

AUGUST III SEPTEMBER 5,50 € | 18447 | www.eyebizz.de

eyebizz

OPTICS · MANAGEMENT · DESIGN · COMMUNICATION

Media Data 2024

Outlook with perspectives

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eyebizz
OPTICS · MANAGEMENT · DESIGN · COMMUNICATION



Your media brand for
high-reach publishing – as an
attractive magazine, and digitally.

20
JAHRE
NEUES
SEHEN
eyebizz

Outlook with perspectives:

eyebizz ieyebizz is the media brand with the widest reach for communication in the field of ophthalmic optics. eyebizz is multimedia-based and meets its readers on all platforms. Whether as a magazine, online portal, social media, with further education in webinars or events.

Our readers are passionate about their profession and interested in innovations and developments that they can use for their daily business. eyebizz stands for the sophisticated spectrum of optical services with an entrepreneurial focus.

eyebizz Magazine:

All ophthalmic optics companies in German-speaking countries, i.e. also in Austria and Switzerland, receive eyebizz six times a year with an edition of approx. **12,000 copies per issue**, of course IVW-checked.

eyebizz Conference and Webinars:

Optics Conference 2023 has presented itself as a new knowledge platform and has proven its worth. Equally effective are the new webinars, which impart knowledge in a contemporary form or take up discussions in a topic-related and committed manner.

eyebizz Portal:

Daily news about the industry, latest product trends and vogue as well as event dates. With the eyebizz jobs market. Average Page Impressions **monthly approx.: 47,600.**

eyebizz Social Media:

More reach through daily news on LinkedIn, Instagram, Facebook and Xing.

eyebizz Newsletter:

The most-read news of the last week in compact form and every Wednesday to approx. **6,000 subscribers.**



Looking for opticians for your business, managers for the industry or sales representatives? Our job market is your portal for successful growth.



Themen und Termine

ISSUE	EXTRA	Fashion Specials	Additional Topics	Advertising Dead-line	Deadline for material	Publication date	Trade fairs
1/24	20 Years eyebizz	Pretty in Pink	opti Box Award 2024	24.11.23 (Fri)	29.11.23 (Wed)	15.12.23 (Fri)	opti, Interlook, MIDO
2/24	Point of Sales/ Refraction	3D printing glasses, transparent/ translucent	Fair News: from Munic to Milan	02.02.24 (Fri)	07.02.24 (Wed)	22.02.24 (Thr)	
3/24	Sport Spezial with SAZsport and Bike	Sport snd sun	Eye Care	05.04.24 (Fri)	10.04.24 (Wed)	25.04.24 (Thr)	Optics Conference 15.+16. June Mannheim
4/24	Artificial versus biological intelligence	Trend: Pastell & Peach	Master workshop	14.06.24 (Fri)	19.06.24 (Wedi)	04.07.24 (Thr)	Review Optic Conference
5/24	Professionals / Career	Hard Rock Café	eyebuzz Award	21.08.24 (Wed)	28.08.24 (Wed)	12.09.24 (Thr)	SILMO Paris
6/24	IT at POS	Mother Nature	Contact Lenses	23.10.24 (Wed)	30.10.24 (Wed)	14.11.24 (Thr)	
1/25	Innovative Technology	Avantgarde	Fairs in Spring	03.01.25 (Fri)	08.01.25 (Wed)	23.01.25 (Thr)	opti, Interlook, MIDO
OPTI GUIDE	Start 2025: Shopping Guide			03.01.25 (Fri)	08.01.25 (Wed)	23.01.25 (Thr)	



In 2024 and 2025 we will continue to support newcomers together with Silmo and opti. More info at <https://seminare.eyebizz.de/>

Formats and prices: Advertisements

Technical specifications

Magazine format: **230 mm wide x 300 mm high**
 Bleed: All bleed formats **plus 3 mm**
 Text spacing: at least 13 mm from the gutter and 8 mm from the margin
 Placement surcharge: Plus 10% for special placements and guaranteed positioning in the magazine (not discountable).
 Colour/bleed: no surcharge

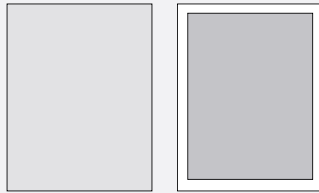
Cover and Title pages

eyebizz is your magazine for attention-grabbing advertising. You have the format - we have the right size and placement for you!

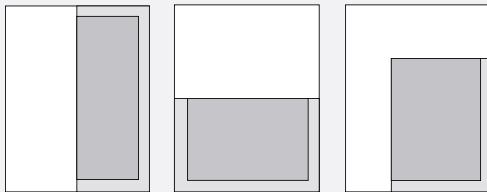
Titel U1	6,400.- EUR
U2	5,400.- EUR
U3	5,400.- EUR
U4	5,900.- EUR
Banderole	5,700.- EUR
Gatefolder	9,800.- EUR



Formats



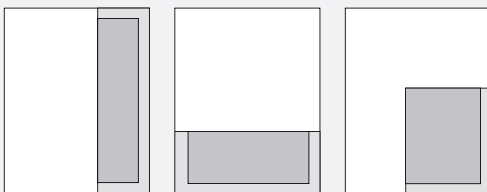
1/1 page	bleed format	230 x 300 mm	5,290,- EUR
	print space format	200 x 278 mm	



1/2 page portrait	bleed format	110 x 300 mm	2,990,- EUR
	print space format	98 x 278 mm	

1/2 page landscape	bleed format	230 x 142 mm
	print space format	200 x 128 mm

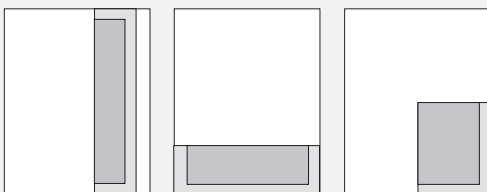
1/2 Juniorpage	bleed format	149 x 210 mm
	print space format	137 x 196 mm



1/3 page portrait	bleed format	76 x 300 mm	2,180,- EUR
	print space format	64 x 278 mm	

1/3 page landscape	bleed format	230 x 106 mm
	print space format	200 x 92 mm

1/3 Juniorpage	bleed format	132 x 174 mm
	print space format	120 x 160 mm



1/4 page portrait	bleed format	61 x 300 mm	1,750,- EUR
	print space format	49 x 278 mm	

1/4 page landscape	bleed format	230 x 80 mm
	print space format	200 x 66 mm

1/4 Juniorpage	bleed format	110 x 148 mm
	print space format	98 x 134 mm

Shopping Guide	bleed format	140 x 140 mm	1,500,- EUR
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Your contact person for all questions regarding your marketing with eyebizz:

Dagmar Schwall: +49-6236-425218 / schwall@eyebizz.de

Advertorials and supplements

eyelights / Advertorials

- eyelights 1/1 page**
up to 5 pictures, logo, web address, max. 3,000 text characters 2,300.- EUR
- eyelights 1/2 page**
up to 3 pictures, logo, web address, max. 1,500 text characters 1,400.- EUR
- eyelights 1/4 page**
1-2 pictures, logo, web address, max. 600 text characters 750.- EUR

All prices given are in EURO excluding VAT.
*AE commission is not deductible with advertorials and promotions.

The deadline for delivering printing materials for advertorials is the respective booking deadline. Printing material can exclusively be processed in the following formats: Pictures as printable JPG files, text produced with current programs as DOC, RTF, ODS or TXT files, logos as EPS/AI. Advertising templates or PDFs cannot be used here.



Printing and Circulation Analysis

Distribution in Germany by postal code zones:

PLZ	Copies	%
0	797	7.58
1	724	6.89
2	1,007	9.58
3	1,104	10.50
4	1,256	11.95
5	1,258	11.96
6	1,132	10.77
7	1,253	11.92
8	1,051	10.00
9	932	8.86
Total	10,514	100.00
Germany		86.38

Foreign distribution:

Country	Copies	%
Austria	820	49.46
Switzerland	704	42.46
other countries	134	8.08
Total	1,658	100.00
International		13.62

Total pages	468 Pages	100 %
Editorial	331	70 %
Advertisement	137	30 %
Supplement/sew-ins	4/1	

Supplements

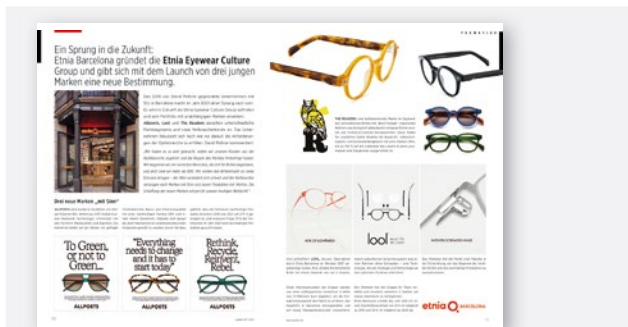
- Split run upon request up to 30 g per thousand / 320.- EUR
- Format max. 223 x 295 mm up to 50 g per thousand / 350.- EUR

Bound-in inserts

- At the beginning **2 pages** 4,900.- EUR
- of bound sheet **4 pages** 6,400.- EUR
- 6 pages** 7,800.- EUR
- 8 pages** 8,900.- EUR

Delivery conditions/ samples: Supplements, bound-in inserts and glued-in inserts must be made in such a way that additional manual preparation is omitted. Otherwise the costs will be billed to your account. A binding sample, possibly a layout with size and weight measures, should be made available to the publisher for supplements, bound-in inserts and glued-in inserts.

Promotion and Career



Promotion

Promotion is the ideal special format if you have lots to say and would like an individual visualization. This unique advertising format creates a bridge between classical advertisement and editorial content. Creates a particularly good effect on a double page.

eyebizz-Promotion 21/1 pages 460 x 300 mm 4,900.- EUR

Refers to all print prices

Overview discounts:	2 pages	5 %	or	4 x 5 %
	4 pages	10 %	or	6 x 8 %
	6 pages	15 %	or	12 x 10 %
	12 pages	20 %	or	24 x 15 %

The price shown for an advertisement is valid from the first placement. All aforementioned prices refer to a respective acceptance period of 12 months.

eyebizz Career

eyebizz Career is the smart tool for opticians, manufacturers and service providers in the industry. Here you will not find everyone - but exactly who you are looking for.

1/1 Page vertical	type area	200 x 248 mm	2,040.- EUR
1/2 Page vertical	type area	97 x 248 mm	1,240.- EUR
1/4 Page vertical	type area	97 x 118 mm	
1/4 Page landscape	type area	200 x 58 mm	980.- EUR

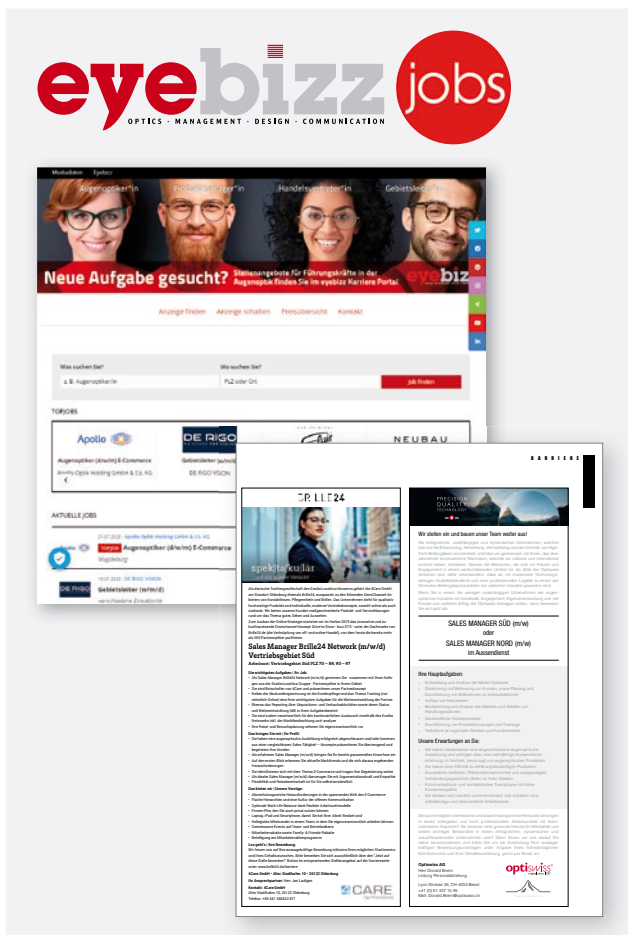
Placement online 590,- EUR for 60 days.

Booking at: jobs@eyebizz.de

If printed in the magazine, online placement is included for 60 days. With its high profile and reach to top positions in every media channel, eyebizz is the guarantor for a good placement of career offers in the B2B of ophthalmic optics.

**Now new with the eyebizz Jobs buzzer especially for opticians
Find the best colleagues locally.**

**Connect yourself online at any time:
<https://bit.ly/3nBU80e>**

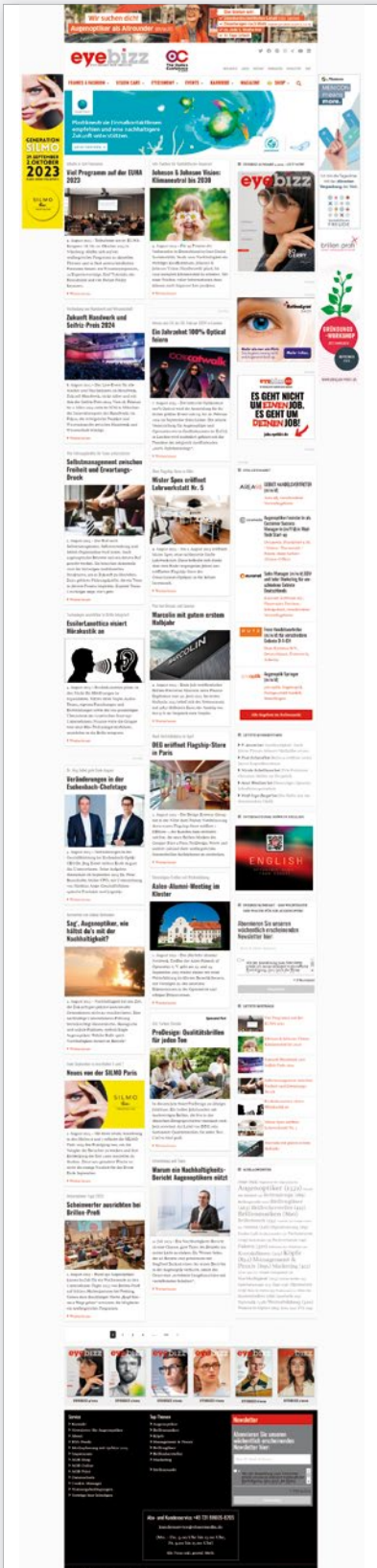


Digital products

NEWS.SEE

This is eyebizz 360°: Daily news on our portal eyebizz.de and our seven relevant social media channels for the optical industry.

Webseite



Display Banner

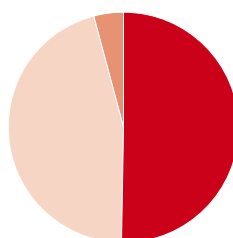
	Rectangle Feature Box Content Ad	300 x 250 Pixel	550.- EUR per month
	Content Ad	300 x 250 Pixel	550.- EUR per month
	Superbanner responsive	980 x 150 Pixel 300 x 120 Pixel	750.- EUR per month
	Skyscraper	160 x 600 Pixel	550.- EUR per month
	Sponsored Post	text and pictures	850.- EUR
	Billboard responsive	980 x 250 Pixel 300 x 120 Pixel	850.- EUR per month
	Pop-Up	320 x 150 Pixel and 40 text 40 characters	1,200.- EUR per month

Data delivery

All banner formats up to max. 150 KB, data formats: JPG, GIF, PNG

Delivery in each case up to 5 days before the first publication of the campaign.

Per E-mail to: clientsuccess@ebnermedia.de and anzeigen@eyebizz.de



Google Analytics

46.852

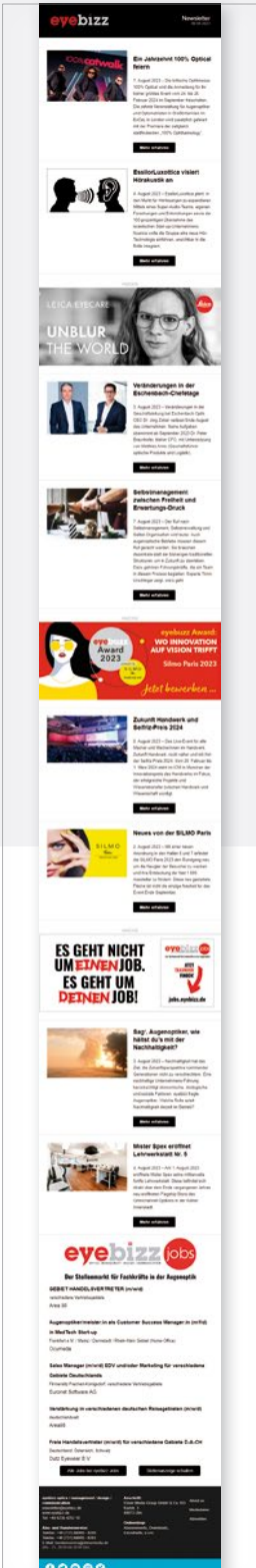
Page views by device category | 2023

■ Desktop 50,5% ■ Mobile 45,5% ■ Tablet 4,1%

Newsletter / Native Ads

Your direct connection to new customers.

eyebizz kompakt – weekly



Newsletter

Every Wednesday, punctually at 7:30 a.m., eyebizz kompakt brings the top news of the week directly to the E-mail mailbox of decision-makers from the optical industry. Recipients: around 7,000. We offer two formats for your advertising:

Banner

Banner format 580 x 250 pixels, up to 150 KB
File format JPG, GIF, PNG, 72 dpi
One target URL, no shortlinks

Price: 400.- EUR

Native Ad

Text header up to 40 characters
Text length 150 - 200 characters
One image 300 x 300 pixels (JPG, PNG)
One target URL, send to: anzeigen@eyebizz.de

Price: 400.- EUR

Sponsored Post

Eyeglasses online

The easiest solution to get your message across to our online readers. The post consists of a teaser message on the home page of eyebizz.de and your complete contribution article under the heading of the well-known eyeglasses.

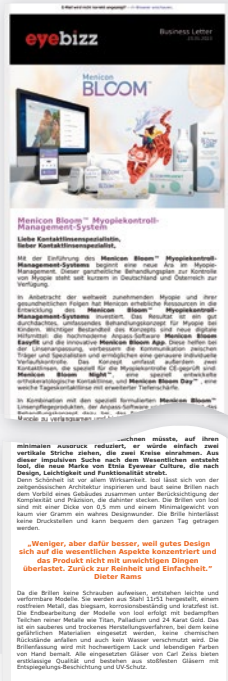
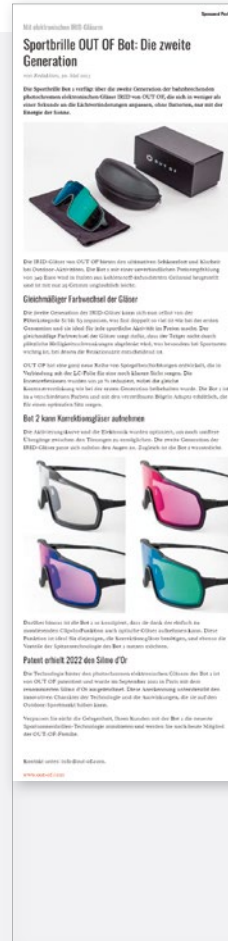
Data delivery

Please send us a Word document with all the pictures and the respective links. The pictures in the format 600 pixel width + XY height as JPG or PNG in RGB.

Special feature:

At no extra charge you receive a social media post on Facebook and Instagram.

Price: 850.- EUR



Stand-alone

Send your co-branded business news to approx. 7,000 newsletter subscribers exclusively with your content, your images, your social media links and direct deep links to your websites.

Data delivery

Please send us a Word document with all images and integrated links.

In addition, the images in the format 600 pixels width + XY height as JPG or PNG in RGB - or an HTML.

Labelling

»Business Newsletter«

Reporting

You will then receive a reporting with opening and click rates.

Price: 1,700.- EUR

Your contact partners

Online + Print:

redaktion@eyebizz.de



Editor-in-Chief

Ingo Rütten

Tel: +49 (2161) 2701-308
chefredakteur@eyebizz.de



Editor online / print

Patricia Perlitschke

Tel: +49 (6221) 7252-210
perlitschke@eyebizz.de



**Object Manager /
Head of Marketing and Sales**

Dagmar Schwall

Tel: +49 (6236) 425218
schwall@eyebizz.de



Your advertising hotline:

+49 (6236) 425218 | schwall@eyebizz.de

f 3,431
Facebook Follower

in 3,672
LinkedIn Follower

ig 2,637
Instagram Follower

x 2,754
Xing Follower

YouTube 118
YouTube Follower

Pin 14.809
Pinterest Follower

Visits 46,852
Visits

envelope 6,325
Newsletter-Subscribers

newspaper 12,000
Print Run (TVA)

Publisher / Verlag

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service@eyebizz.de
www.ebnermedia.de

eyebizz
OPTICS · MANAGEMENT · DESIGN · COMMUNICATION

eyebizz Conference

Optics Conference 2024

Knowledge platform

15 & 16 June Mannheim



Topics 2024:

Eye health and myopia management

Optics Conference 15 & 16 June Mannheim

At its premiere as a neutral information platform for ophthalmic optics, the Optics Conference by eyebizz in Mannheim on 9 and 10 June 2023 made a statement: the focus on myopia management was the appropriate topic for experts and those interested in this new service in ophthalmic optics.

The new format over one and a half days with a mix of workshops, exhibition and conference program was very well received. In the exhibition and workshops, the industry presented its products and solutions for myopia management. The lectures on Saturday offered the latest scientific findings, verifiable figures from current studies, experience reports and lots of valuable practical tips on how to responsibly integrate this relatively new service into the business.

The Optics Conference provided a comprehensive view of myopia management: editorial, critical, informative, stimulating, service- and business-oriented. And entertaining, too, as networking during the breaks and get-togethers in the evening were all about having fun..

The next step

When it comes to myopia management, „everything is in flux“ and so the topic will also play an important role at **the new edition of the Optics Conference on 15 and 16 June 2024**. The expansion of the program to include **eye health and its prevention** also underpins what myopia management has already shown: Responsible and sustainable preventive care for the customer is only possible in a network.



KNOWLEDGE ON AIR

**We get the industry in front of
the microphone and the camera**

Live and unvarnished Webinars 2024

In 2024, eyebizz not only wants to provide discussions, entertainment, and direct information at and with the Optics Conference. We will also increasingly use other formats and channels: for example, in **live webinars with experts from the industry**. We will discuss current developments, new products and offers, but also well-known opportunities and risks for opticians.

In 2024, we will bring the experts, the top management, the industry and the decision-makers with their employees from the companies, in short: the entire industry in front of the microphone, the camera and on paper.

We have a lot planned and are heading for new shores with the right technology.



Checklist for file delivery: Print



Photo: Shutterstock / Jr images

Specifications: Magazine

- Magazine format:** 230 mm wide, 300 mm high
Print area: 200 mm wide, 278 mm high
Number of columns: 3 columns = column width 57 mm

Printing and binding procedure: Sheet offset, adhesive binding, computer to plate (CTP), frequency modulation. In order to guarantee the optimal quality of your advertisement, we need files from you that are as easy to process as possible.

Please send us your advertisement materials according to the following checklist:

- only materials to be used
- E-mail receiving address for advertising materials: anzeigen@eyebizz.de
- Adobe print PDF: please deliver files issued according to PDF X3 standard
- ICC profile: Iso coated V2, change fonts into paths and save
- all bleed formats plus 3 mm
- Please note: **Colours can only be applied in CMYK.**

Mailing address for supplements/inserts and advertising materials:

F & W Mediencenter GmbH,
 Holzhauser Feld 2, D - 83361 Kienberg,
 E-Mail: info@fw-medien.de

Delivery deadline: 10 days before publication of the respective edition.

Publisher details

- CEO:** Marco Parrillo
Production Management: Thomas Heydn
Overall Production: F+W Mediencenter GmbH
 Holzhauser Feld 2, 83361 Kienberg
 E-Mail: info@fw-medien.de
Publishing House: Ebner Media Group GmbH & Co. KG
Publisher: Karlstraße 3, 89073 Ulm
 or PO Box 30 60,
 89020 Ulm
Subscription Service: Tel. +49 (731) 88005-8205
 E-Mail: kundenservice@ebnermedia.de
www.eyebizz.de/shop/abos/
Bank Account: Volksbank Ulm-Biberach
 IBAN: DE19 6309 0100 0036 2600 02
 BIC ULMVDE66XXX
Payment Conditions: Payment within 14 days after bill date total.
 The publishing house reserves the right to refuse adverts that do not conform to the concept of the magazine.
Terms and Conditions: look at
<https://www.ebnermedia.de/ebv/print-agb/>



eyebizz Object Data

Publishing House:	Ebner Media Group
Frequency of publication:	6 x per year
Magazine Format:	230 mm x 300 mm
Subscription rate:	5,50 EUR
Yearly subscription print for Germany:	26,20 EUR
Foreign:	32,20 EUR
Annual subscription plus – print and digital:	34,90 EUR
Annual subscription digital:	17,30 EUR
Printing process:	Sheet offset
Printing materials:	Digital data
Volume:	21th year
ISSN-Nr:	1613-186X

website: www.eyebizz.de

Edition control IVW II.2023

Printing	11,640
Sales	120
Distribution	11,554



eyebizz is your partner

For high-reach publishing - as an attractive magazine and digitally,
with webinars and the Optics Conference knowledge platform.

See you in
eyebizz



The smart magazine for successful opticians

#seeyouineybizz
#neuessehen
#ausblickmitperspektive
#eyebizz

f facebook

in linkedin

yt youtube

p pinterest

ig instagram

x xing



SAVE THE DATE!
15 & 16 June Mannheim

More information

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schwall@eyebizz.de

www.eyebizz.de