

# DOZ

Media Data 2025



**Quality. Accurate. To the point.**

# We reach your target groups

With its publications, DOZ-Verlag stands for diligence, reliability, balance, currentness and a diversity of topics. Recognised experts share their insights in DOZ publications. Quality features that make the publishing house unique in the industry.

With a clear strategy, our editorial team reaches almost 20,000 contacts via the magazine, website and social media and thus all key industry players.

This journalistic quality, combined with a broad and probably the highest-quality target group in the industry, insure DOZ the ideal medium for all advertisers.

Whether in the monthly DOZ magazine, the online presence, the weekly newsletter, or in the social media activities - best journalistic quality is our claim and make us an ideal platform for advertising.

In addition, with the premium end consumer magazine Sublime Eyewear, the scientific journal Optometry and Contact Lenses (OCL) and the e-learning platform COE Campus, three further DOZ products guarantee an absolutely target group-specific customer approach.

Trust in quality and use our communication channels for your company's future!

We are happy to be at your service!

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# One publishing house- all target groups!

From the trainee, to the master optician, to the high-end optometrist as well as end customers who are enthusiastic about eyewear: All DOZ publisher's products reach your target groups to the point. And our products reach your customers exactly where they

are: At work, at home, at school or university and online. Take advantage of the industry's most unique marketing mix for your effective campaigns.



For (end) customers who love eyewear: [Sublime Eyewear](#)

Compulsory reading for Opticians: [DOZ magazine](#)

Weekly knowledge lead for all: [Newsletter](#)

For networkers: [Social Media](#)

One publishing house – all target groups!!

For the inquisitive: [COE Campus](#)

For those who want to know exactly: [OCL Science Journal](#)

For training, study, further education: [Specialist books](#)

For surfers and explorers: [www.doz-verlag.de](http://www.doz-verlag.de)

Individual product mix offers on request

# DOZ

Optometrie. Ästhetik. Business.



03 | 2024

Mirantus Health denkt die Gesundheitsversorgung neu

Abrechnungsbetrug dank gezielter Schulung?

Die perfekte Zeit: Tag Heuer ist zurück!

## DOZ- Optometrie. Aesthetics. Business.

For more than 75 years, DOZ magazine has been the quality medium of the optics industry. We are uncompromisingly committed to quality: Seven editors, a large number of freelance authors, several technical articles by the most renowned experts in each issue, as well as professional advice. DOZ offers a comprehensive variety of topics, journalistic depth and always surprising insights.

Visually, DOZ layout impresses with a clear, modern structure and an effective visual language. Haptically, the climate-neutral, high-quality paper printed with organic inks makes for enhanced reading pleasure.

DOZ is published twelve times a year on the first of each month.

**Quality journalism combined with a modern layout and high-grade paper - if you want to position your company in this environment, DOZ is the right place for you.**

# Key topics and dates 2025, first half-year

Contact editors: [redaktion@doz-verlag.de](mailto:redaktion@doz-verlag.de)

Monat	Focus / Extras	Closing date for adverts	Deadline for print documents	Advertisement deadline KAZ (classified ads)	Editorial deadline	Date of publication
January	<b>Preview OPTI 2025</b>	06.12.2024	09.12.2024	09.12.2024	01.12.2024	30.12.2024
Februar	<b>The Precious Good - Employee Retention and Recruitment</b>	10.01.2025	13.01.2025	13.01.2025	03.01.2025	30.01.2025
March	<b>Successful Business: Contact Lenses</b> <i>Extra: Artshootings Spring/Summer 2025</i>	07.02.2025	10.02.2025	10.02.2025	03.02.2025	27.02.2025
April	<b>Update Glass</b> <i>Extra: Sport Glasses Shooting 2025</i>	07.03.2025	10.03.2025	10.03.2025	03.03.2025	28.03.2025
April	<b>Sublime Eyewear Spring/Summer 2025</b>	22.02.2025	06.03.2025	-	20.02.2025	28.03.2025
May	<b>Devices and Instruments - Always up to Date</b>	09.04.2025	10.04.2025	10.04.2025	03.04.2025	29.04.2025
June	<b>Sun, Sports, Leisure</b>	09.05.2025	12.05.2025	12.05.2025	02.05.2025	30.05.2025




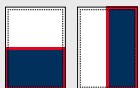

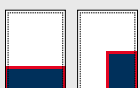
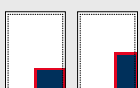
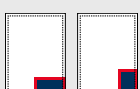
OPTI edition

# Key topics and dates 2025, second half-year

Contact editors: [redaktion@doz-verlag.de](mailto:redaktion@doz-verlag.de)

Monat	Focus / Extras	Closing date for adverts	Deadline for print documents	Advertisement deadline KAZ (classified ads)	Editorial deadline	Date of publication
July	<b>Customer Retention and Acquisition</b>	09.06.2025	10.06.2025	10.06.2025	02.06.2025	27.06.2025
August	<b>Technology in Everyday Business</b>	10.07.2025	11.07.2025	11.07.2025	03.07.2025	30.07.2025
September	<b>Eye Health: Focus on Presbyopia</b>	11.08.2025	12.08.2025	12.08.2025	04.08.2025	29.08.2025
October	<b>Interdisciplinary Ophthalmic Optics</b> <i>Extra: Artshootings Autumn/Winter 2025/2026</i>	09.09.2025	10.09.2025	10.09.2025	02.09.2025	29.09.2025
November	<b>Sublime Eyewear Autumn/Winter 2025/2026</b>	25.09.2025	02.10.2025	–	19.09.2025	30.10.2025
November	<b>Replacement Lenses &amp; Care Products: The Safe Mainstay</b>	09.10.2025	10.10.2025	10.10.2025	02.10.2025	30.10.2025
December	<b>Kids &amp; Teens in the Digital Age</b> <i>Extra: Children's Glasses Shooting</i>	10.11.2025	11.11.2025	11.11.2025	03.11.2025	28.11.2025

## Advertising formats (Prices excl. VAT)

		<b>Trim formats</b> Width x height in mm <b>+ 3 mm bleed on outer edges</b>	<b>Formats in type area</b> Width x height in mm	<b>Prices</b>
Front page		160 x 214		7.946,- €
2/1 page		430 x 304		7.825,- €
1/1 page		215 x 304	165 x 260	5.297,- € 6.621,- € 2nd and 4th Cover page* 6.092,- € 3rd Cover page*
1/2 page page landscape / portrait		215 x 149 / 107 x 304	165 x 130 / 80 x 260	3.131,- €
1/3 page page landscape / portrait		215 x 100 / 70 x 304	165 x 85 / 52 x 260	2.097,- €
1/4 page page landscape / portrait		215 x 75 / 107 x 149	165 x 65 / 80 x 130	1.565,- €
1/8 page page landscape / portrait		107 x 75 / 65 x 149	80 x 65 / 38 x 130	808,- €
1/16 page page landscape / portrait		107 x 38 / 51 x 80	80 x 33 / 38 x 65	448,- €

**Other formats available on request**

\*\*No discounts or commission on positioning surcharges

## PR advertisements / Advertorials DOZ (Prices excl. VAT)

		Prices
1/1 page	1 to 2 images + text max. 2,400 characters incl. spaces - <b>Positioning requests possible</b>	3.335,- €
1/2 page	1 to 2 images + text max. 1,200 characters incl. spaces	2.095,- €
1/3 page	1 image + text max. 700 characters incl. spaces	1.150,- €
1/4 page	1 image + text max. 500 characters incl. spaces	890,- €

## Enclosures DOZ (Prices excl. VAT)

Weight	Prices per thousand
max. 30 g	505,- €
max. 40 g	760,- €
max. 50 g	1.020,- €

Prices include postal delivery charges!  
Max. format 205 x 297 mm  
Partial delivery per postal code area possible

## Ad inserts DOZ (Prices excl. VAT)

Quantity	Price up to 200 g/m <sup>2</sup>
1 sheet (2 pages)	3.721,- €
2 sheets (4 pages)	5.791,- €
3 sheets (6 pages)	7.854,- €
4 sheets (8 pages)	9.924,- €
Larger page numbers	upon request



# DOZ

## Kleinanzeiger



Wie geht's weiter?  
Mit uns haben Sie die freie Auswahl!

### Berufsbegleitende Weiterbildung Meisterkurs | Optometristenkurs

- praxisnahe Ausbildung in neuen Räumlichkeiten
- hochmoderne, umfangreiche Ausstattung
- Spezialisten sowie Fachpraktiker als Dozenten/-innen
- Vorbereitung auf Meisterprüfung Teile I - IV
- Abschluss: Meister/-in (HWK), Optometrist/-in (HWK)
- Abschlüsse staatlich anerkannt

Anerkennung  
von  
Abschlüssen



### Bachelorstudium Augenoptik / Optische Gerätetechnik

- Kombination aus Augenoptik/Optomietrie und optischer Gerätetechnik
- praxisorientierte Ausbildung in kleinen Gruppen
- Keine Studiengebühren
- Kein Numerus Clausus
- Beginn: immer im Wintersemester
- Abschluss: Bachelor of Engineering mit optionalem Meister- und Optometristen-Abschluss (HWK)

Alle Informationen zu den  
Angeboten finden Sie hier



aoi-brandenburg.de | th-brandenburg.de



KAZ 10 | 2024

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## Small Ads (KAZ)

The DOZ job market puts you in pole position. The monthly DOZ-Kleinanzeiger, which is an integral part of DOZ, is one of the leading job markets in the industry. Being an integral part of the DOZ, monthly small ads are one of the leading job markets in the industry. And best of all: What applies to the DOZ also applies to the job market - here, too, digital channels are used in addition to print. Every print job advertisement is automatically published on our online portal at no additional cost. And that's not all: Of course, all DOZ channels are open to you, from the online news site to the newsletter and social media.

### Your contact:



Kerstin Fischer

Phone: +49 (0) 6221 905173

E-mail: fischer@doz-verlag.de

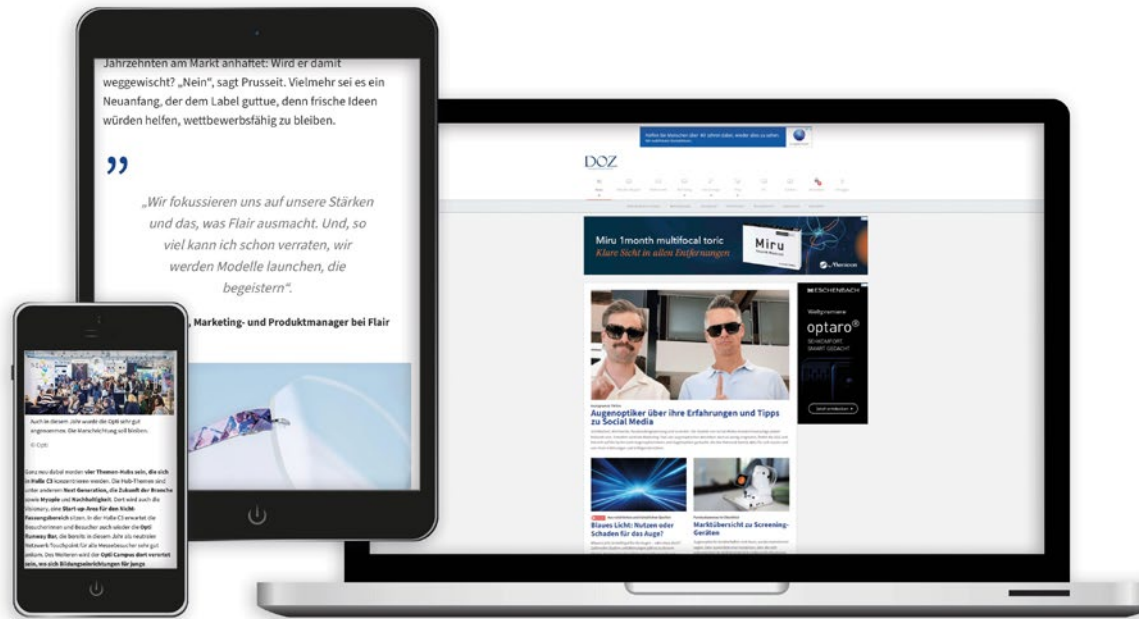
## Prices small ads (excl. VAT)

per millimetre of height and column

	Print + online
Job ads	1,16 €
All other small ads	2,75 €
<hr/>	
30 days extension (in conjunction with print ad)	135,- €
Box number fee domestic	20,- €
Box number fee other European foreign countries	30,- €
Design flat rate, as of 3rd proof	70,- €

## Ad formats small ads

Homepage small ads	180x190 mm	2.403,- €
1 column	42 mm wide	2,75 €/mm
2 columns	88 mm wide	5,50 €/mm
3 columns	134 mm wide	8,25 €/mm
4 columns	180 mm wide	11,- €/mm
<hr/>		
Maximum height	260 mm	
1/1 page, in type area	180 x 260 mm	
1/1 page	215 x 304 mm + 3 mm bleed on outer edges	



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Whether on the DOZ website, via the newsletter or social media channels: Use and benefit from the strong reach of DOZ to increase your brand awareness. We support you so that your company is found and noticed by potential customers. Your presence on one of the most relevant online channels for the optical industry opens up new opportunities for customer acquisition and retention.

# Display ads / Banners on www.doz-verlag.de



## Super banner

B 728 px x H 90 px (Desktop)  
B 300 px x H 50 px (Mobil)

## Billboard

B 1.200 px x H 250 px

## Halfpage

B 300 px x H 600 px

## Content ad

B 728 px x H 90 px (Desktop)  
B 300 px x H 250 px (Mobil)  
inside each news

## Medium rectangle I

B 300 px x H 250 px

## Medium rectangle II

B 300 px x H 250 px

### www.doz-verlag.de

Sessions Ø month\*: 32.700

Users Ø month\*: 18.000

\*Internal statistics (Google Analytics)

## Technical specifications & prices of the banners (excl. VAT)

Banner format	Positioning	Mobile display	Pixel format	File type	size	price/ 14 days
Billboard	all pages	yes	desktop: 1.200 x 250 mobile: 320 x 50	GIF / JPG / PNG / HTML5-ZIP	150 kB max.	505,- €
Super banner	all pages	no	desktop: 728 x 90	GIF / JPG / PNG / HTML5-ZIP	150 kB max.	384,- €
Halfpage	all pages	no	desktop: 300 x 600	GIF / JPG / PNG / HTML5-ZIP	150 kB max.	318,- €
Content ad	<b>inside each news,</b> in the text	yes	desktop: 728 x 90 mobile: 300 x 250	GIF / JPG / PNG / HTML5-ZIP max. 150 kB	150 kB max.	494,- €
Medium rectangle I <i>1. position</i>	start page or news page	yes	desktop & mobile: 300 x 250	GIF / JPG / PNG / HTML5-ZIP	150 kB max.	252,- €
Medium rectangle II <i>2. position</i>	start page or news page	yes	desktop & mobile: 300 x 250	GIF / JPG / PNG / HTML5-ZIP	150 kB max.	186,- €

**All banners link to a predefined target URL**



**Native Ads** = Advertising that is marked as such and appears in the layout of an editorial article.

## Advertorial on DOZ websites (prices excl. VAT)

Example 1: [Service offer advertisement](#)

Example 2: [Product advertisement](#)

Price: 809,- € [Free choice of publication date]

### Bundle small

DOZ website + Facebook 1.055,- €

### Bundle medium

DOZ website + picture- text ad in DOZ newsletter (see page 15) 1.290,- €

### Bundle large

DOZ website + picture- text ad in DOZ newsletter (see page 15)  
+ Facebook promoted post (see column on the right) 1.721,- €

## Technical specifications

Top line:	max. 30 characters including spaces
Headline:	max. 60 characters including spaces
Teaser text:	max. 350 characters including spaces
Cover image:	1.200 x 675 px
Body text:	no character limit
Up to 5 images within the text	1.200 x 675 px
Alternative: Embed video   Youtube URL	1.200 x 675 px
Target URL	
Additional option picture gallery (378,- €) :	max. 10 pictures, 1.200 x 675 px

## Facebook Promoted Post (prices excl. VAT)

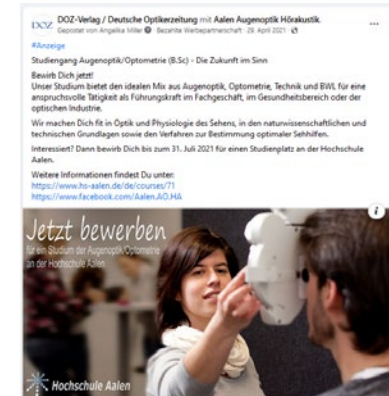
Price: 337,- €

Linked to advertorial on DOZ website

or Linked to external site




Technical specifications:  
see left column




Technical specifications:  
Characters: max. 600 incl. spaces,  
Image: 1200 x 630 px, target URL

## Social media

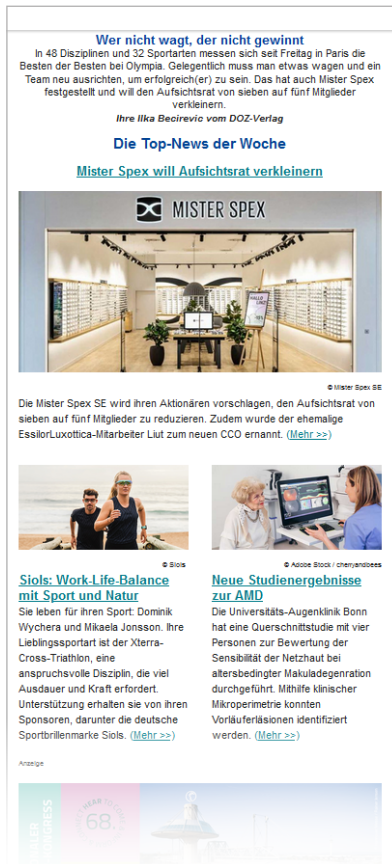
 4.215 Followers

 3.272 Followers

 2.259 Followers

[As of: 24.10.2024]

# DOZ-Newsletter at a glance



DOZ newsletter bundles and informs our subscribers every week about the most important news from the industry.

Dispatch: every Monday  
(on the following working day in the event of a public holiday)

Subscribers: approx 6.500

Opening rate Ø month\*: 40 %

Click rate Ø month\*: 10 %

\* Internal newsletter statistics

Our newsletter distribution list is maintained by bounce management and inactive addresses are continuously removed. Thus, we can offer you an active readership with a high level of involvement – and the maximum effect of your campaign. You benefit from wastage and a large coverage.

# Advertising options

In the DOZ newsletter you can place your message as a picture-text ad or as a picture ad prominently between the messages.

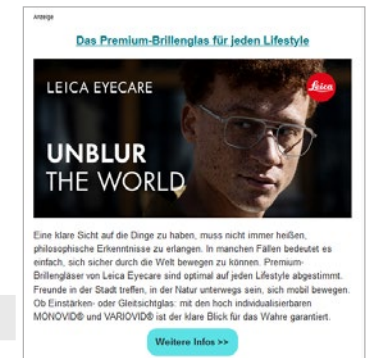
## Picture-text ad in the newsletter (prices excl. VAT)

### Technical specifications

Image: Size 600 x 300 px  
Format: JPG/GIF/PNG  
Headline: max. 50 characters (incl. spaces)  
Text: max. 500 characters (incl. spaces)  
Target URL

Duration: one-time dispatch

Price: 1.290,- €



You can also publish your message on the DOZ website to accompany the picture-text ad (see page 18 Bundle medium and large).

## Picture ad in the newsletter (prices excl. VAT)

### Technical specifications

Image: Size 600 x 300 px  
Format: JPG/GIF/PNG  
Target URL

Duration: one-time dispatch

Price: 525,- €



# Business newsletter

One of the most effective advertising tools in online marketing: We spread your advertising message our newsletter subscribers. The exclusive setting and the high level of reader involvement guarantee maximum attention for your product and company.

Duration: one-time shipping  
[Business newsletters are marked with \*Sponsored\* in the subject line.]

## Technical specifications

Data delivery:	Word, PDF, HTML5*
2 subject lines:	max. 45 characters per line incl. spaces
Text:	unlimited characters
Images:	Width 600 px, any number
Image format:	JPG/PNG/GIF

Price (excl. VAT): 2.151,- €

\* The HTML5 file should be executed in a single HTML file. None of the delivered HTML files must be named index.html. Maximum file size 500 kB, specified width: 600 px.

## Examples of business newsletters:



Liebe Leserinnen und Leser,

egal ob Optiker oder Kontaktlinsen anpassender Augenarzt, jeder, der im Bereich Kontaktlinsen arbeitet, kennt zumindest eine dieser Situationen:

- Sie haben einer Kund:in Austauschkontaktlinsen verkauft, nur um sie schon beim ersten Nachkauf sofort an den Onlinehandel zu verlieren?
- Eine Kund:in hat Augenparameter, die mit Austauschkontaktlinsen nicht zu korrigieren sind – möchte aber ungern auf individuell angepasste Linsen umsteigen?

Mit dieser Ausgangslage hat das Team der [galifa.swiss](#) im Jahr 2023 eine innovative Antwort auf diese Problemstellungen der Optikbranche entwickelt unter dem Motto: «Contactlinse neu denken.»



24 kicks off in grand style for **MOREL**. Their **expertise in comfort** shines throughout this collection with a patented screwless hinge, and their determination to **explore daring designs and original combinations** asserts itself even more.

A century-old eyewear manufacturer, brimming with creativity, will present latest exclusive concepts at **Opti Munich 2024**.





## DOZ job market – digital

For both companies and job seekers, DOZ job market is the competent partner for anything to do with jobs, recruitment and career planning. The job market offers career opportunities for professionals in all fields - from opticians to sales representatives and contact lens fitters to optometrists.

### Your advantages:

- Job market with search engine optimisation Google for Jobs
- Service and advice from a personal contact
- Strong brand creates trust
- Mobile recruiting: job ads are additionally optimised for smartphones
- Own advertising 24/7

	Basic	Professional	Optimum
30 days runtime	✓	✓	✓
Text ad with your logo	✓	✓	✓
Optimised for Google Job Search	✓	✓	✓
Refresh	x	✓	✓
Top Job	x	x	✓
Newsletter Push	x	x	✓
Print advertisement in the DOZ	x	x	✓
	305,- €	356,- €	614,- €

	Basic	Professional	Optimum
Bundle of 3	x	768,- €	1.407,- €
Bundle of 6	x	1.366,- €	2.571,- €
Bundle of 12	x	2.468,- €	4.734,- €

### Top Job

By adding the „Top Job“ flag to your job advertisement, it is given additional prominence in the job market list. This increases visibility and makes your job offer a highlight for qualified candidates.

### Refresh

With Refresh you update your job advertisement after 15 days. This ensures a constantly high visibility of your ad in the job market list.

### Newsletter Push

Your job ad will be included once in the weekly DOZ newsletter.

### Social Media Push

Your job ad will also be posted on DOZ social platforms. We will be happy to advise you on the best platform to reach your target group.

	Professional	Optimum
Multiple platforms (LinkedIn, Facebook, Instagram)	499,- €	499,- €
One platform	305,- €	305,- €

### Trainee and apprentice advertisements

For the search for interns and trainees, we offer you an advertisement placement at reduced rates.

Price:	49,- €
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(prices excl. VAT)



# sublime eyewear



## End consumer magazine Sublime Eyewear

A modern concept, a variety of topics from the fields of aesthetics, culture and lifestyle, enhanced by a high-quality layout: Sublime Eyewear, our special interest magazine, which has met with an overwhelming response in the eye optics industry since its first issue in spring/ summer 2022.

Passion for Eyewear - the subtitle says it all: We generate the spectrum of content from our passion for eyewear as a fashion accessory and design object. Exciting. Dynamic. Multifaceted. Entertaining. All topics are prepared by a dedicated team with high editorial and visual standards.

Sublime Eyewear is quality journalism, inspiration and information in a mix of styles and topics from fashion, design, interviews with personalities and creative minds from the world of eyewear, trend shows from the fashion runways as well as style and accessories. With a focus topic in each edition, interesting reports and portraits of fashion brands as well as independent eyewear brands.

We look over the shoulders of designers, report on aesthetic design concepts as well as cosmopolitan lifestyle worlds, beauty and styling or cultural events. Authentic. Surprising. Emotional. Designed as a state-of-the-art customer magazine, Sublime Eyewear reaches its core readership via specialist opticians and is a source of information and guideline for anyone looking for offbeat eyewear products.

Sublime's online presence [www.sublime-eyewear.com](http://www.sublime-eyewear.com) shows all print magazine topics plus additional news from the world of eyewear to round off the offer together with social media channels.

For detailed media data on Sublime Eyewear click [www.sublime-eyewear.com/mediadaten](http://www.sublime-eyewear.com/mediadaten).

## Publication sublime eyewear

Edition 1-2024	1 April 2025
Edition 2-2024	1 November 2025



## Ad formats (Price excl. VAT)

	Formats <small>Width x height in mm + 3 mm bleed on outer edges</small>	Price
Front page, back cover + exclusive story	230 x 298	on request
1/1 page	230 x 298	5.914,- € 6.321,- € <small>2nd cover page</small>
<b>NEW!</b> 2/1 page	460 x 298	7.450,- €
1/2 page landscape / portrait	230 x 148 / 115 x 298	2.956,- €

Special formats such as inserts, cover flap etc. on request

Detailed Information at [www.sublime-eyewear.com/mediadaten](http://www.sublime-eyewear.com/mediadaten)

## PR advertisements (Price excl. VAT)

	Price		Price
PR advertisements :1/1 page, 230 mm x 298 mm, 1 to 2 illustrations + text max. 1,200 characters incl. spaces	2.583,- €	Front page of fashion & eyewear section, 230 mm x 298 mm editorial page without logo + 300 characters text	4.770,- €

## The photo shoots

### The art shoots.

“Every person is an artist“ (Joseph Beuys). This is the approach of the art shoots, for which we cooperate with photographers who focus on an original visual language. They do not shoot commercial advertising or fashion photos, but artworks. The concept: storytelling in pictures. This requires breaks, fascination, surprise. Special feature: our models are authentic people - expressive characters, types, faces. The special accent is set by their individual expression, their charisma with glasses.

Publication: Sublime Eyewear Edition 1 + 2-2025 /  
DOZ March- + October issue 2025

### The sports glasses shoot.\*

Sports action. Performance. High-tech - Lifestyle. Fashion. Themes that shape our modern life are the subject of the sports shoots.

Publication: DOZ April issue 2025  
together with an extra newsletter (approx. 6,000 subscribers)

### The children and youth glasses shoot.\*

Children are the protagonists. Their imagination, their energy always inspires us to new ideas and topics.

Publication: DOZ December issue 2025  
together with an extra newsletter (approx. 6,000 subscribers)

\*In a separate newsletter the glasses will be presented to our readers

### Social media shoots

Each of our shoots is accompanied by social media videos and/or image galleries.

## Shoots

	Prices excl. VAT
Art shoots bundle Sublime Eyewear + DOZ 1/1 page each	3.074,- €
Art shoots bundle Sublime Eyewear + DOZ 2/1 pages each	5.225,- €
Children and youth glasses shoot	1.125,- €
Sports glasses shoot	1.490,- €

### Contact:

**Angela Mrositzki**  
Creative Direction  
angela.mrositzki@gmail.com  
IT: +39 (0) 34711 26088  
D: +49 (0) 179 2058297



## Product shoot Sublime Eyewear

	Price excl. VAT
1/1 page with 2-3 product images	1.325,- €

# DOZ

Optometrie. Ästhetik. Business.



Trade magazine with  
audited circulation figures

## Circulation analysis according to IVW

III. quarter 2024

Print run:	5,000
Circulation:	5,070
Sold circulation:	3,284
Subscriptions:	3,231
of which domestic:	2,929
thereof abroad:	302

## Publication frequency

DOZ:	12 times a year, at the beginning of each month at the latest
Sublime Eyewear:	twice a year (April, October)
KAZ:	12 x per year in DOZ at the beginning of the month

## Publisher's details

DOZ Verlag Optische Fachveröffentlichung GmbH  
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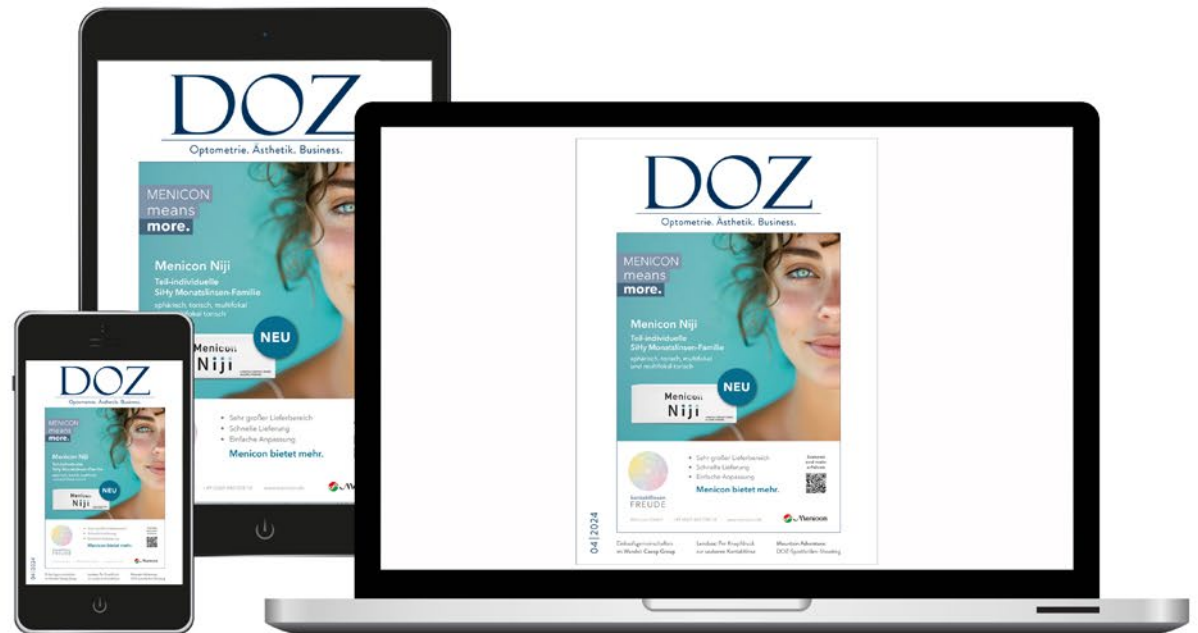


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