

DOZ

Media Data 2026



Your **key** to **success**!

For almost 80 years ...

DOZ-Verlag has been a fixture in the world of optometry. We stand for journalistic quality, professional excellence and genuine dialogue with the industry – in print, digital and cross-media formats.

What drives us? Our proximity to the people who shape optometry. Our commitment to delivering content with substance and relevance. And a team that works together with freelance authors and experts to make specialist knowledge accessible – carefully researched, presented in an understandable way, always in tune with the latest developments. Our history is characterised by change and vision. Our present is characterised by team spirit, a passion for innovation and the firm conviction that good specialist journalism provides guidance. Whether in the monthly DOZ

magazine, on our website, in our weekly newsletter, or in our social media activities – in all areas, our aim is to offer the best journalistic quality and thus provide advertisers with the ideal platform for their advertising.

In addition, with the premium consumer magazine Sublime Eyewear, the scientific journal Optometry and Contact Lenses (OCL) and the e-learning platform COE Campus, there are three further DOZ products that enable a completely target group-specific customer approach.

Put your trust in quality and use our communication channels for the future of your company. We are happy to assist you!

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Your contacts:



Nathalia Rölli
Advertisement Sales

Phone: +49 (0) 6221 9051713
E-mail: roelli@doz-verlag.de

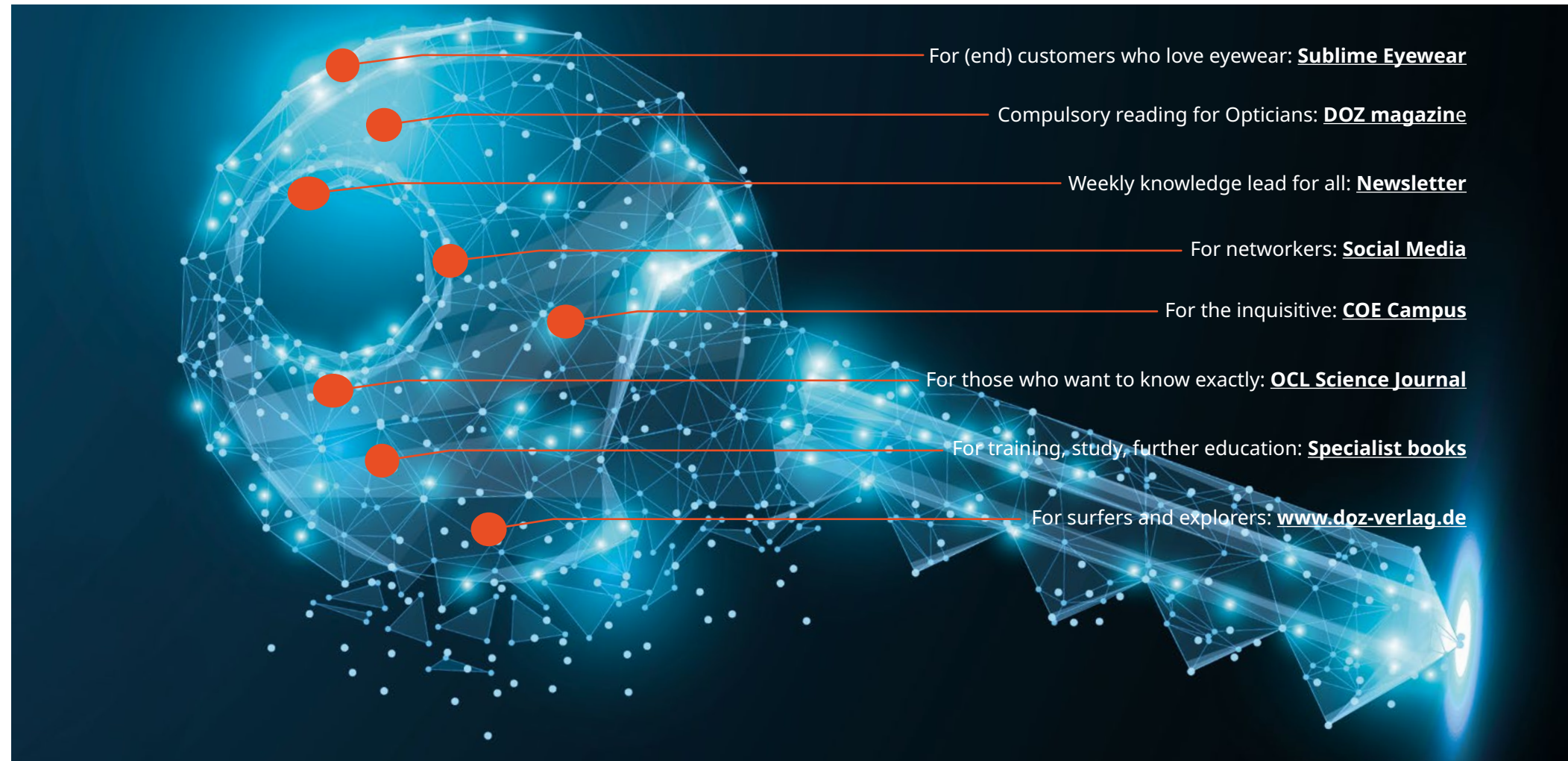
Kyra Schiffke
Advertisement Sales / Business Development

Phone: +49 (0) 6221 9051728
E-mail: schiffke@doz-verlag.de

One publishing house- all target groups!

From trainees and master opticians to high-end optometrists and eyewear enthusiasts: DOZ-Verlag products reach your target groups right on the mark. 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 unique marketing mix for your targeted campaigns.



Individual product mix offers on request

The German Opticians' Journal

DOZ



10 | 2025

Screening zwischen Windeln, Shampoo und Duftkerzen

Frust nach Meisterprüfung: Beschwerden über Vorbereitung und Prüfer

DOZ Art Shooting: Vertanzte Brillenneuheiten

DOZ is Germany's longest-established trade journal for the optical industry – and we promise it's anything but outdated. Every month, we offer you excellently researched articles, top-quality journalism and all the important information from the industry. We cover all relevant topics and, when necessary, we don't shy away from controversial issues.

Honest, in-depth, professional, critical. That's DOZ.

Topics and dates for 2026, first half-year

Contact the editorial team: redaktion@doz-verlag.de

Opti
Issue

Issue	Topic / Extras *	Closing date for adverts	Deadline for print documents	Advertisement deadline KAZ (classified ads)	Editorial deadline	Date of publication
January	The perfect start to the year – Opti 2026	05/12/2025	08/12/2025	08/12/2025	28/11/2025	30/12/2025
February	Successful at the point of sale – concepts that convince customers <i>PLUS: DOZ Report Screening (digital) **</i>	09/01/2026	12/01/2026	12/01/2026	02/01/2026	30/01/2026
March	Eyeglass lenses today – quality and innovation <i>Plus: Artshooting spring/summer 2026</i>	06/02/2026	09/02/2026	09/02/2026	03/02/2026	27/02/2026
April	Contact lenses – the right lens for every eye <i>Plus: Sports eyewear shooting 2026</i>	06/03/2026	09/03/2026	09/03/2026	03/03/2026	30/03/2026
April	Sublime Eyewear S/S 2026	20/02/2026	27/02/2026	–	13/02/2026	30/03/2026
May	Technology in use – devices and instruments	08/04/2026	09/04/2026	09/04/2026	03/04/2026	29/04/2026
June	Fit for summer – vision and appearance <i>Plus: Special newsletter 'Summer at last' **</i>	08/05/2026	11/05/2026	11/05/2026	04/05/2026	29/05/2026

*Bimonthly: A look at hearing acoustics

** Information available on request

Topics and dates for 2026, second half-year

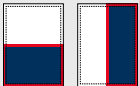
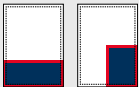
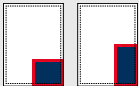
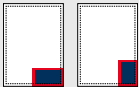
Contact the editorial team: redaktion@doz-verlag.de

Issue	Topic / Extras *	Closing date for adverts	Deadline for print documents	Advertisement deadline KAZ (classified ads)	Editorial deadline	Date of publication
July	The future of optometry – expertise, digitalisation, & AI	08/06/2026	09/06/2026	09/06/2026	03/06/2026	29/06/2026
August	Learning from the best – Successful opticians <i>Plus: Software update</i>	09/07/2026	10/07/2026	10/07/2026	03/07/2026	30/07/2026
September	In focus – good vision at all distances <i>Plus: DOZ report tba (digital)</i>	07/08/2026	10/08/2026	10/08/2026	03/08/2026	28/08/2026
October	Focus on eye health – interdisciplinary collaboration (including perimetry) <i>Plus: Artshooting Autumn/Winter 2026/2027</i>	08/09/2026	09/09/2026	09/09/2026	03/09/2026	29/09/2026
November	Sublime Eyewear A/W 2026/2027	21/09/2026	28/09/2026	–	11/09/2026	30/10/2026
November	Contact lenses in everyday life – diversity and opportunities	08/10/2026	09/10/2026	09/10/2026	02/10/2026	30/10/2026
December	Kids & teens – vision at a young age <i>Plus: children's glasses photo shoot</i>	06/11/2026	09/11/2026	09/11/2026	03/11/2026	27/11/2026

*Bimonthly: A look at hearing acoustics

** Information available on request

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,- €
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 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	80 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 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 - Positioning requests possible	3.670,- €
1/2 page	1 to 2 images + text max. 1,200 characters incl. spaces	2.420,- €
1/3 page	1 image + text max. 700 characters incl. spaces	1.320,- €

Enclosures DOZ (Prices excl. VAT)

Weight	Prices per thousand
max. 30 g	530,- €
max. 40 g	795,- €
max. 50 g	1.055,- €

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/m2
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 online

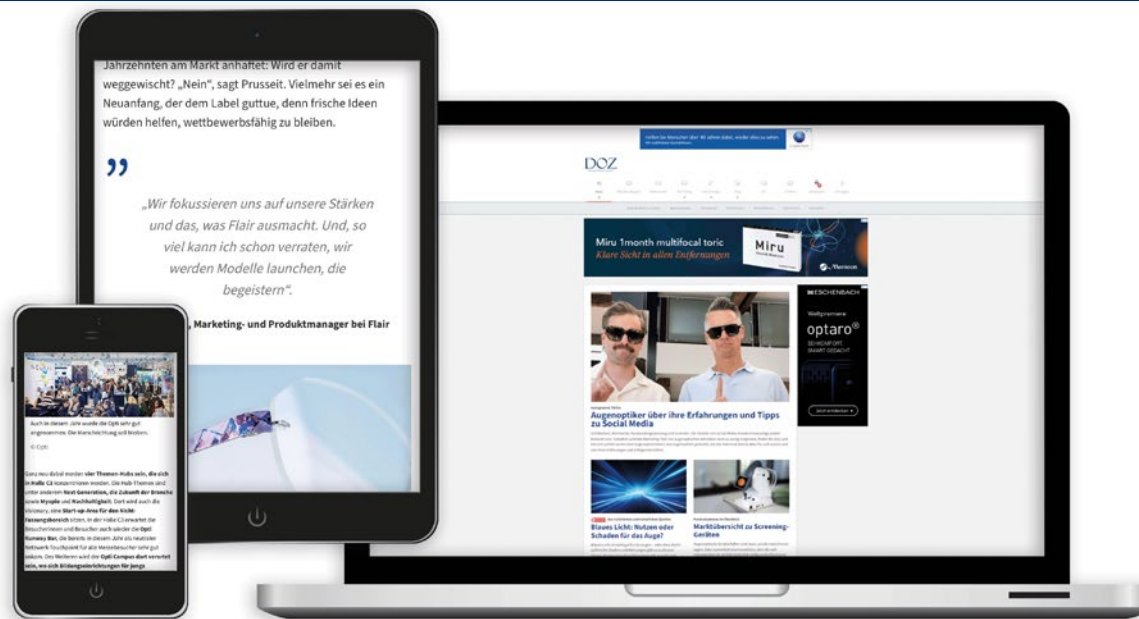
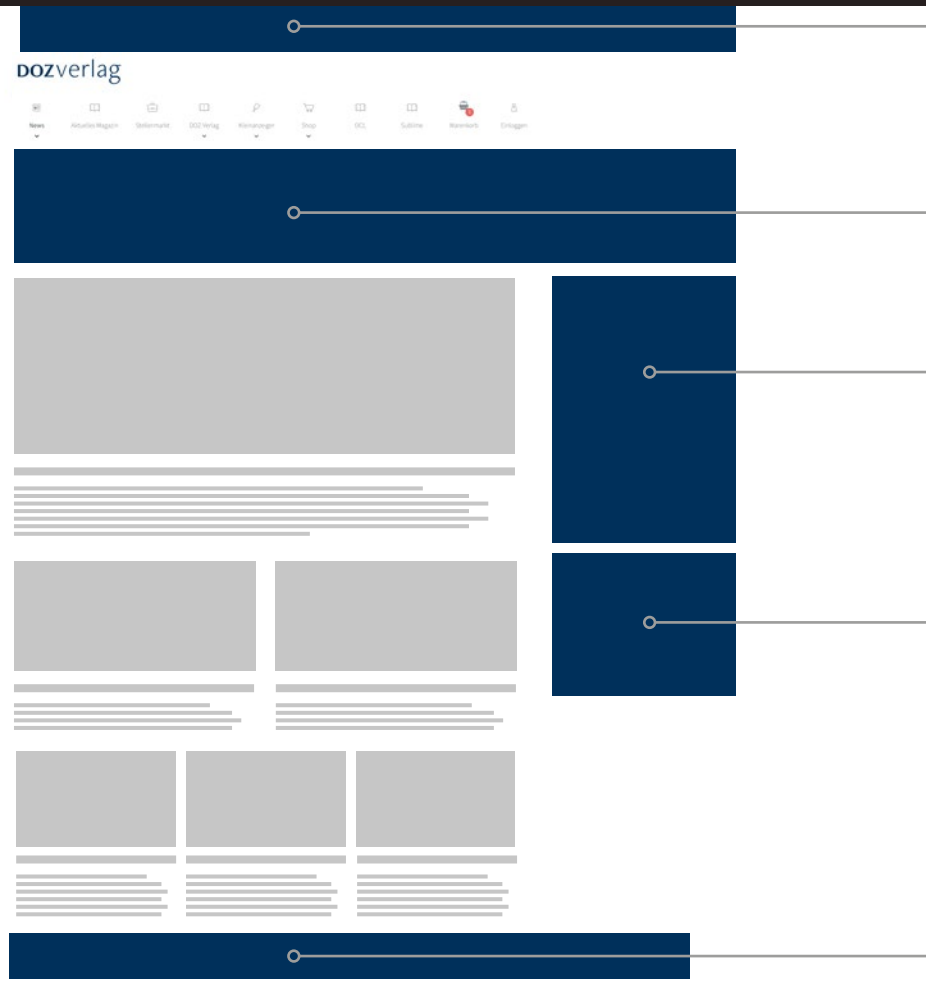


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Whether on the DOZ website, via the newsletter or social media channels: take advantage of DOZ's strong reach to increase your brand awareness . We support you in ensuring that your company is found and noticed by potential customers. Because your presence on DOZ's online channels relevant to the optical industry opens up new opportunities for customer acquisition and retention. We support you in ensuring that your company is found and noticed by potential

Display ads/banners on www.doz-verlag.de



Superbanner

Desktop: W 1.200 x H 90 px
on all pages, sticky

Billboard

Desktop: W 1200 x H 250 px
Mobile: W 320 x H 50 px

Halfpage

Desktop: W 600 x B 300 px
on all pages,
for the most part sticky

Medium Rectangle I

Desktop: W 300 x H 250 px
Mobile: W 300 x H 250 px
On the home page and all article pages

Content Ad 1

Desktop: W 1105 x H 90 px
Mobile: W 300 x 250 px
On the home page and all article pages

Display ads/banners on www.doz-verlag.de



Medium Rectangle 2

Desktop: W 300 x H 250 px

Mobile: W 300 x H 250 px

On the home page and all article pages

Content Ad 2

Desktop: W 1105 x H 90 px

Mobile: W 300 x H 250 px

On the home page

Technical specifications & prices for banners (plus 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	max. 150 kB	530,- €
Superbanner	all pages	no	Desktop: 1.200 x 90	GIF / JPG / PNG / HTML5-ZIP	max. 150 kB	395,- €
Halfpage	all pages	no	Desktop: 300 x 600	GIF / JPG / PNG / HTML5-ZIP	max. 150 kB	345,- €
Content Ad I	Home page and within each article , in the text	yes	Desktop: 1.105 x 90 Mobile: 300 x 250	GIF / JPG / PNG / HTML5-ZIP max. 150 kB	max. 150 kB	510,- €
Content Ad II	Home page	yes	Desktop: 1.105 x 90 Mobile: 300 x 250	GIF / JPG / PNG / HTML5-ZIP max. 150 kB	max. 150 kB	375,- €
Medium Rectangle I	Homepage and within each article	yes	Desktop & Mobile: 300 x 250	GIF / JPG / PNG / HTML5-ZIP	max. 150 kB	255,- €
Medium Rectangle II	Homepage and within each article	yes	Desktop & Mobile: 300 x 250	GIF / JPG / PNG / HTML5-ZIP	max. 150 kB	190,- €

All banners link to a specified 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: 885,- € [Free choice of publication date]

Bundle Small

DOZ website + Facebook 1.115,- €

Bundle Medium

DOZ website + picture- text ad in DOZ newsletter (see page 15) 1.400,- €

Bundle Large

DOZ website + picture- text ad in DOZ newsletter (see page 15)
+ Facebook promoted post (see column on the right) 1.725,- €

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

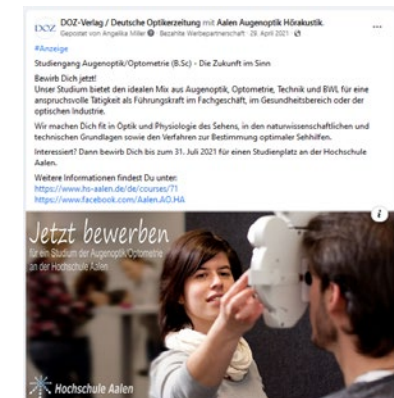
Facebook Promoted Post (prices excl. VAT)

Price: 337,- €

Linked to advertorial on DOZ website or Linked to external site



Technical specifications:
see left column



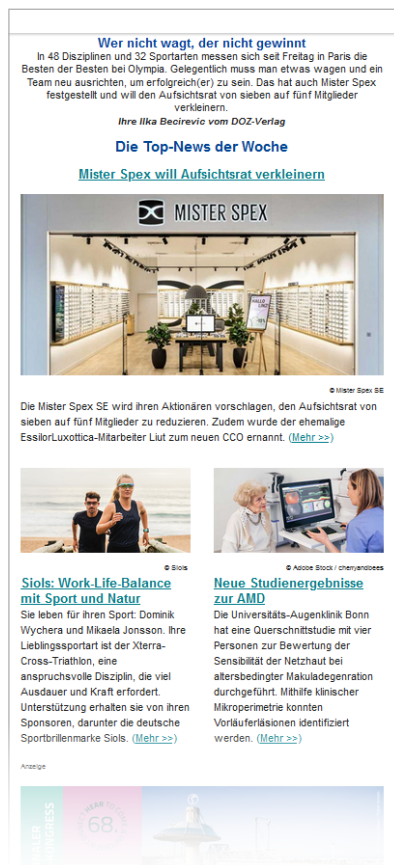
Technical specifications:
Characters: max. 600 incl. spaces,
Image: 1200 x 630 px, target URL

Social Media

	4.181 Follower
	3.453 Follower
	2.877 Follower

[As of 15.09.25]

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 6.000

Opening rate Ø month*: about 43 %

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.

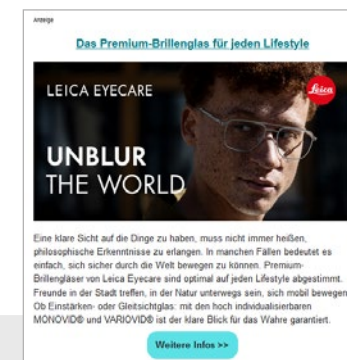
Picture-text ad in the newsletter (prices excl. VAT)

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: 545,- €



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: 357,- €



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.]

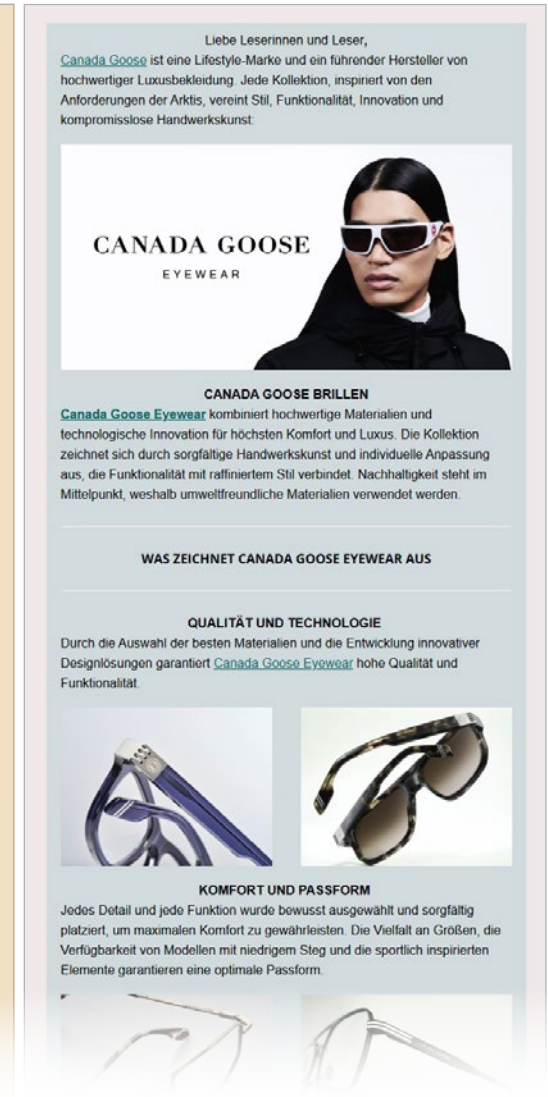
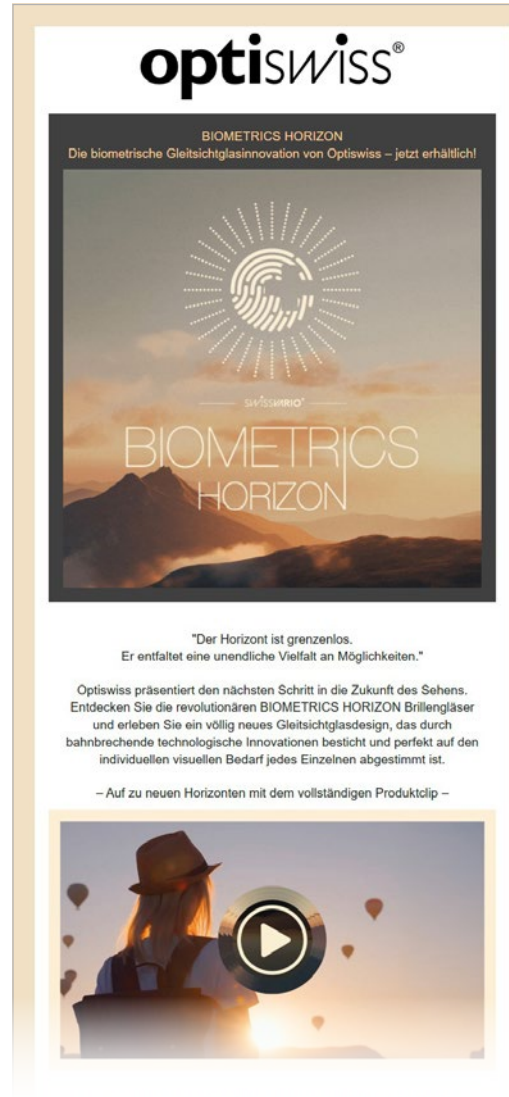
Technical specifications

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): 2.255,- €

* 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:



DOZjobs

Kleinanzeigen



Akademie der Augentoptik
ZVA-Bildungszentrum e.V.

Master Professional Optometrie (HWK)

**Perfektion liegt im Detail-
auch bei Ihrer Karriere!**

Innovativ, praxisnah, unschlagbar.

Erweitern Sie Ihren Horizont und gestalten Sie Ihre Zukunft!
Sind Sie bereit für exklusives Wissen und maximale Chancen?



Jetzt Platz sichern und durchstarten!

DOZ Jobs + Classified Ads

With the DOZ job market, you are in pole position. The monthly DOZ classifieds section, which is an integral part of DOZ, is one of the leading job markets in the industry. And best of all: what applies to DOZ also applies to the job market – here too, digital channels are used in addition to print. This means that every print job advertisement is automatically published on our online portal at no additional cost.

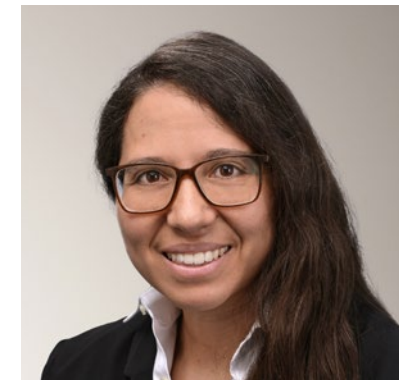
But that's not all: you naturally have access to all DOZ channels, from the website and newsletter to social media.

Your contacts:



Margarethe Pidde

Phone: +49 (0) 6221 9051718
E-mail: pidde@doz-verlag.de



Nathalia Rölli

Phone: +49 (0) 6221 9051713
E-mail: roelli@doz-verlag.de

Prices for classified ads (plus VAT)

Per millimetre height

Print incl. online	
Homepage DOZ Jobs + special placement	on request

DOZ Jobs + Miscellaneous

2,95 €	5,90 €	8,85 €	11,80 €
1 column 42 mm wide	2 columns 88 mm wide	3 column 134 mm wide	4 column 180 mm wide

Job applications

1,16 €	2,32 €	3,48 €	4,64 €
1 column 42 mm wide	2 columns 88 mm wide	3 columns 134 mm wide	4 column 180 mm wide

30-day extension (in conjunction with print ad)	135,- €
Box number fee within Germany	20,- €
Box number fee within Europe	30,- €
Design fee, from 3rd proof	70,- €

Advertise jobs or other classified ads online?

Publish your ad yourself in just a few steps!

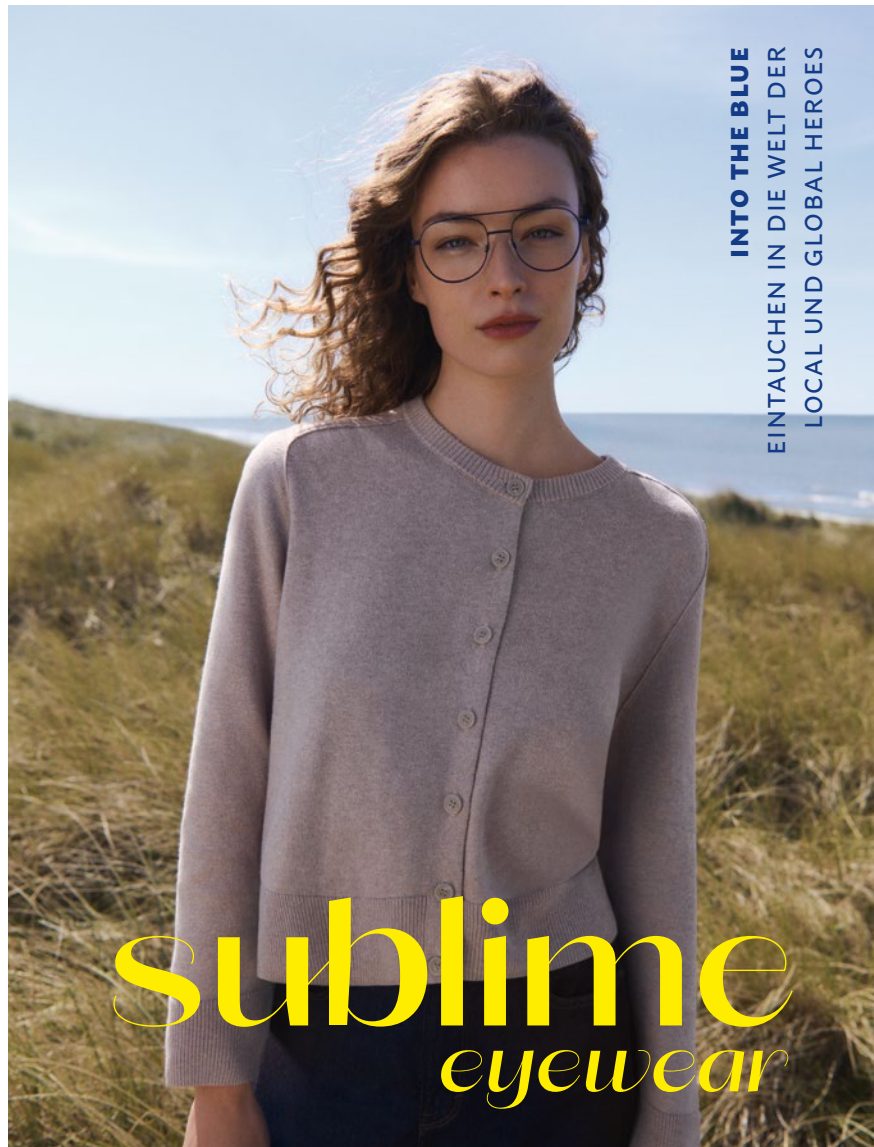
→ Place a job advertisement



→ Create a classified advertisement



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 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 1-2026	1. April 2026
Edition 2-2026	1. November 2026



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,- €	2nd cover page
		6.321,- €	
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

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 + 2-2026 /
DOZ March- + November issue 2026

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 2026
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.

Contact:

Angela Mrositzki

Creative Direction
angela.mrositzki@gmail.com

IT: +39 (0) 34711 26088

D: +49 (0) 179 2058297



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,- €

Product shoot Sublime Eyewear

Prices excl. VAT.

1/1 page with 2-3 product images	1.325,- €
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NEW!

DOZ



Trade magazine with audited circulation figures

Circulation analysis according to IVW

1. quarter 2025

Print run:	5,000
Circulation:	5,116
Sold circulation:	3,058
Subscriptions:	3,006
of which domestic:	2,737
thereof abroad:	269

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	114,00 €
Pupils and students	46,00 €
plus € 21.90 postage in Germany (foreign countries on request)	
Trial subscription (3 months)	30,00 € (free shipping)
Annual subscription digital	109,00 €
Pupils and students	41,00 €
Trial subscription (3 months)	25,00 €
Annual subscription print & digital	119,00 €
Pupils and students	46,00 €
plus € 21.90 shipping in Germany (foreign countries on request)	
Trial subscription (3 months)	32,00 € (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:
Istock / CoreDesignKEY



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