

DOZ

Media Data 2024



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 make the publishing house unique in the industry.

With a clear strategy, our editorial team reaches all important industry players with almost 3,400 DOZ magazine subscribers, almost 7,000 newsletter subscribers, over 4,230 followers on Facebook, over 3,100 Instagram followers and more than 1,400 LinkedIn followers. This journalistic quality, combined with a broad and probably the highest-quality target group in the industry, insure DOZ is the perfect medium for all advertisers.

Whether in the monthly DOZ magazine, the online presence, the weekly newsletter, in the weekly newsletter, 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!

Contents:

One publishing house- all target groups	page 3
DOZ- Optometry. Aesthetics. Business	page 4
Topics and dates 2024	page 5
Advertising formats DOZ, PR ads.....	page 7
Small ads.....	page 9
DOZ online	page 11
DOZ digital job board	page 17
End consumer magazine Sublime Eyewear	page 19
Advertising formats, PR ads.....	page 20

Your contacts:



Kerstin Fischer

Phone: +49 (0) 6221 905173
E-mail: fischer@doz-verlag.de



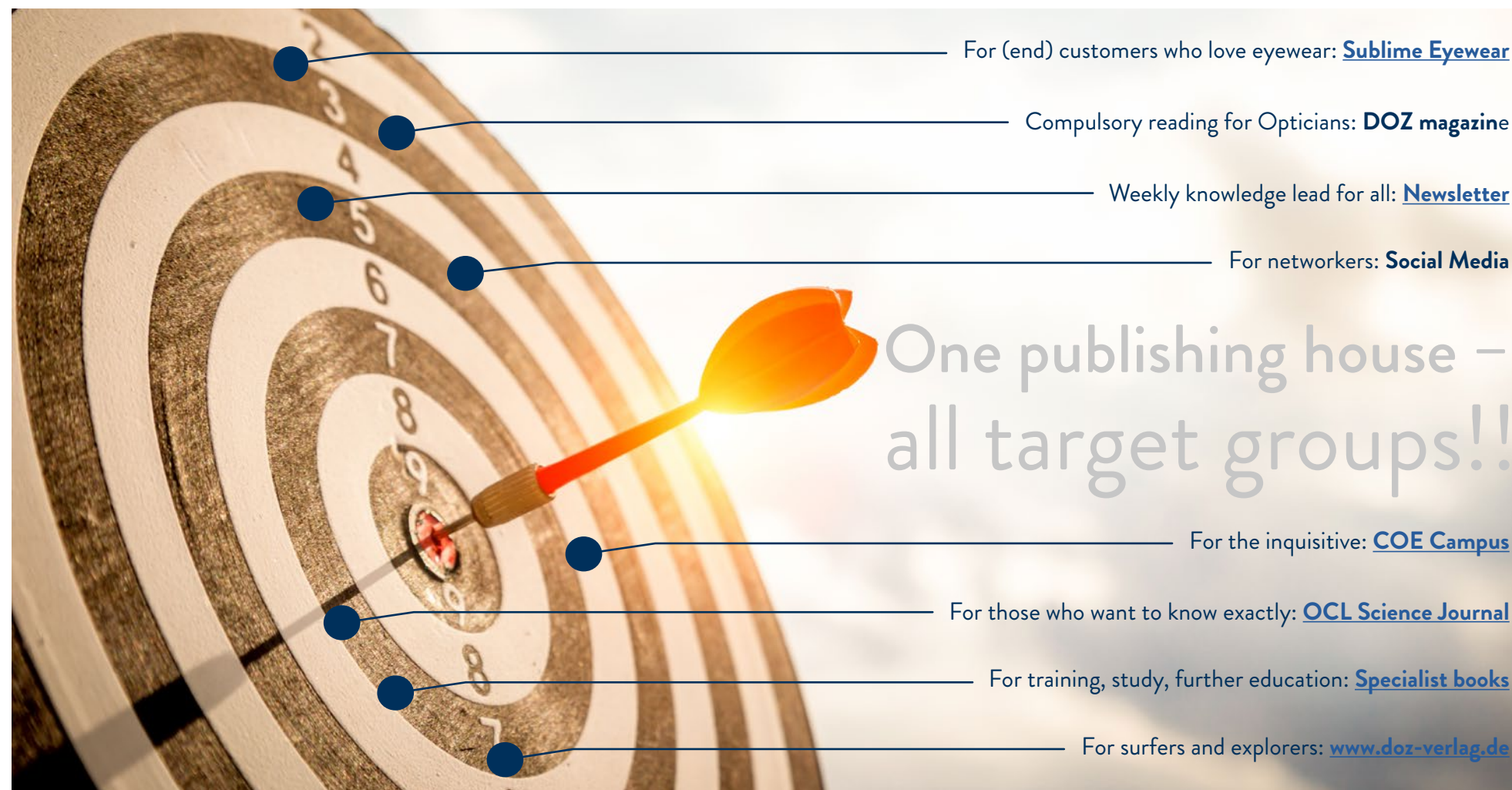
Kyra Schiffke

Phone: +49 (0) 6221 90517282
E-mail: schiffke@doz-verlag.de

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

Individual product mix offers on request

DOZ

Optometrie. Ästhetik. Business.



09 | 2023

Opti 2024: Unterwegs
in Richtung Gipfel

Visualtraining im Rahmen
des Myopie-Managements

Zu Besuch bei Ørgreen:
Workshop mit Genussfaktor

DOZ- Optometry. Aesthetics. Business.

For more than 75 years, DOZ magazine has been the quality medium of the optics industry. We are uncompromisingly committed to quality: Eight 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 2024, first half-year

Contact editors: redaktion@doz-verlag.de



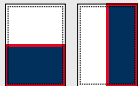

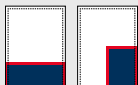
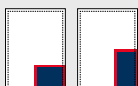
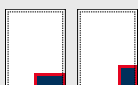
Monat	Medium	Focus	Publication deadline	Deadline for print documents	Advertisement deadline KAZ	Editorial deadline	Date of publication
January	DOZ	Target groups in demographic change	07.12.23	11.12.23	11.12.23	01.12.23	29.12.23
February	DOZ	Vision and Craft	12.01.24	15.01.24	15.01.24	05.01.24	30.01.24
March	DOZ	The perfect vision: Glass innovations	12.02.24	14.02.24	14.02.24	05.02.24	27.02.24
April	DOZ	The right lens for every situation	12.03.24	14.03.24	14.03.24	05.03.24	28.03.24
April	Sublime Eyewear	Aesthetics. Culture. Lifestyle. Spring / Summer 2024	24.02.24	07.03.23	–	22.02.24	28.03.24
May	DOZ	Myopia management in practice	12.04.24	14.04.24	14.04.24	04.04.24	29.04.24
June	DOZ	Devices and instruments: screening that pays off	13.05.24	15.05.24	15.05.24	03.05.24	29.05.24

Key topics and dates 2024, second half-year

Contact editors: redaktion@doz-verlag.de

Monat	Medium	Focus	Publication deadline	Deadline for print documents	Advertisement deadline KAZ	Editorial deadline	Date of publication
July	DOZ	Specialists and succession: a double challenge	12.06.24	14.06.24	14.06.24	05.06.24	28.06.24
August	DOZ	Vision in Sports & Leisure	12.07.24	15.07.24	15.07.24	04.07.24	30.07.24
September	DOZ	All online or what?	13.08.24	15.08.24	15.08.24	05.08.24	30.08.24
October	DOZ	Optometry and eye health: focus cornea	11.09.24	13.09.24	13.09.24	05.09.24	27.09.24
November	Sublime Eyewear	Aesthetics. Culture. Lifestyle. Autumn / Winter 2024/25	26.09.24	05.10.24	–	21.09.24	30.10.24
November	DOZ	Inspire with contact lenses	11.10.24	14.10.24	14.10.24	04.10.24	30.10.24
December	DOZ	Beyond the crowd: successful specialists	12.11.24	14.11.24	14.11.24	04.11.24	28.11.24

Advertising formats (Prices excl. VAT)

		Trim formats Width x height in mm + 3 mm bleed on outer edges	Formats in type area Width x height in mm	Prices
Front page		160 x 214		7.946,- €
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. 2,500 characters incl. spaces - Positioning requests possible	2.990,- €
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	1.095,- €
1/4 page	1 image + text max. 500 characters incl. spaces	849,- €

Enclosures DOZ (Prices excl. VAT)

Weight	Prices per thousand
max. 30 g	490,- €
max. 40 g	740,- €
max. 50 g	990,- €

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

Ad inserts DOZ (Prices excl. VAT)

Menge	Preis bis 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,- €
Larger page numbers	upon request

DOZ

Kleinanzeiger



**BEI SEH-SCHWÄCHE
GEMEINSAM
STÄRKE
ZEIGEN?**

Vera,
Augenoptikerin

Zeig deine Stärke. Mit uns.
Bewirb dich jetzt: career.fielmann.com

fielmann

KAZ 10 | 2023

117

Small Ads (KAZ)

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

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

per millimetre of height and column

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
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	



Inhaltsverzeichnis DOZ Digital

Display Advertisement / Banner	page 12
Overview banners	page 12
Technical specifications & prices	page 13
Native Advertisement	page 14
Advertorial DOZ website	page 14
Facebook promoted post	page 14
Social media	page 14
DOZ newsletter	page 15
Business newsletter	page 16

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 loyalty.

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*: 30.000

Users Ø month*: 21.000

*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	inside each news, 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 I 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

	4.230 Followers
	3.105 Followers
	1.420 Followers

[As of: 28.09.2023]

DOZ-Newsletter at a glance

Bilder laden nicht? Browseransicht öffnen

Ergebnisse der Opti-Aussteller-Umfrage | Investor für Wagner + Kühner | (DOZ+) Myope: Marktübersicht | COE Camous | DOZ, Stetienmarkt


Einfach nur wow

Wow, liebe Leserinnen und Leser, einfach nur wow. Unser Myope-Report wurde allein über das Wochenende über 1.200-mal geklickt. Ein schönes Feedback für unsere Arbeit hätten wir uns als Redaktion kaum wünschen können. Auch für die Autorinnen und Autoren bedeutet diese Zahl die Wertschätzung vieler Stunden Arbeit. Wir freuen uns, dass unsere Berichterstattung bei Ihnen einen Nerv trifft. Eine bessere Motivation für die neue Woche kann man sich kaum wünschen. Ich wünsche Ihnen ebenfalls einen wunderbaren Wochenstart.


Ihre Nicole Bengeser aus der Redaktion

Die Top-News der Woche

Opti-Aussteller-Umfrage: Industrie lükt ähnlich, aber nicht gleich




Die Besucherinnen und Besucher wollen eine große Branchenmesse im deutschsprachigen Raum – das war eines der zentralen Ergebnisse der Umfrage, die wir veröffentlicht haben. Doch wie sieht es auf Seiten der potenziellen Aussteller aus? Das wollten wir in einer weiteren Umfrage herausfinden, die wir erneut in Kooperation mit der GHM durchgeführt haben. In vielen Punkten gleichen sich die Ansichten bei Besuchenden und Industrie, in manchen aber zeigt sich die unterschiedliche Interessenslage. [\(Mehr >>\)](#)



ZVA veröffentlicht Positionspapier zur Sehhilfenversorgung

Aufgrund von Kritik an der Versorgung gesetzlich Versicherter mit Hilfsmitteln und vor allem an den Krankenkassen ist laut ZVA noch dieses Jahr mit einem Gesetzgebungsverfahren zu rechnen. Der Verband hat dazu ein Positionspapier veröffentlicht. [\(Mehr >>\)](#)



Wagner + Kühner GmbH: Investor übernimmt Betrieb zum 1. Juli

Nachdem die Wagner + Kühner GmbH Anfang des Jahres Insolvenz angemeldet hatte, sind nun Einzelheiten zur Zukunft des Unternehmens bekannt. So wurde Wagner + Kühner zum 1. Juli 2023 von einem Investor, der nicht namentlich genannt werden will, übernommen. [\(Mehr >>\)](#)

Anzeige

MULTIFOKALE TORISCHE KONTAKTLINSEN.

ONLINE-EVENT
19.02.2023 | 19 Uhr

SALE PRICE
3.200

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 7.000	
Opening rate Ø month*:	42 %
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,- €

Anzeige

Zeit für die Linse, die alles vereint!



Begeistern Sie Ihre Kunden und bringen Sie Ihr Geschäft weiter. Bausch + Lomb ULTRA® ONE DAY High Performance Tageslinsen aus Silikon-Hydrogel vereinen bahnbrechende Technologien für Komfort und Feuchtigkeit mit einem vollständigen Design - für ein ganz neues Tragegefühl. Setzen Sie die Bausch + Lomb ULTRA® ONE DAY in Szene und profitieren Sie von der Tageslinsen-Saison. Bausch + Lomb bietet Ihnen dafür eine umfangreiche Abverkaufs-Unterstützung.

[Mehr Informationen finden Sie hier >>](#)

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: 337,- €

Anzeige

WIR SUCHE:

SALES MANAGER
MARKETING SERVICES (m/w/d)



euronet ag.de/jobs

euronet

[zum Stellenangebot >>](#)

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:



„Beauty in the Sunset“ Die neue Brillenkollektion von Carolina Herrera

CAROLINA HERRERA präsentiert „Beauty in the Sunset“, die Kampagne der Brillenkollektion Frühjahr/Sommer 2023 mit dem Supermodel Candice Swanepoel, aufgenommen von Modefotograf Dan Belei vor der Farbenpracht eines tropischen Sonnenuntergangs.



Die neue Brillenkollektion von CAROLINA HERRERA spiegelt den facettenreichen femininen Charakter und die positive, unbeschwernte Ästhetik der Marke wider und hält die perfekte Balance zwischen klassischer und moderner Eleganz. Die besonders glamourösen Gestelle sind mit Kristallen verziert, die an glitzernde Sternkonstellationen erinnern. Bei den zeitlosen Silhouetten trägt ein diagonalen Besatz in natürlichem Havanna oder Perlton das Monogramm-Logo. Die Easy-to-wear-Modelle erhalten durch ikonische Streifenmuster oder spielerische zweifarbige Details an der Oberkante der Fassung oder an den Rahmen ein einzigartiges Feeling.

Nähere Infos erhalten Sie bei der Safilo Group

Die Kampagne, für die als Location eine Tropeninsel gewählt wurde, feiert die Schönheit in ihrer reinsten Form. Die neuen Sonnenbrillen und Korrekturgestelle heben sich wunderschön von den vergoldeten Farben des Sonnenuntergangs und dem Weiß der Sandstrände ab. Die unendlichen Weiten des Horizonts und der

Wird diese E-Mail nicht korrekt angezeigt? [Klicken Sie hier](#), um die Online-Version zu lesen.

Sehr geehrte Kundinnen und Kunden,
wir laden Sie herzlich ein zu unserem kommenden WebSeminar

„Alles klar“ in der KL-Anpassung?

Mehr Sicherheit durch CLEAR

Am 22. Juni 2023 von 8.30 - 9.30 Uhr

Geht es Ihnen auch so? In der Anpassung von Kontaktlinsen folgt man oft einer Routine, die vielleicht durch neue Erkenntnisse bereits überholt ist.

Der **Contact Lens Evidence-Based Academic Report (CLEAR)** liefert hierzu wertvolle und teilweise auch überraschende Ergebnisse.

In diesem WebSeminar gehen wir mit Ihnen gemeinsam auf aktuell verfügbare und klinisch relevante wissenschaftliche Erkenntnisse rund um das Thema Kontaktlinsenanpassung ein.

Gastreferent Dr. Stefan Bandlitz – selbst in das CLEAR-Projekt involviert – beschreibt aus erster Hand Zusammenhänge und mögliche Ableitungen für Ihre tägliche Anpassungs-Praxis.

Melden Sie sich gleich an!

Entweder **HIER >>**

oder über den folgenden QR-Code



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,- €
--------	--------

(prices excl. VAT)



End consumer magazine Sublime Eyewear

A new title, a modern editorial concept, a wide range of aesthetic, cultural and lifestyle subjects, refined by a contemporary layout taking into account altered reading and information behaviour of end consumers, the new special interest magazine is extremely well received in the optics sector. In accordance with the subtitle, passion for eyewear: A content range generated from passion for glasses as fashion items and designer artifacts. Exciting. Vibrant. Multi-faceted. Entertaining. Our leitmotif: Surprise me! Every subject is prepared by a team committed to high editorial and visual standards.

Sublime eyewear is high-quality journalism, a 360 degree information and inspiration in a mix of topics and styles covering fashion, design, interviews with optics personalities and creative minds, showcasing trends from fashion runways and accessories. Every issue presents a main topic, fascinating reports and profiles of fashion brands or independent eyewear brands. We look over designers' shoulders, report on aesthetic design concepts as well as on cosmopolitan lifestyle, beauty and styling or cultural events.

Authentic. Surprising. Emotional. A modern customer magazine, sublime eyewear reaches its core readers through opticians and is a source of information and guideline for anyone looking for offbeat eyewear.

Sublime's online presence 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.

Publication sublime eyewear

Edition 1-2024	1. April 2024
Edition 2-2024	1. November 2024

Ad formats (Price excl. VAT)

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

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

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 + 2-2024 /
DOZ March- + October issue 2024

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 2024
together with an extra newsletter (approx. 7,000 subscribers)

Shoots

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

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 2024
together with an extra newsletter (approx. 7,000 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.

Contact:

Angela Mrositzki
Art 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,- €



Trade magazine with
audited circulation figures

Circulation analysis according to IVW

II. quarter 2023

Print run:	6,500
Circulation:	6,033
Sold circulation:	3,443
Subscriptions:	3,392
of which domestic:	3,085
thereof abroad:	307

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
Post office box 12 02 01, 69065 Heidelberg, Germany
Luisenstraße 14 (Marienhaus), 69115 Heidelberg, Germany
Phone: +49 6221/905170 | Fax: +49 6221/905171
Internet: www.doz-verlag.de | E-mail: doz@doz-verlag.de

You can find our General Terms and Conditions at www.doz-verlag.de/AGB

Subscription prices (gross)

Annual subscription print	98,00 €
Pupils and students	39,00 €
plus € 21.90 postage in Germany (foreign countries on request)	
Trial subscription (3 months)	25,00 € (free shipping)

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

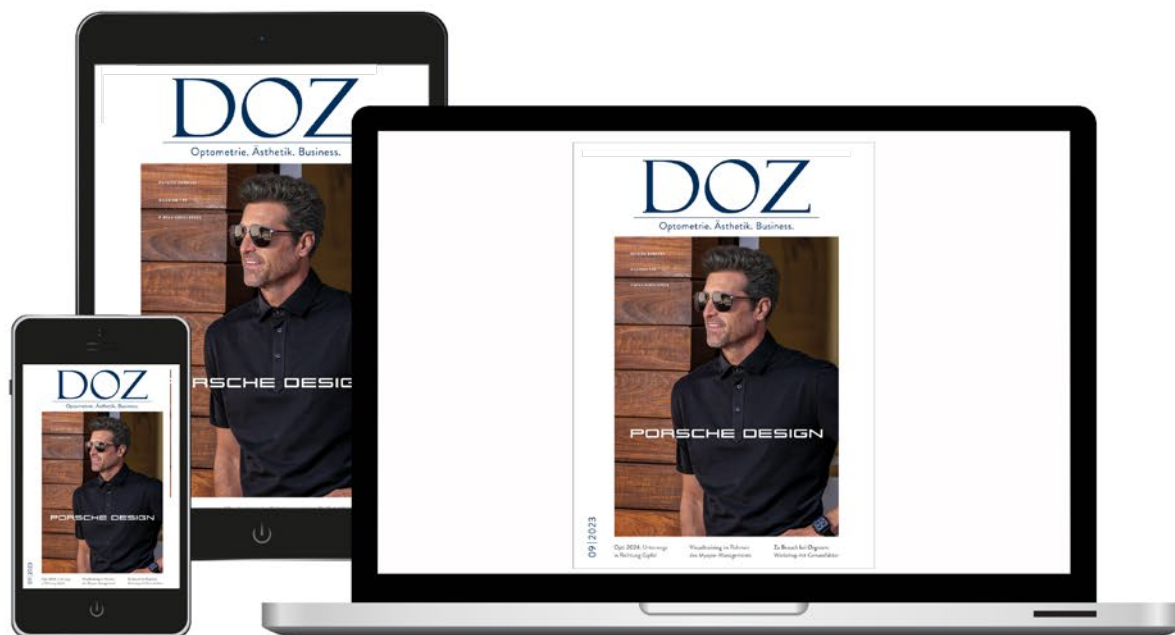
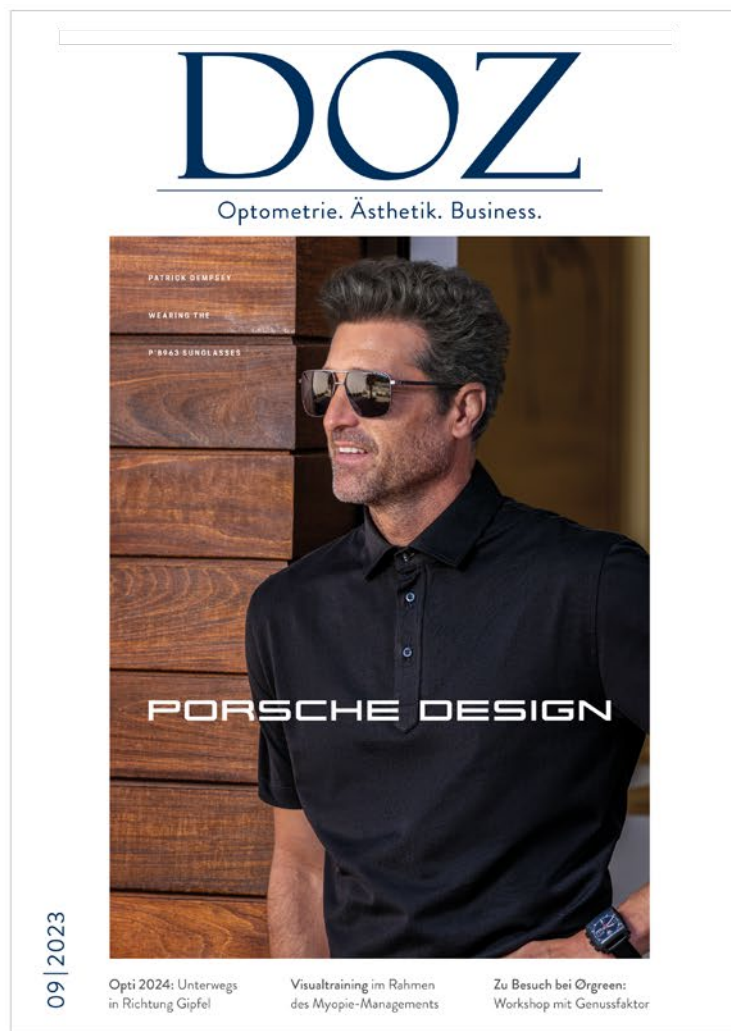
Annual subscription print & digital	103,00 €
Pupils and students	44,00 €
plus € 21.90 shipping in Germany (foreign countries on request)	
Trial subscription (3 months)	26,00 € (free shipping)

Digital-Upgrade

(exclusively for print subscribers)	5,00 €
-------------------------------------	--------

The publisher has the right to adjust subscription prices to changed circumstances
(increased personnel costs, material costs or increased costs for the provision of services).
All information in this media data is subject to errors.

Photo credits:
Adobe Stock / pickup ; Adobe Stock / Wayhome Studio



DOZ-Verlag Optische Fachveröffentlichung GmbH

Postfach 12 02 01, 69065 Heidelberg | Luisenstraße 14 (Marienhaus), 69115 Heidelberg
 Telefon: +49 6221/905170 | Telefax: +49 6221/905171 | Internet: www.doz-verlag.de | E-Mail: doz@doz-verlag.de