

# sublime *eyewear*

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Media Data 2024



*passion for eyewear*



## The Customer Magazine.

A new title, a modern editorial concept, a wide range of aesthetic, cultural and lifestyle subjects, refined by a contemporary layout considering altered reading and information behaviour of end consumers, this unique 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 stands for 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. Each 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](http://www.sublime-eyewear.com) shows all print magazine topics plus additional news from the world of eyewear to complete the offer together with social media channels.

- # Successful customer magazine
- # Sophisticated storytelling
- # Stylish editorial design
- # Creative photo shootings



## Editor-in-chief and art director

Cosmos eyewear! The protagonists: People, companies, brands, products – a universe full of stories to be passionately explored by sublime eyewear editor-in-chief Angela Mrositzki. Aesthetics, design, culture, art and creativity in all aspects of eyewear are her favourite topics.

In more than thirty years, this led to a deep knowledge of the industry and personal contacts to numerous people who have shaped eyewear over the past three decades. The idea and concept for sublime eyewear, which sets new standards as a customer magazine, was born from this expertise.

The wide horizons of her domicile in the Italian Marche region and frequent travels around the globe broaden her view on exciting topics together with her own cultural and artistic ambitions accompanying and enriching her journalistic work.

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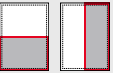
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## Publication sublime eyewear

Edition 1-2024	01 April 2024
Edition 2-2024	01 November 2024

## Ad formats (rates plus VAT)

		<b>Formats</b> width x height in mm + 3 mm bleed on outer edges	<b>Rates</b>
Front page + back cover		230 x 298	on request
1/1 page		230 x 298	5,914.- € 6,321.- € <small>2nd cover page</small>
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 (rates plus VAT)

	<b>Preise</b>		<b>Preise</b>
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 combo: Title, back cover, exclusive story.



- # Aesthetic cover design
- # Attractive visualization
- # appealing haptics

Exciting topics from the world of eyewear and beyond. Profoundly researched and written articles. The customer magazine sublime eyewear stands for this claim. A novelty in the DACH market, it provides the strong presence of brands, collections and products. A magazine that transports content. A magazine that tells stories and produces content and design which wins readers over emotionally – starting with the cover to the cover story up until the back cover.

We'd love to inform you about a combination offer as an inspiring option for the storytelling of your company, your brands and products.

**Rate**

Front page + back cover

230 x 298 mm

upon request

- # Variety of topics: The cover story
- # Focus on people, brands, products
- # Responsible high-quality journalism



# WOMEN'S CHARISMA

Sie lieben die **Unabhängigkeit**, sind selbstbewusst und erfolgreich im Beruf. Ihre besondere **weibliche Aura** ist Ausdruck ihrer **Persönlichkeit** – auch bei der Wahl der Wunschbrille. **Titanflex Women** präsentiert als neue Kollektion stilvolle Fassungen und Sonnenbrillen für charakterstarke Frauen.

Autorin: Angela Mrositzki  
Fotos: Eschenbach Eggenauer

The sublime eyewear cover story.

Aesthetic visualisation on the front page and back cover is completed by the cover story with its depth of content. The spectrum covers a wide range of topics - from eyewear protagonists' portraits to corporate culture and a look at brand worlds.

**Gender Diversity im Brillenbusiness**

Die Zukunft wird weiblich! Von „Female Day“ bis hin zu den „Women's Awards“ – der Branchenführer für eine Visionen von Trend und Materialität. Die Branche hat sich in den letzten Jahren stark verändert. Nicht nur Männer und Frauen werden immer mehr in der Branche vertreten, sondern auch die Rollen der Frauen in Führungspositionen in der Gesellschaft. Die Rolle der Frauen in der Wirtschaft ist heute unverzichtbar. Die Frauen sind die treibende Kraft der Wirtschaft, und sie tragen dazu bei, die Welt zu verbessern. Die Frauen sind die treibende Kraft der Wirtschaft, und sie tragen dazu bei, die Welt zu verbessern. Die Frauen sind die treibende Kraft der Wirtschaft, und sie tragen dazu bei, die Welt zu verbessern.

**Stilvolle Brillen für Frauen**

Stilvolle Brillen für Frauen, die nicht nur optisch, sondern auch stilvoll sind. Die Brillen sind ein wichtiger Bestandteil der persönlichen Ausdrucksweise. Die Brillen sind ein wichtiger Bestandteil der persönlichen Ausdrucksweise. Die Brillen sind ein wichtiger Bestandteil der persönlichen Ausdrucksweise.

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## The art shootings.

- # Artistic image language
- # Renowned photo team
- # Authentic faces

Follow our backstage photos and videos on DOZ and sublime eyewear websites and social media platforms.

ART SHOOTING

# WHITE DREAMS

Ostuni. „Città Bianca“. Die blendend weiße Stadt Apuliens – erkoren zur außergewöhnlichen Bühne für Ballerinen und Ballerinos in einer poetisch-romantischen Performance. Dem Charme der Stadt erlegen, tanzen sie durch enge Gassen, über Treppen, auf Balkonen und interpretieren ausgewählte Neuheiten aus den Brillen- und Sonnenbrillen-Kollektionen der Saison Frühjahr/Sommer 2023. Ein Genuss fürs Auge, der selbst diskrete Zuschauer verzauberte.

„Tanz ist die verborgene Sprache der Seele.“ (Martha Graham)

Eleonora Faggiano trägt das Brillenmodell in Szene

Fotografie: Carmen Mitrota | Art Direction + Videos: Angela Mrazitzki  
Ein besonderer Dank geht an die Tänzerinnen und Tänzer: Alessandro De Ceglie, Jonathan Enea Costa, Eleonora Faggiano, Youma Miceli, Serena Pellegrino, Mattia Politi

Backstage-Video und Sublime Eyewear Art Gallery

Sublime eyewear art shootings which showcase international eyewear design in an artistic visual language are the highlight of each edition.

We cooperate with renowned photographers, who focus on a genuinely artistic visual language. The concept: Storytelling in pictures. This requires breaks, fascination, surprise.

Specific feature: Our photo models are authentic, expressive characters, types, faces. Their individual expression and their charisma with eyewear set a special tone.

Publication:  
sublime eyewear edition 1 + 2-2024 /  
DOZ January + October edition 2024

**Rate** plus VAT

Art-Shooting Bundle Sublime Eyewear + DOZ,  
each 1/1 page

3,074.- €

## The product shootings.



- # Zoom on new frames
- # Proximity to brand and product world
- # An eye for details

Follow our product shooting on DOZ and sublime eyewear websites and social media platforms

Aesthetic product shootings in sublime eyewear bring the brand and product world closer to end consumers. Our product shootings present innovative eyewear design and the enormous range of shapes and colours in the collections with a sensitive eye for detail – artistically high-end and attractively directed. New frames are professionally staged in the best light driven by constantly changing, surprising ideas, exciting illuminations and interesting perspectives.

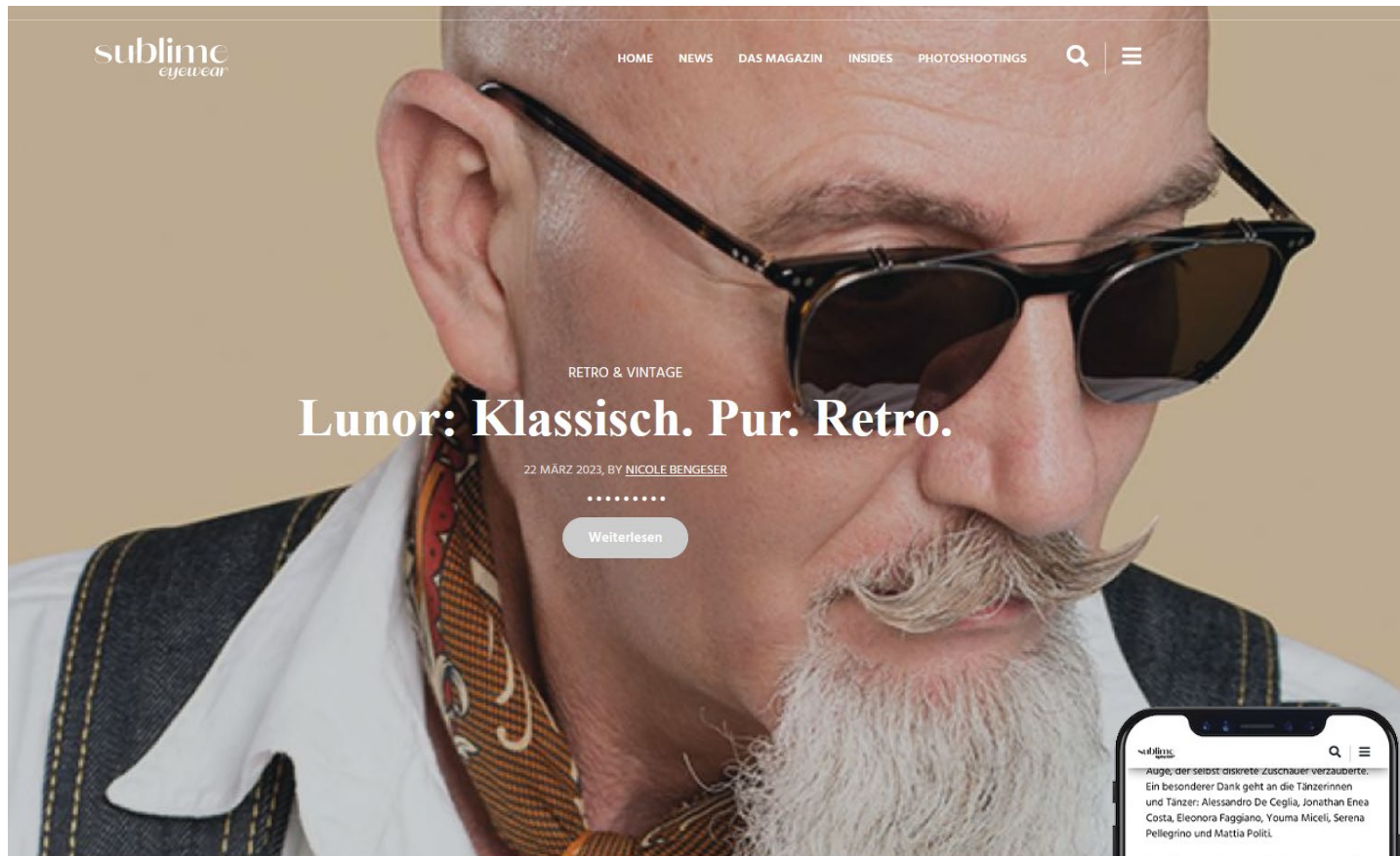
Publication:  
sublime eyewear edition 1 + 2-2024

**Rate** plus VAT

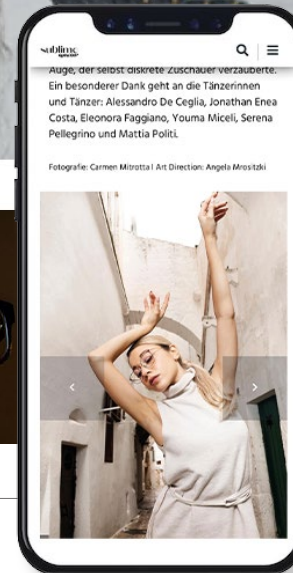
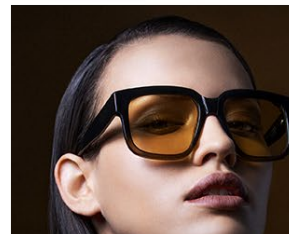
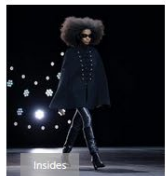
1/1 page incl. 2-3 product images

1,325.- €





HIGHLIGHTS



- # Attention-grabbing online presence
- # Optimized for mobile devices
- # High recognition value
- # Cover story & shootings prominently placed

All sublime eyewear contents are published in the print magazine and on the website www.sublime-eyewear.com at the same time. Thus, your target group can be reached digitally.

A dynamic slider with its first motif linked to the cover story for at least 30 days after publishing is a highlight on the entry page. The shootings, including backstage material, are presented in an eye-catching way at a separate menu item. The website is visually based on the magazine layout: large-format images, elegant fonts and space for white surface reflect the modern and also timeless design. Clear structures and mobile optimization ensure readability and make the website particularly user-friendly. Sublime eyewear online also reports regularly on collection and campaign news from selected frame manufacturers.

# sublime eyewear

## media data 2024, pricelist No. 3

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**Frequency:** Biannual (April, October):

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from 25 copies: 2,67 € p. p.  
from 50 copies: 2,40 € p. St.  
from 100 copies - on request

All prices exclude postage and packaging costs.

You can find our General Terms and Conditions at [www.doz-verlag.de](http://www.doz-verlag.de) /AG.

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