

DOZ

Media data 2023



With sense. Thorough. Focused.

DOZ = excellent journalism = ideal advertising medium

Germany's largest purchasing association Brillen-Profi-Contact surveyed its members and received a clear result: DOZ is not only the most widely read trade journal, it also wins out over the competition in terms of accuracy, seriousness, balance, topicality and diversity of topics.

Most read and No. 1 in terms of quality - the perfect medium for all advertisers. Whether in the monthly DOZ magazine, the online presence, the weekly newsletter, in the social media activities - in all areas it is our claim to provide journalistic quality and to offer advertising customers the ideal platform for their advertising.

In addition, with the fashionable consumer magazine sublime eyewear, the scientific newspaper Optometry and Contact Lenses (OCL), and the e-learning platform COE Campus, we have three more products which enable you to address your customers in an absolutely target group specific manner. For both OCL and the COE Campus you will find separate media data (see link on page 3).

Trust in quality, use our communication channels for the future of your company.

We are here for you!

Your contacts:



Kerstin Fischer

Head, large format ads
Online
sublime eyewear

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Your communication channels



* integrated in DOZ

Subject schedule and deadlines, 1st half 2023

Contact to editorial office: redaktion@doz-verlag.de

Month	Medium	Focus	Advertising deadline	Deadline for print documents	Kleinanzeiger advertising deadline (small ads)	Editorial deadline	Publication date
January	DOZ	Additional sales: added value for everyone	09.12.22	12.12.22	12.12.22	02.12.22	29.12.22
February	DOZ	Learning from others: concepts for success	11.01.23	13.01.23	13.01.23	04.01.23	30.01.23
March	DOZ	News from the glass sector	08.02.23	10.02.23	10.02.23	03.02.23	27.02.23
April	DOZ	Contact lens management	10.03.23	14.03.23	14.03.23	04.03.23	30.03.23
April	sublime	Aesthetics. Culture. Lifestyle. Spring / Summer 2023	24.02.23	07.03.23	–	22.02.23	30.03.23
May	DOZ	Skilled workers: the plus for success	11.04.23	13.04.23	13.04.23	03.04.23	28.04.23
June	DOZ	The right device: optometry & refraction	09.05.23	11.05.23	11.05.23	04.05.23	30.05.23

Subject schedule and deadlines, 2nd half 2023

Contact to editorial office: redaktion@doz-verlag.de

Month	Medium	Focus	Advertising deadline	Deadline for print documents	Kleinanzeiger advertising deadline (small ads)	Editorial deadline	Publication date
July	DOZ	Myopia management & paediatric optometry	12.06.23	14.06.23	14.06.23	05.06.23	29.06.23
August	DOZ	Smart vision aids & artificial intelligence	11.07.23	13.07.23	13.07.23	04.07.23	28.07.23
September	DOZ	Hearing acoustics: news & developments	11.08.23	15.08.23	15.08.23	04.08.23	30.08.23
October	DOZ	Focus on eye health	11.09.23	13.09.23	13.09.23	05.09.23	28.09.23
October	sublime	Aesthetics. Culture. Lifestyle. Autumn /Winter 2023/24	26.09.23	05.10.23	–	21.09.23	30.10.23
November	DOZ	Special lenses: (not) an underestimated market	10.10.23	12.10.23	12.10.23	04.10.23	30.10.23
December	DOZ	Partner or problem relationship: ophthalmologists & opticians	10.11.23	14.11.23	14.11.23	03.11.23	29.11.23

DOZ

Optometrie. Ästhetik. Business.



06 | 2022

Fielmann:
Frankreich im Blick

Opti: Wiedersehen
in München

Julbo: aus dem
Jura in die Welt

COE Campus: intuitiv
und übersichtlich

DOZ – Optometry. Aesthetics. Business.

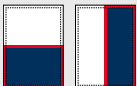
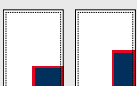
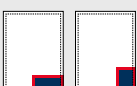
Seven editors, some with many years of experience in the sector, a large number of additional freelance authors as well as expert advice – this team stands for the unique, excellent journalistic quality of the DOZ. Thus DOZ offers its readers a comprehensive variety of topics month after month, journalistic depth and always surprising insights.

Visually, the layout of DOZ is impressive with its clear, modern structure and effective visual language. Haptically, the climate-neutral paper printed with organic inks makes for enhanced reading pleasure.

The DOZ is published at least twelve times a year: on the first of each month and, if applicable, on the occasion of major events (opti).

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

Ad formats (prices excl. VAT)

		Formats in trim size Width x height in mm + 3 mm bleed at the outer borders	Formats in print space Width x height in mm	Prices
Cover		160 x 214		7.946,- €
1/1 page		215 x 304	165 x 260	5.297,- € 6.621,- € 6.092,- € 2nd and 4th cover * 3rd cover*
1/2 page landscape/portrait		215 x 149 / 107 x 304	165 x 130 / 80 x 260	3.131,- €
1/3 page landscape/portrait		215 x 100 / 70 x 304	165 x 85 / 52 x 260	2.097,- €
1/4 page landscape/portrait		215 x 75 / 107 x 149	165 x 65 / 80 x 130	1.565,- €
1/8 page landscape/portrait		107 x 75 / 65 x 149	808 x 65 / 38 x 130	808,- €
1/16 page landscape/portrait		107 x 38 / 51 x 80	80 x 33 / 38 x 65	448,- €

Other formats - also special formats such as banderole, tip-on, flap - on request

* No discounts or commission on positioning surcharges.

PR advertisements/advertorials DOZ (prices excl. VAT)

		Price
1/1 page	1 to 2 images + text Approx. 2,500 characters incl. spaces - Positioning requests possible	2.632,- €
1/2 page Showcase	1 to 2 images + text Approx. 1,200 characters incl. spaces	1.385,- €
1/3 page Showcase	1 image + text Approx. 700 characters incl. spaces	967,- €
1/4 page Showcase	1 image + text Approx. 500 characters incl. spaces	729,- €

Spotlight (Produktnews Eyewear) DOZ (prices excl. VAT)

		Price
1/4 Page	1 image + text, 300 characters incl. spaces	324,- €
1/2 Page	1 to 2 images + text, Approx. 500 characters incl. spaces	540,- €

Supplements DOZ (prices excl. VAT)

Weight	Price per thousand
up to 30 g	393,- €
up to 40 g	528,- €
up to 50 g	663,- €

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

Inserts DOZ (prices excl. VAT)

Quantity	Price up to 200 g/m ²
1 sheet (2 pages)	3.721,- €
2 sheets (4 pages)	5.791,- €
3 sheets (6 pages)	7.854,- €
4 sheets (8 pages)	9.924,- €
More pages	on request



Consumer magazine sublime eyewear

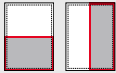
A new title, a modern editorial concept, a variety of topics from the fields of aesthetics, culture and lifestyle, refined by a contemporary layout that takes into account the changed information and reading behaviour of end consumers: With the premiere edition 2022, the new special interest magazine has surprised the ophthalmic sector! 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. Generous. Our main motif: Surprise me! All topics are prepared by a young team with a high editorial and visual standard - parallel to the print magazine also in a contemporary digital format via the sublime eyewear website and social media channels.

sublime eyewear is inspiration and information on 360 degrees in a style and topic mix of fashion, design, interviews with personalities and creative minds of the eyewear world, with trend shows from the fashion runways as well as fashion and accessories. With interesting reports and portraits about 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. One highlight are our Art Shootings, which showcase international eyewear design in an artistic visual language. New are our own product shootings, which present innovative frame designs.

Authentic. Surprising. Emotional. Conceived as a modern customer magazine, sublime eyewear reaches its core readership via the specialist opticians and serves as an information and orientation aid for all spectacle wearers who are looking for something special in the diversity of the eyewear brand and product world.

The accompanying online presence at www.sublime-eyewear.com with all the contents of the magazine as well as other news from the world of eyewear round off the offering.

Ad formats sublime (prices excl. VAT)

		Formats Width x height in mm + 3 mm bleed at the outer borders	Price
Cover		230 x 298	on request
1/1 page		230 x 298	5.914,- € 6.321,- € 2nd Cover
1/2 page landscape / portrait		230 x 148 / 115 x 298	2.956,- €

Special formats such as tip-ons, cover flaps etc. on request

PR ads (prices excl. VAT)

	Price	Price
PR ads: 1/1 page, 230 mm x 298 mm, 1 to 2 illustrations + text approx. 1,200 characters incl. spaces	2.583,- €	Front page of the Fashion & Eyewear section (editorial page without logo + 300 characters text), 230 mm x 298 mm 4.770,- €

sublime online (prices excl. VAT)

Place your advertisement as a banner on the sublime website www.sublime-eyewear.com

Form of advertising	Positioning	Mobile	Format in pixels	File type	price/month
Display Ad	Start page/ News page	yes	340 x 400	JPG / PNG	109,- €

Maximum size: 150KB

KUNST FÜR ALLE SINNE
 Barcelonas internationale Kunstszene.
 Farbig. Spielerisch. Kurios. Ein Blick in die Ateliers junger und etablierter
 Kunschtchaffender in der katalanischen Metropole.

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Backstage-Video und DOZ ART GALLERY
 Fotografie: Carmen Mitroscu · Art Direction · Video: Angela Mrositzki · Make-up / Hair-Styling: Ioana Catargiu

Alfredo Palmero trägt das Brillenmodell Eisbrecher

KRAFTHERZ

[illegible][illegible]

WUNDERLAND

FINEST EYEWEAR

WUNDER
LAND

Ausdruckstarke Formen. Klare Silhouetten. Käftige und zarte Farben.
Figürliche Muster. Nachhaltige Naturmaterialien. Südlere zeigt die Schönheit und
Vielfalt aktueller Brillenmoden.

Brillengalerie Caroline Böhmer | 10119 Dresden | August 2018

VERONIKA WILDGRUBER

Designerin Veronika Wildgruber ist eine Naturwissenschaftlerin im Bereich der Biologie. Sie ist eine leidenschaftliche Designerin und hat eine eigene Marke für Brillen und Accessoires. Sie ist eine leidenschaftliche Designerin und hat eine eigene Marke für Brillen und Accessoires. Sie ist eine leidenschaftliche Designerin und hat eine eigene Marke für Brillen und Accessoires.

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www.wunderland.de | www.wunderland.de

DOZ

The photo shoots

The art shootings.

„Every human being is an artist“ (Joseph Beuys). This is the approach of the art shootings, for which we work with photographers whose focus is on an original visual language. Who do not shoot commercial advertising or fashion photos, but artists. The concept: storytelling in pictures. This requires breaks, fascination, surprise. Special feature: Our photo models are authentic people - expressive characters, types, faces. The special accent is set by their individual expression, their charisma with glasses.

Publication: sublime edition 1 + 2-2023 / DOZ January + October Issue 2023

The sports glasses shootings.*

Sport Action. Performance. High-tech. Lifestyle. Fashion. Worlds that shape our modern life are the subject of the sport shootings.

Publication: DOZ April issue 2023

The children and youth glasses shootings.*

The protagonists are the children. Their imagination, their energy inspires us to ever new ideas and themes.

Publication: DOZ December issue 2023

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

Shooting

	Price prices excl. VAT
Art shoots bundle prices sublime + DOZ, one page each	3.074,- €
Kids and sports eyewear photo shoots	795,- €

The photo shoots on social media

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

Contact:

Angela Mrositzki

Art Direction

angela.mrositzki@gmail.com

IT: +39 (0) 34711 26088

D: +49 (0) 179 2058297



Product shooting sublime

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

DOZ

Kleinanzeiger



Akademie der Augenoptik
ZVA-Bildungszentrum e.V.

Komm zu uns!



**FACHDOZENT/IN AUGENOPTIK & OPTOMETRIE (M/W/D)
GESUCHT!**

WAS SIE MITBRINGEN SOLLTEN:

- Abschluss als Bachelor / Master / Dipl.-Ing. in Augenoptik / Optometrie oder Optometrist (HWK)
- Freude daran, Ihr Fachwissen an unsere Meisterschüler und Studenten weiterzugeben
- Begeisterung für die Arbeit im Team und Freude am gemeinsamen Erfolg
- Die Bereitschaft in das Rheinland zu ziehen
- Leidenschaft und Engagement für die Optometrie

WAS BIETEN WIR IHNEN:

- Eine Vollzeitstelle, ab 01.04.2022 bzw. früher oder später
- 30 Tage Urlaub, attraktives Gehalt und Arbeitszeiten
- Regelmäßige Weiterbildungen
- Berufung als Lehrbeauftragter an die FH Aachen
- Theoretische und praktische Einarbeitung
- Ein Team, das Respekt und Wertschätzung als Basis für den gemeinsamen Erfolg versteht

Informationen zur Bewerbung: akademie-der-augenoptik.de/fachdozent-akademie

KAZ 03 | 2022

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Kleinanzeiger (KAZ)

The turbulence on the job market triggered by the pandemic is just subsiding again. The run on staff is picking up speed again. With the DOZ job market you are in pole position.

The monthly DOZ-Kleinanzeiger, which is an integral part of the DOZ is 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. But that's not all: You can of course use all the DOZ channels, from the website to the newsletter and social media.

Contact us. We will be happy to make you an individual offer!

Prices (excl. VAT)

per millimetre of height and column

	Price Print + Online
Jobs wanted	1,16 €
All other ads	2,75 €

	Surcharges
Cover (KAZ-Print)	2.403,- €
Top Job (in conjunction with print ad)	92,- €
Extension 30 days (in conjunction with print ad)	129,- €
Box no. fee for Germany	16,- €
Box no. fee for other European countries	26,- €

See page 24 ff. for online only ads

Ad formats Kleinanzeiger

1 column	42 mm wide
2 columns	88 mm wide
3 columns	134 mm wide
4 columns	180 mm wide
Maximum height	256 mm high
1/1 page in type area	180 x 260 mm
1/1 page, trim size	215 x 304 mm + 3 mm bleed at the outer borders
2/1 double page, trim size	430 x 304 mm + 3 mm bleed at the outer borders

All small ads
are automatically
also published
online!
(Basic package)

DOZ Digital – Display Ads

Find the right banner for your message!



Visits Ø month*: 33.500
Unique User Ø month*: 24.000

*elicited by the publishing house itself (Google Analytics),

Technical details & prices DOZ-Website (excl. VAT)

Form of advertising	Positioning	Mobile	Format in pixels	File type	price/14 days
Billboard	all pages	yes	1.200 x 250 + 320 x 50	GIF / JPG / PNG / HTML5	505,- €
Superbanner	all pages		728 x 90	GIF / JPG / PNG / HTML5	384,- €
Wide Skyscraper	all pages		160 x 600	GIF / JPG / PNG / HTML5	285,- €
Halfpage	all pages		300 x 600	GIF / JPG / PNG / HTML5	318,- €
Medium Rectangle I <i>1. Position</i>	News	yes	300 x 250	GIF / JPG / PNG / HTML5	252,- €
Medium Rectangle II <i>2. Position</i>	News	yes	300 x 250	GIF / JPG / PNG / HTML5	186,- €
Roadblock <i>Combination aus Medium rectangle, superbanner und wide skyscraper</i>	all pages**	(yes)*	160 x 600 + 728 x 90 + 300 x 250	GIF / JPG / PNG / HTML5	725,- €

Maximum file size: 150KB

All banners link to a target URL specified by the client.

* Skyscraper and superbanner are not displayed on mobile.

** Superbanner and wide skyscraper are displayed on all web pages.

High Impact Format: Content-Ad

Your advertising message is placed prominently in the middle of the content. This means that in every new news article published, attention is drawn to your advertising.

Price / 14 days: 494,- €

Display: Multiscreen
Format: 728 x 90 px
+ 300 x 250 px
File type: GIF / JPG / PNG / HTML5
Maximum size: 150 KB



DOZ Digital – Native Advertising

Advertorial (prices excl. VAT)

Price: 809,- € [can start at any time]

Additional options:

Picture gallery: 378,- €

Social-Media-Push: 265,- €

Bundle Small

Advertorial + Facebook Promoted Post 1.055,- €

Bundle Medium

Advertorial, picture-text ad in newsletter
+ Facebook Promoted Post. 1.290,- €

Bundle Large

Advertorial, picture gallery, picture-text ad in newsletter
+ Facebook Promoted Post 1.721,- €

Technical requirements

Headline:	max. 65 characters incl. spaces
Teaser text:	max. 250 characters incl. spaces
Lead image:	1.200 x 675 px
Continuous text:	no character limit
Up to 5 more pictures in the running text*:	1.200 x 675 px
Image gallery:	max. 10 images, 1.200 x 675 px
Target URL	

* A video can also be embedded (YouTube link)

Social Media



4.203 Follower



2.943 Follower



632 Follower



754 Follower

[22.12.2022]

Facebook (prices excl. VAT)

Foto or link ad

Showcase your brand as natively as possible with a Facebook photo or link ad in DOZ's look and feel.

Price: 337,- €



DOZ Newsletter overview




Unsere News im Überblick



Opti 2022 mit überwiegend Optimismus und Wiedersehensfreude

Rund 13.000 Besucher aus 71 Ländern nutzten die Gelegenheit, in München das Messeleben zu zelebrieren. 368 Aussteller aus 25 Ländern sorgten laut der GHM nach zwei Jahren Pause endlich wieder für Augenoptik zum Anfassen. Die meisten hatten ihre Erwartungen an die Herausforderungen angepasst und genossen schlichtweg das wiedergekehrte Messeerlebnis.

[MEHR >>](#)



Branche übertrifft 2021 Vorkrisenniveau

Anlässlich der Fachmesse Opti präsentierten sowohl der Zentralverband der Augenoptiker und Optometristen (ZVA) als auch der Industrieverband Spectaris aktuelle Zahlen zur Branche. Auch wenn die Stückzahlen das Vorkrisenniveau nicht erreichen, kann die Corona-Delle des Vorjahres überwunden und sogar das Ergebnis von 2019 übertroffen werden.

[MEHR >>](#)



The DOZ newsletter bundles the most important news and trends from the industry and informs our subscribers about the latest market reports and studies, regular job and career news as well as industry events.



Shipping: Every Monday

(on the following working day in the event of a public holiday)

Subscribers: 6.812 [22.12.2022]

Opening rate Ø month*: 43%

Click rate Ø month*: 10%

*elicited by the publishing house itself

Our newsletter distribution list is maintained management and inactive addresses are removed on an ongoing basis. In this way we can offer you an active readership with high involvement - and the maximum effect of your campaign. You benefit from low scattering losses and a large reach.

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

Image-text display in the newsletter (prices excl. VAT)

Technical requirements

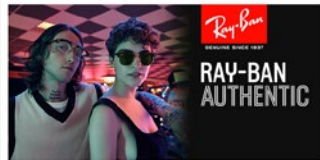
Images: 600 x 300 px
 Format: JPG/GIF/PNG
 Headline: max. 50 characters (incl. character space)
 Text: max. 500 characters (incl. character space)
 Ziel-URL

Run: Sent once

Price: 1.290,- €

Accompanying the picture-text ad, you can additionally publish your message on the DOZ website (see page 18 Bundle Medium and Large).

Example



NEU: Ray-Ban Authentic

Die perfekte Kombination aus legendärem Stil und bestem Sehen: Ray-Ban Authentic mit Brillengläsern der Essilor Gruppe. Jetzt erhältlich!

Eine bedeutende Innovation des neuen Ray-Ban Authentic: Angebots sind die hochwertigen und leichten Brillengläser, die sich perfekt an die Form und Krümmung der Ray-Ban Fassungen anpassen und die neuesten augenoptischen Technologien nutzen. Brillenträger müssen somit keine Kompromisse mehr zwischen Stil, gutem Sehen und dem Schutz ihrer Augen eingehen.

[MEHR >>](#)

Picture ad in the newsletter (prices excl. VAT)

Technical requirements

Images: 600 x 300 px
 Format: JPG/GIF/PNG
 Ziel-URL

Run: Sent once

Price: 337,- €

Example



BERLIN EYEWEAR

Recyclebar Biologisch abbaubar

Business Newsletter (prices excl. VAT)

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

Run: Sent once
[Business Newsletters are marked with *Sponsored* in the subject line.]

Technical requirements

Text:	Text templates, subject line, one target URL
Images:	600 px wide
Format:	JPG/GIF/PNG
For finished HTML content:	max. file size 500 kb, width 600 px
Max. resolution:	150 dpi

HTML5 advertising media

The executing HTML5 advertising material should be executed in a single HTML file. None of the supplied HTML files may be named index.html.

Price: 2.151,- €

Examples of business newsletters:



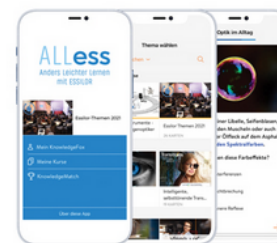
ALless – die neue Lern-App von Essilor®

Essilor baut Trainingsangebot zur Unterstützung der Partner weiter aus

Um seine Partner noch besser in ihrem Verkaufserfolg zu unterstützen, baut Essilor sein Trainingsangebot für den Fachhandel weiter aus. In diesem Zusammenhang präsentiert Essilor die neue Lern-App „ALless“, die ab sofort in den App Stores zur Verfügung steht. „ALless“ steht für „Anders Leichter Lernen“ und bietet sowohl angehenden als auch erfahrenen Augenoptikern die Möglichkeit, auf spielerische Weise ihr Know-how zu vertiefen. Die neue App steigert die Kompetenz bei Fachthemen und in der Kundenberatung.

Die App ist modular aufgebaut und umfasst Lektionen zu augenoptischen Fachkenntnissen, Produkt-Know-how und zur Verkaufstechnik. Das Lernangebot wird stetig aktualisiert und erweitert. Besonders smart: Das Training kann jederzeit unterbrochen und wiederaufgenommen werden. So kann das Fortbildungsangebot immer und überall genutzt werden – auch bei wenig Zeit.

Zum Nachweis ihres Lernerfolgs erhalten die Teilnehmer nach Abschluss jeder Einheit ein Zertifikat. Weitere Highlights sind Wissens-Duelle, in denen die Teilnehmer gegeneinander antreten, oder die Möglichkeit, in Frage-und-Antwort-Spielen den eigenen Wissensstand zu testen.



Die App kann kostenfrei in den App Stores von [Apple](#) und [Google](#) heruntergeladen werden (iOS und Android).

Mit drei Lernmodulen beginnt die Challenge für die Teilnehmer. Die weiteren Module stehen Partneroptikern und ihren Teams im Rahmen des Essilor Partnerprogramms exklusiv zur Verfügung.



Sehr geehrte Damen und Herren,

profitieren Sie jetzt von neuen Chancen für Ihr Kontaktlinsengeschäft. Begeistern Sie bestehende wie potenzielle Träger von Austauschlinsen mit außergewöhnlicher Seheleistung und exzellentem Tragekomfort. Melden Sie sich noch heute zu unserem virtuellen Launch-Event an. Dort erfahren Sie alles über die Vorteile der neuen ACUVUE® OASYS MULTIFOCAL und wie Sie Ihre Kunden erfolgreich ansprechen, individuell beraten und die neue Kontaktlinse einfach und effizient anpassen.

JETZT ANMELDEN - ES LOHNT SICH:

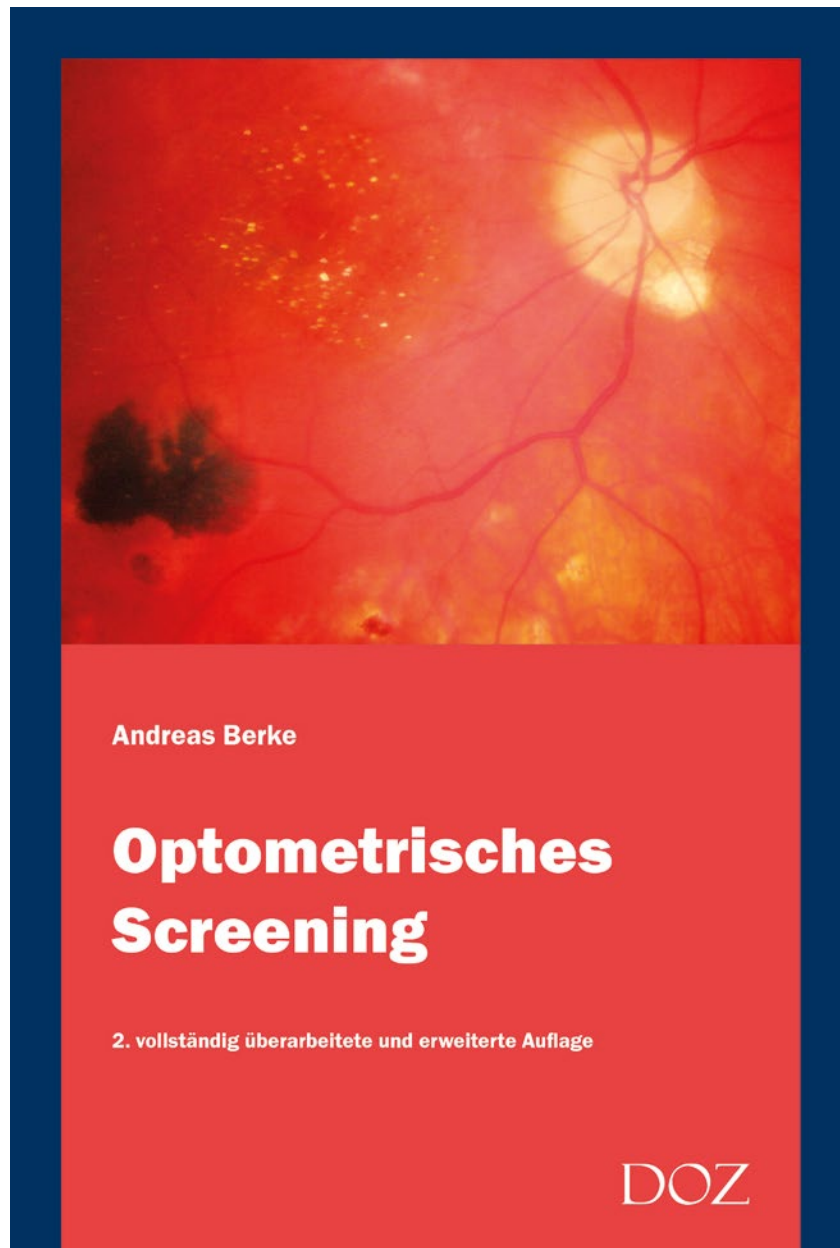
Hier anmelden zum Launch-Event am 01.09.2021, 19.00 Uhr

Hier anmelden zum Launch-Event am 07.09.2021, 19.00 Uhr

Um einen vollumfänglichen Anpasserfolg zu gewährleisten, empfehlen wir die Teilnahme am virtuellen Launch Event sowie die Nutzung unserer Unterstützungsangebote, wie den Anpassleitfaden und den ACUVUE® Multifocal Rechner, die ebenfalls während der Veranstaltung vorgestellt werden.

DAS PROGRAMM UNSERES 90-MINÜTIGEN VIRTUELLEN LAUNCH-EVENTS

- 1 Ihre Geschäftschancen im Multifokal-Segment
- 2 Vorteile unserer Multifokal-Innovation ACUVUE® OASYS MULTIFOCAL
- 3 Tipps für Ihren Anpasserfolg
- 4 Erfahrungsbericht aus der Vorab-Markteinführung
- 5 Unser Unterstützungsangebot bei Kundenansprache, Beratung und Verkauf



DOZ – the bookshop

DOZ-Verlag offers the most comprehensive range of books in the German-speaking ophthalmic optics, which is supplemented by top-selling audio-acoustic works. Around 9,000 books leave our warehouse each year and are read by a readership for whom further education and innovation are particularly important to them. You can target this readership specifically with an insert (cross-marketing) in the book mail-order package.

Inserts Book Dispatch (prices excl. VAT)

Weight	Price per thousand
up to 30 g	495,- €
up to 40 g	545,- €
up to 50 g	595,- €

Prices include postal distribution fees!

Format maximal 29 x 23 mm



DOZ job market – digital

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

Your advantages:

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

	Basic	Professional	Optimum
Runs: 30 days	✓	✓	✓
Text display with own logo	✓	✓	✓
Optimised for Google job search	✓	✓	✓
Refresh	x	✓	✓
Top Job	x	x	✓
Newsletter Push	x	x	✓
Print ad in DOZ	x	x	✓
	205,- €	256,- €	514,- €
Additional options			
Extension	x	153,- €	361,- €
Reactivation	x	205,- €	411,- €
Social Media Push, see right side			
	Basic	Professional	Optimum
3er-Bundle	x	668,- €	1.307,- €
6er-Bundle	x	1.266,- €	2.471,- €
12er-Bundle	x	2.368,- €	4.634,- €

Top Job

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

Refresh

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

Extension

You can extend the duration of any ad by 30 days at a reduced rate immediately upon booking. The price includes two refreshes on the first and 15th day of the additional term. After that, the ad can only be extended by placing a new ad at the respective price.

Reactivation

Reactivate your job advertisement (also possible after the runtime).

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 one or all of the DOZ's social media platforms:

	Basic	Professional	Optimum
All platforms (LinkedIn + Facebook + Instagram)	x	399,- €	399,- €
One platform	x	205,- €	205,- €

Trainee and apprentice advertisements (prices plus VAT)

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

Price:	49,- €
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(prices plus VAT)



Trade journal with
verified circulation

Circulation analysis per IVW

II. Quartal 2022

Print circulation:	6.622
Distributed circulation:	6.555
Sold circulation:	3.668
Subscriptions:	3.614
In Germany:	3286
Other countries:	328

Frequency

DOZ:	12x per annum, at the start of each month,
Sublime:	twice a year (April, October)
KAZ:	12x per annum with DOZ at the start of the month

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Purchase prices (gross)

Annual print subscription	98,00 €
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Trial subscription (3 months)	25,00 € (incl. shipping)

Annual digital subscription	93,00 €
Pupils and students	34,00 €
Trial subscription (3 months)	20,00 €

Annual print & digital subscription	103,00 €
Pupils and students	44,00 €
Plus € 21,40 for shipping in Germany in each case (Overseas shipping on request)	
Trial subscription (3 months)	24,00 € (incl. shipping)

Digital upgrade

(exclusively for print subscribers)	5,00 €
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DOZ

Optometrie. Ästhetik. Business.



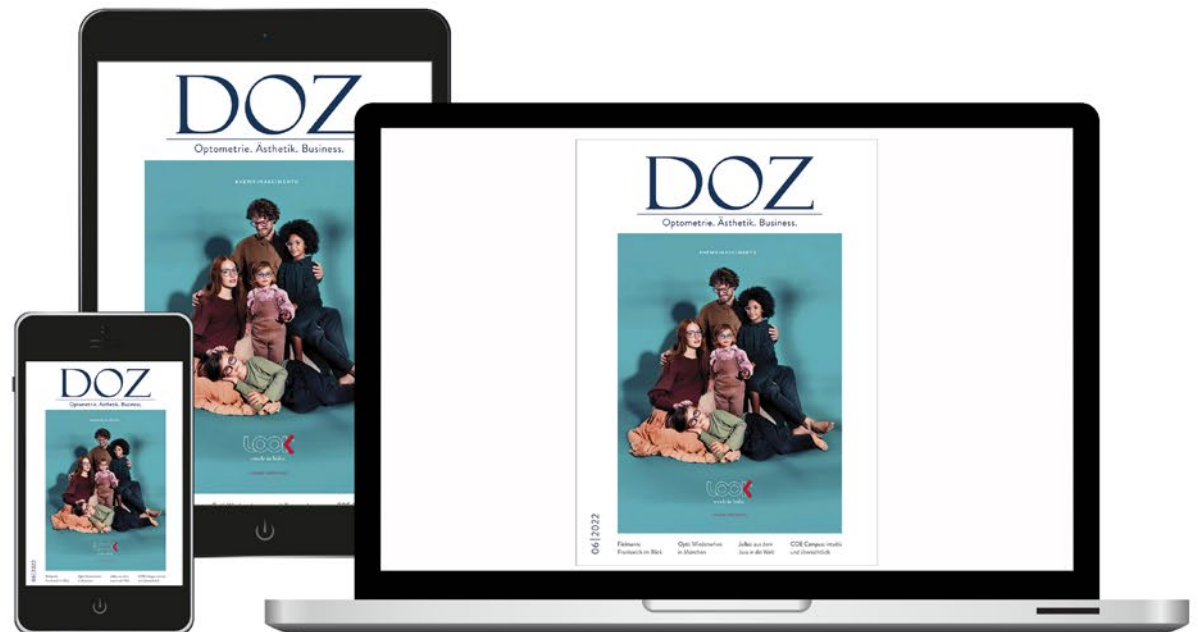
06 | 2022

Fielmann:
Frankreich im Blick

Opti: Wiedersehen
in München

Julbo: aus dem
Jura in die Welt

COE Campus: intuitiv
und übersichtlich



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