagers** Products and trends for young customers with specific requirements
15/09/2027	**Eyewear fashion for the highly demanding** High-quality frames and exceptional collections
20/10/2027	**Innovative products for 45 plus customers** Products and solutions for a target audience with high purchasing power
10/11/2027	**Premium products at the optician** High-quality products for discerning customers and successful specialist shops
01/12/2027	**Preview of 2028 and opti trade fair invitations** A look ahead to upcoming trends, new products and opti 2028

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 € 585,00

☐ 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 € 2,100.00 *instead of € 2,340.00*

☐ 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 € 3,400.00 *instead of € 3,915.00*

☐ 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 € 4,250.00 *instead of € 5,085.00*

Prices 2027 plus 20% VAT. Billing addresses within the European Union (outside Austria) will be charged not 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