

The job market for eyecare professionals

Media Data 2022



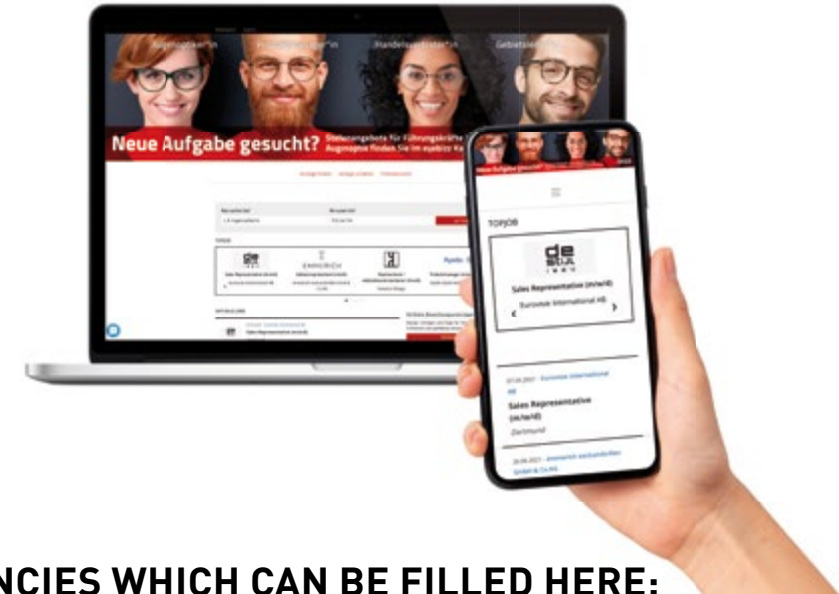
ADVANTAGES

eyebizz is one of the most renowned online platforms for the recruiting of employees, sales representatives and executives in the optical industry. In recent years, we have made it our mission to bring together specialists in demand in a tight market and to support young entrepreneurs and start-ups.

With its high profile and a reach of top positions in every media channel, eyebizz is the guarantor for a good placement of career offers in the B2B optical sector.

This we guarantee with the job markets on www.jobs.eyebizz.de, Social Media channels such as LinkedIn, Facebook and Instagram or Xing as well as with our magazine, which reaches practically all opticians in Germany, Austria and German-speaking Switzerland.

You will not find any random candidates here –
but the ideal person to fill the position.



VACANCIES WHICH CAN BE FILLED HERE:

AUGENOPTIKER / AUGENOPTIKERMEISTER (M/W/D)

PRODUKTIONSMITARBEITER / FEINMECHANIKER / OPTIKER BRILLENFERTIGUNG (M/W/D)

AUGENOPTIKERGESELLE -/ MEISTER (M/W/D) FÜR BERATUNG, VERKAUF UND SERVICE

FREIER HANDELSVERTRETER (M/W/D)

FEINOPTIKER (M/W/D) IM BEREICH SCHLEIFEN AUSSENDIENSTMITARBEITER (M/W/D)

MITARBEITER IM AUSSENDIENST (M/W/D)

SENIOR EYEWARE DESIGNER (M/W/D) WERKSTATTOPTIKER (M/W/D)

GEBIETSLEITER (M/W/D) OPTOMETRIST (M/W/D)

MARKETING MANAGER AUGENOPTIKERMEISTER ALS NIEDERLASSUNGSLEITER (M/W/D)

PRODUKTMANAGER (M/W/D) BRILLENGLAS

SALES REPRESENTATIVE (M/W/D) ACCOUNT MANAGER BAYERN (M/W/D)

QUALITÄTSPRÜFER OPTIK (M/W/D) PATENTREFERENT (M/W/D)

ONLINE MARKETING MANAGER (M/W/D)

BRILLEN- UND STILBERATER (M/W/D)

GEBIETSREPRÄSENTANT (M/W/D)

PRODUCT PORTFOLIO OVERVIEW

PRINT

- 6 issues per year
- Circulation: 12,157 TvA *)

*) Actual circulation (IVW II/2021)

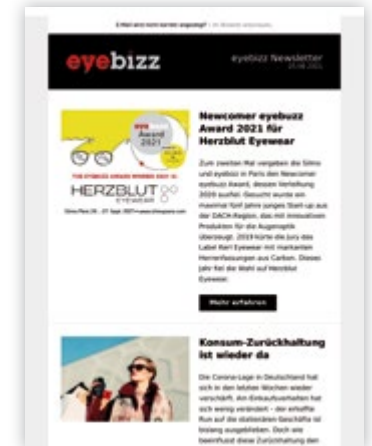


NEWSLETTER

- Reach: over 7,200 subscribers

Status: 9/21 Publisher data

- Frequency: eyebizz kompakt informs its readers and subscribers every Wednesday from 7:30 a.m.



ONLINE

- eyebizz.de
25.576 Unique User
52.353 Visits
- Social Media
3.260 Facebook Follower
2.465 Instagram Follower
2.512 LinkedIn Follower
2.785 Xing Follower
219 Twitter Follower
12.970 Pinterest Follower

Status: 09/21 Publisher data



WEBINARS AND AWARDS

We offer further training in marketing and sales for opticians in the form of seminars or webinars.

We support scholarships for business management and offer start-ups a chance for success with the eyebizz Newcomer Award and new - the opti BOX Award 2022.



ONLINE JOB ADVERTISEMENTS

PERFORMANCE DATA:

- 60 days online
- Promotion in the weekly eyebizz kompakt newsletter with 7,200 subscribers
- Job mailer to registered candidates
- Social media posts including Facebook, Instagram as well as appropriate advertising on Xing and LinkedIn (approx. 13,000 contacts)

Please note that only one position can be advertised per job ad. A placement is possible 24/7 via the self-entry tool at: <https://bit.ly/3nBU80e>

FORMATS AND PRICES:

Online job advertisement	Prices
Job advertisement	430,- €
TOP JOB (Attention boost: Prominent placement ahead of all other jobs and in the top job slider)	99,- €
Social Media Boost eyebizz Facebook, Instagram, LinkedIn	99,- €
Reach PLUS incl. Refresh <i>(Increase of reach through targeted search engine marketing incl. free refresh)</i>	270,- €
Refresh <i>(renewed positioning at the top of the hit list after 30 days)</i>	49,- €
Renewal <i>(only possible within the running time)</i>	215,- € / 60 days
Reactivation <i>(also possible after running time)</i>	323,- € / 60 days

Prices in Euro plus VAT/sales tax. The general terms and conditions of the publisher apply. The prices for job advertisements are not discountable. 15% commission is only payable for the placement of third party orders and is only granted to registered advertising agents. You can download the GTC here: www.ebnermedia.de/ebvm/nzb/



Quotas

Discount per advertisement on the listed price
(refers to a period of 12 months from booking on the listed price)

3 jobs	16 %
5 jobs	21 %
10 jobs	26 %
20 jobs	39 %





ONLINE+MAGAZINE



Use eyebizz additionally as a print magazine with 12,200 distributed copies for your job offers. You not only address all industry participants who are perhaps only latently searching, but you also create more attention for your brand and your company at a favourable price per thousands of contacts (CPM). We all subconsciously have more trust in a company if it is familiar to us and we have seen it frequently. Such trust puts you in a better position to attract ambitious and motivated employees.

Prices stated are surcharges on the placement of an online job ad to the price of € 430,-

DATES OF PUBLICATION:

Issue	Dates of Publication	Advertising Deadline	Printing Deadline
01/2022	15.12.2021	24.11.2021	01.12.2021
02/2022	17.02.2022	28.01.2022	02.02.2022
03/2022	14.04.2022	25.03.2022	30.03.2022
04/2022	09.06.2022	20.05.2022	25.05.2022
05/2022	18.08.2022	29.07.2022	03.08.2022
06/2022	20.10.2022	30.09.2022	05.10.2022
01/2023	14.12.2022	25.11.2022	30.11.2022

Advertisement	Formats	Price Print*
	200 x 248	+1.550,- €* 1/1 page
	97 x 248	+750,- €* 1/2 page upright
	97 x 182	+560,- €* 1/3 page upright
	200 x 80	+560,- €* 1/3 page landscape

Advertisement	Formats	Price Print*
	97 x 118	+290,- €* 1/4 page upright
	200 x 58	+290,- €* 1/4 page landscape

Type Area Formats, all dimensions in mm (width x depth)



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Prices in Euro plus VAT/sales tax. The general terms and conditions of the publisher apply. The prices for job advertisements are not discountable. 15% commission is only payable for the placement of third party orders and is only granted to registered advertising agents. You can download the GTC here: www.ebnermedia.de/ebvm/nzb/

PRINT | TECHNICAL DATA

Printing process: Sheet-fed offset

Colours: Euro scale

Printing material: by e-mail

Data formats:

- PDF/X-3 (1.5) (printable)
- Indesign, Illustrator, Photoshop up to version CS5.5
- EPS, JPG and TIFF

DIGITAL DATA TRANSFER:

- All fonts must be supplied
- Colour space always CMYK, never RGB
- PDF file, colour profile, Fogra 39 or Iso Coated V2
- EPS files (pixel) > see PDF
- EPS files (vector) > Convert fonts to character paths (paths) or include in file
- Apple: compressed data: Stuffit or ZIP
- PC: compressed data: ZIP

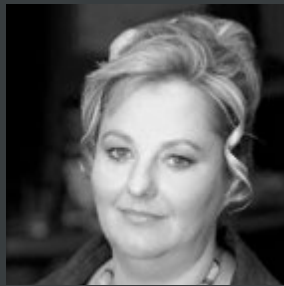
Resolution: 300 Pixel/Inch; 118 Pixel/cm

Delivery: For files > 15 MB please send via wetransfer.com or Dropbox

E-Mail : dispo.jobs@ebnermedia.de

Additional costs: Changes to artwork will be charged at cost price





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