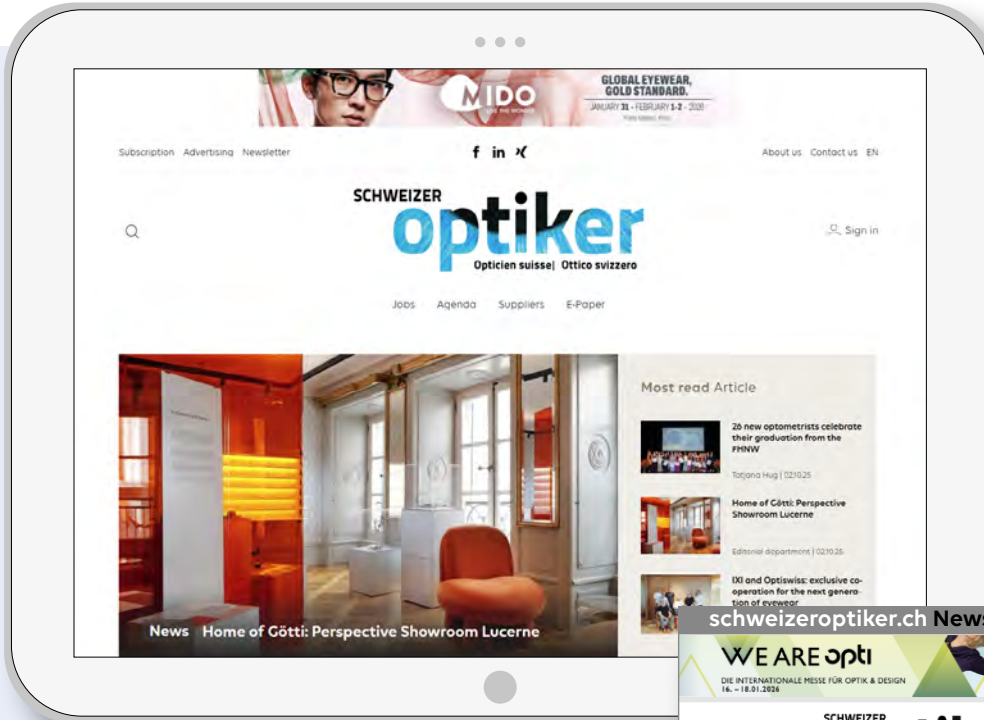


PRICES & SERVICES 2026

Online | Valid from 1 January 2026

schweizeroptiker.ch – The portal of the Swiss Optical Association



schweizeroptiker.ch in numbers:

Page views	16 568
Visits	6 509
Unique visitors	5 404

Per month average,
January to August 2025

Newsletter schweizeroptiker.ch:

Goes to 670 people
Published twice a month

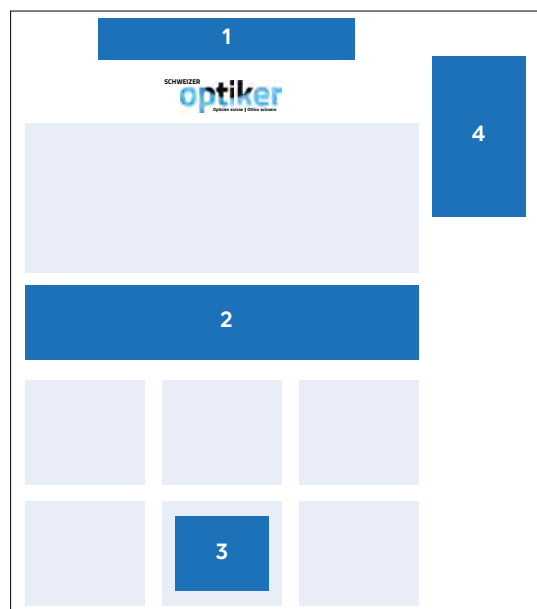


Online offer – schweizeroptiker.ch

schweizeroptiker.ch is the official platform of the «Schweizer Optiker». All job offers will be displayed on www.schweizeroptiker.ch, «Offene Stellen» (Vacancies).

Advertising format	format in pixels	placement	price 1 month
1 Leaderboard top	728 × 90 px	Home, category overview, article level	800.–
2 Wideboard second	994 × 250 px	Home, article level	950.–
3 Medium rectangle	300 × 250 px	Home, article level	850.–
4 Halfpage ad	300 × 600 px	Home, article level	1,100.–

Listing in the supplier directory	price/year
Basic entry, with complete company address and trademark registrations	350.–
Basic entry, complete with company logo and video	550.–



Visitor numbers

Page views	16,568
Visits	6,509
Unique visitors	5,404

Monthly average figures, Jan–Aug 2025

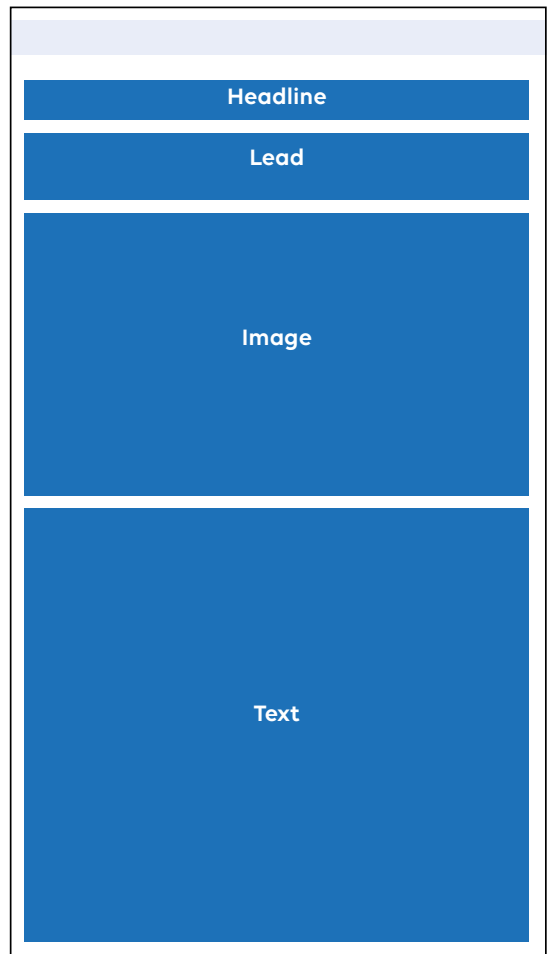
Technical data

File size	max. 200 kB
File formats	HTML5, gif, jpg, 3rd party tag
HTML5	please refer to the specifications on our website.
Link	always send separately
Number	max. 3 banners rotating
Runtimes	1 month
Delivery	5 working days before campaign start
Repetition discount	3 × 5% 6 × 7,5% 9 × 10% 10 × 12,5%

All prices in CHF plus VAT. All advertising orders are subject to the General Terms and Conditions at www.fachmedien.ch.

Advertorial on schweizeroptiker.ch

Werbeform	Price
Advertorial	1 month
Teaser	1250.–
	· Image: max. 720 × 480 px, format 6:4
	· Title: max. 90 characters, including spaces
	· Lead: max. 200 characters, including spaces
Advertorial	
	· Images: max. 4 pieces, max. 2 000 × 2 000 px each
	· Title: max. 90 characters, including spaces
	· Lead: max. 200 characters, including spaces
	· Text: max. 3 000 characters, including spaces



ACUVUE® OASYS MAX 1-Day for ASTIGMATISM: Torische Linsen auf einem neuen MAX Level

Die neue torische Tageslinse von Johnson & Johnson kombiniert drei starke Technologien in einer Linse-1 – für aussergewöhnlichen Komfort, Sehqualität und Stabilität*2.

Advertorial - 04. Sep. 2025

➤ f @



Preisabbildung nur zu Preisänderungen.

Digitale Geräte, Nachfahren, grelles Licht – unsere Augen leisten täglich Höchstleistung. Besonders Menschen mit Astigmatismus sind stark gefordert. Sie benötigen daher Kontaktlinsen, die mehr Komfort und mehr Stabilität bieten.

Mit der neuen **ACUVUE® OASYS MAX 1-Day for ASTIGMATISM** von Johnson & Johnson die Verbindung aussergewöhnlicher Menschen auf ein neues MAX Level. Ihre torische Tageslinse vereint drei starke Technologien¹: die **TearStable™ Technologie**, den **OptiBlue™ Light Filter** und das **zylinderoptimierte Lidschlag-Stabilisations-Design** – und bietet so aussergewöhnlichen Tragekomfort, Sehqualität und Stabilität².

Die **TearStable™ Technologie** optimiert die Verteilung des Benetzungswassers in der Linse^{3,4} und verlängert die Tränenfilm-Stabilität^{5,6}. Der **OptiBlue™ Light Filter** ermöglicht komfortables Sehen im Dunkeln^{7,8}.

ACUVUE® OASYS MAX 1-Day for ASTIGMATISM mit dem einzigartigen **Lidschlag-Stabilisations-Design** ist die erste Kontaktlinse, die das torische Design je nach Zylinderstärke optimiert⁹ mit verbesserter Stabilität für Kunden mit hohem Zylinder⁹.



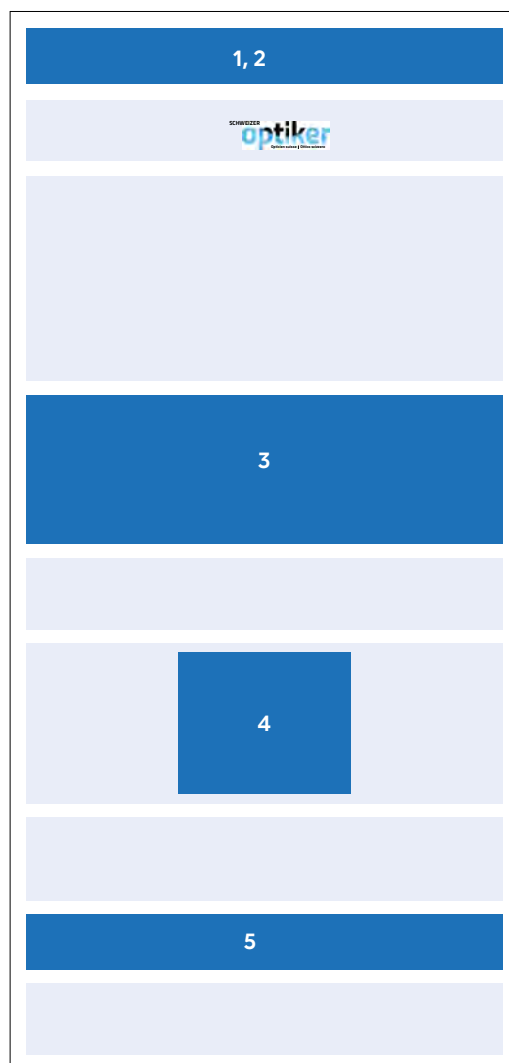
Exemple advertorial

All prices in CHF plus VAT. All advertising orders are subject to the General Terms and Conditions at www.fachmedien.ch.

Newsletter «Schweizer Optiker»

Advertising format	Format	Price per issue
1 Leaderboard top - NL	728 × 90 px	850.–
2 Billboard top - NL	970 × 250 px	850.–
3 Wideboard - NL	994 × 250 px	850.–
4 Medium rectangle - NL	300 × 250 px	850.–
5 Leaderboard second - NL	728 × 90 px	650.–
Image-text display - NL		750.–
Headline	max. 30 characters including spaces	
Lead	max. 250 characters including spaces	
Image	1 image, 600 × 600 px (square)	
Link	Specify target URL	

Newsletter standalone on the next page



Publication schedule 2026

6.1. / 20.1. / 10.2. / 24.2. / 10.3. / 24.3. / 7.4. / 21.4. / 5.5. / 19.5. / 9.6. / 23.6. / 7.7. / 21.7. / 11.8. / 25.8. / 8.9. / 22.9. / 6.10. / 20.10. / 10.11. / 24.11. / 8.12. / 22.12.

Recipients

Newsletter subscribers	670
Open rate	55.7%

Technical data

Languages	bilingual, German/French
File size	max. 80 kB
File formats	jpg, png, gif
Link	always send separately
Data submission	per e-mail to: anzeigen.optiker@galledia.ch 5 working days before campaign start
Repetition discount	3 × 5% 6 × 7,5% 9 × 10% 10 × 12,5%

All prices in CHF plus VAT. All advertising orders are subject to the General Terms and Conditions at www.fachmedien.ch.

Stand-alone newsletter

Template of the newsletter

For stand-alone newsletters, the layout is similar to the official newsletter and contains the Schweizer Optiker logo at the top, the customer's logo below, followed by the content provided and finally the Schweizer Optiker footer.

Adaptation to the customer's CI/CD

No changes can be made to fonts, colors or the structure of the template. We place the customer's logo prominently so that it is clear that the content originates from them and fill their content into the specified structure.

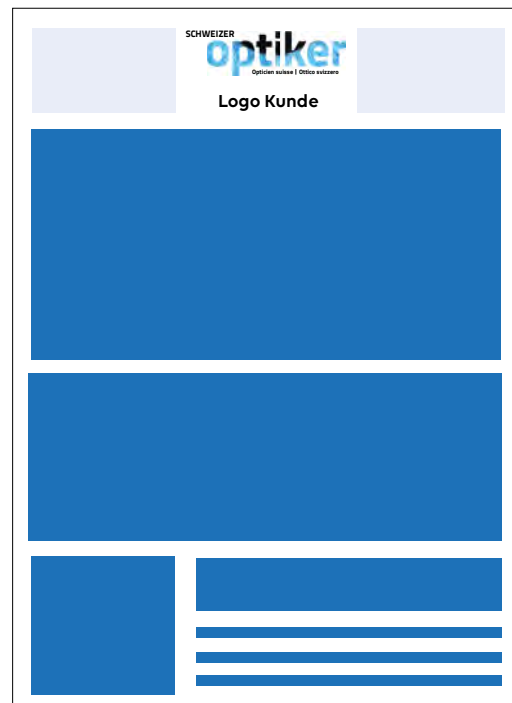
Sender of the newsletter

The same sender address is used as for the editorial newsletter. An individual sender address is too high a risk for SPAM reasons.

Subject of the newsletter

The following text is displayed in the subject line:
«Advertorial: free text of the customer's choice»

The stand-alone newsletter is sent to **670 recipients** and is always published on Thursdays.



Technical specifications

- Company logo
- max. 4 articles with image, text and link to further information
- Optional: Ads (leaderboard, text ad, static ads)
- Recommended text length per block: 800 - 1 000 characters (incl. spaces)
- Data delivery 10 business days prior to publication

Price

Stand-Alone newsletter per dispatch 2750.-

incl. creation of newsletter, one correction run, dispatch, statistics

For 2 or more issues, you will receive a 10% discount on each issue.

All prices in CHF plus VAT. All advertising orders are subject to the General Terms and Conditions at www.fachmedien.ch.

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We secure the best
advertising spaces for you.

