



MEDIA DATA 2026

VALID FROM JANUARY 1ST, 2026

Let's do this together!

eyebizz has been offering continuing education, information, updates on market events, tips and inspiration, opinions, trends, and technologies for more than two decades. Whether through the magazine, online portal, social media, webinars, or events, as the most widely-reaching media brand in optical communication, we provide a forward-looking perspective and engage our friends, fans, and followers across all platforms.

For me, as Editor-in-Chief and Publisher of eyebizz, it is not crucial which channel our readers, viewers, listeners, or visitors choose to stay informed about optometry and the latest industry news, or to explore product innovations, new collections, and developments relevant to their daily business and entrepreneurial success. What matters most is that it happens through an eyebizz channel!

Our new opportunities under the umbrella of partnaraue, with the accompanying increase in reach and visibility, perfectly support our mission: to tell stories across platforms and deliver essential information for successful opticians through multiple channels. We leverage both the synergies we have created and our established channels to achieve this.

It is personally important to me that our industry partners always gain the maximum benefit from our publications and offerings. Let's work together to determine how to position and amplify your story, your product, or your communication in a way that maximizes reach and attention.

We place great value on rigorous journalistic work that provides our readers with straightforward access to the industry. Wolfgang Schneider, the language authority, used to say, "Quality comes from effort," and in our case, that effort lies with the author, editor, presenter, social media manager, and everyone else involved. This is a principle we uphold every day in service of you!

We understand what opticians, the industry, and all members of the profession are capable of achieving. We know where focus is required to demonstrate that excellence day after day. We accompany you with the conviction that we can set the guidelines, open doors, and ultimately pave the way for your success. Let's embark on this journey together!

Ingo Rütten

Editor-in-Chief & Publisher, eyebizz

eyebizz team



Advertising Director

Corinna Benner

phone +49 (0) 2129 92 87 92

anzeigen@eyebizz.de

Even after 25 years in the publishing and media industry, Corinna Benner has maintained a fresh perspective on communication opportunities in her role as Head of Sales. Experience enables new impulses!



Editor Print und Online

Patricia Perlitschke

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Patricia Perlitschke has known the industry for many years — first as an optician, and even better since becoming an editor for optical trade publications. She has been part of eyebizz since 2016, with her home base in Heidelberg.



Editor-in-Chief & Publisher

Ingo Rütten

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chefredakteur@eyebizz.de

Optician and Bachelor Professionell, former ZVA spokesperson, later editor-in-chief and publishing director at a specialist optical publisher, now CEO of partnaraue GmbH. Perfectly connected within the industry and, since 2025, publisher of eyebizz.

Marketing-Hotline:
anzeigen@eyebizz.de

Online + Print:
online-redaktion@eyebizz.de



eyebizz – outlook with perspective

eyebizz is the cross-media magazine for professionals in the optical industry, setting standards both traditionally and digitally. Our readers – passionate opticians and industry experts – receive up-to-date information, innovative solutions, exciting personnel news, and practical inspiration from our experienced editorial team across all channels. Whether as a printed magazine or ePaper, digital web portal, on social media, in webinars, or at events: eyebizz is where the future of optics takes shape.

Magazine: Six times a year, the **eyebizz** magazine reaches companies in the optical industry, their decision-makers, and employees in Germany and beyond, with a circulation of nearly 10,000 copies per issue. A medium that sets trends, highlights developments, and takes the pulse of the industry.

eyebizz Events & Webinars: The **eyebizz** set new benchmarks as an event and knowledge platform – encouraging us to plan new formats. Whether as an extension of the magazine's topics or as stand-alone sessions, our webinars have already proven their worth, offering modern and interactive opportunities for discussion and professional development while engaging our audience in new ways.

eyebizz Portal – up-to-date and versatile: Every day, eyebizz.de delivers the latest news that moves the industry. With an average of nearly 50,000 page impressions per month, the **eyebizz** website is a central hub for the optical industry and its community. This is ideally comple-

mented by the **eyebizz Jobs** career marketplace, shaping the careers of tomorrow.

Social Media – always close to the action: Whether on LinkedIn, Instagram, or Facebook – **eyebizz** provides updates and news to boost reach and strengthen connections.

Always informed – the eyebizz Newsletter: Every Wednesday, around 6,200 subscribers receive the most interesting and in-demand news of the week straight to their inbox. News for everyone who wants to stay ahead of the curve.

eyebizz Job Portal: Whether opticians, executives, or field representatives – our job portal is the go-to destination for companies looking to move forward with the right talent.

eyebizz is the perfect partner by your side – helping you stay one step ahead.

Circulation: 9.800 copies

Subjects and dates



ISSUE	EXTRA	Fashion Specials	Special topics	Booking deadline	Deadline for material	Publishing dates	Fairs
1/26	Innovations, Trends, Trade Fairs	Downsizing: Small is beautiful	Start 2026: Shopping Guide	12.12.2025 (Fri)	17.12.2025 (Wed)	05.01.2026 (Mon)	opti Munich, Interlook Dortmund, MIDO Milan
2/26	Sports & Contact Lens	I want to ride my Bike (Sports & two-wheelers)	Sun protection	19.02.2026 (Thu)	26.02.2026 (Thu)	19.03.2026 (Thu)	100 % optical, London
3/26	Lens	Drama, baby! The new opulence	Workshop	15.04.2026 (Wed)	22.04.2026 (Wed)	13.05.2026 (Wed)	
4/26	Eye health	Coole looks for children	Artificial intelligence	11.06.2026 (Thu)	18.06.2026 (Thu)	09.07.2026 (Thu)	
5/26	Showroom equipment and consultation tools	Ombre-Look	eyebuzz-Award and autumn trade fair	13.08.2026 (Thu)	20.08.2026 (Thu)	10.09.2026 (Thu)	SILMO Paris, Visual contacts
6/26	Business models (of the future)	In the mood for winter	Smart Glasses	15.10.2026 (Thu)	22.10.2026 (Thu)	12.11.2026 (Thu)	Trendforum, Berlin
1/27	Innovations, Trends, Trade Fairs	Must Haves 2027	Start 2027: Shopping Guide	10.12.2026 (Thu)	17.12.2026 (Thu)	14.01.2027 (Thu)	opti Munich, Interlook Dortmund, MIDO Milan



For many years – and continuing in 2026 – we have been supporting start-ups in partnership with SILMO.

Formats and prices: Ads

We offer NEW FORMATS and unchanged prices for 2026

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



Your contact person for all questions regarding your marketing with eyebizz:

Corinna Benner: +49 2129 92 87 92 / anzeigen@eyebizz.de



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

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 eyelights are **automatically** published online in the corresponding section on eyebizz.de — **at no additional cost.**

Special rates apply for accompanying exclusive webinars related to the advertorial via [partnerauge](http://partnerauge.de) (see Webinars, page 10).

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: Inserts, bound inserts, and tip-ons must be designed in such a way that no manual processing is required. This may particularly apply to landscape formats. Any technical costs incurred will be charged separately if necessary. For inserts, bound inserts, and tip-ons, a binding sample or a layout with size and weight specifications is preferred.

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.



Promotion



Promotion is the ideal special format if you have more to say and want an individual visual presentation. This independent advertising format bridges the gap between classic advertising and editorial content.

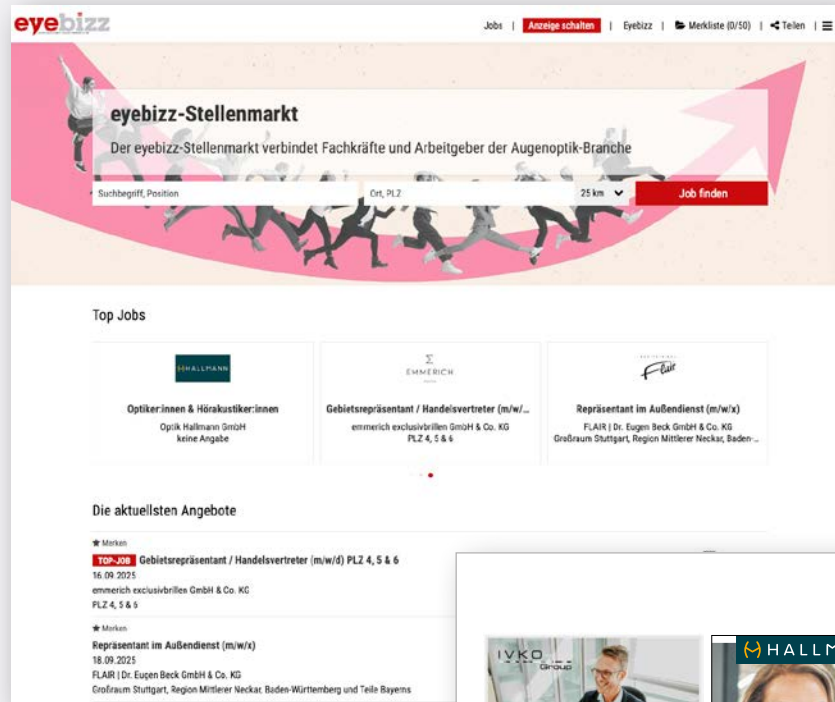
Our tip: It works particularly well as a double-page spread.

eyebizz-Promotion 2 1/1 pages 460 x 300 mm 4.900.– EUR

Bezieht sich auf alle Print Preise

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.

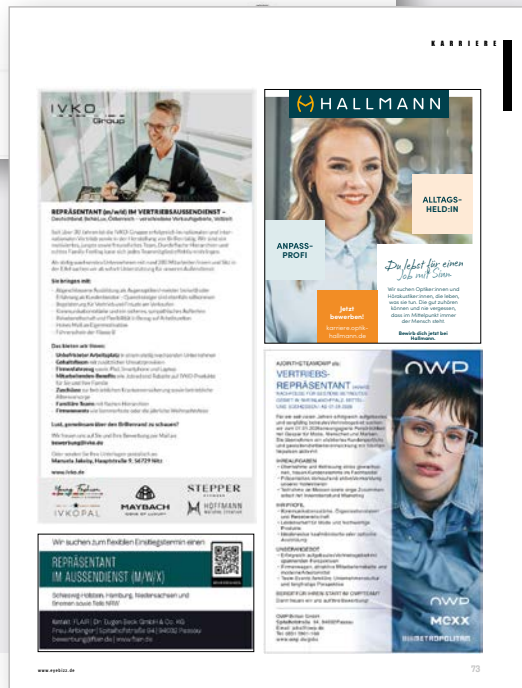


Data Submission:

All banner formats up to a maximum of 150 KB. File formats: JPG, GIF, PNG

Submission deadline: 5 days before the campaign's first publication

By email to: anzeigen@eyebizz.de and u.dahlmanns@partnerauge.de



eyebizz Career

eyebizz Career is the smart tool for opticians, manufacturers, and service providers in the industry. Here you won't find just anyone – you'll find exactly who you're looking for.

1/1 page portrait	print space format	200	x	248 mm	2.040,- EUR
1/2 page portrait	print space format	97	x	248 mm	1.240,- EUR
1/3 page portrait	print space format	97	x	182 mm	1.050,- EUR
1/3 page landscape	print space format	200	x	80 mm	1.050,- EUR
1/4 page portrait	print space format	97	x	118 mm	
1/4 page landscape	print space format	200	x	58 mm	780,- EUR

When booked in the magazine, online placement for 60 days is included free of charge.

Job market jobs.eyebizz.de

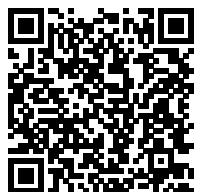
Text, logo and image	60 days	495,- EUR
	90 days	590,- EUR
Add-on: Web placement in the sidebar on eyebizz.de	1 month	250,- EUR
All-in-one best price:	Job advertisement online	
	90 days of TOPJOB and social media boost	895,- EUR

In recent years, we have made it our mission to connect sought-after specialists in a competitive market and to support young entrepreneurs and start-ups.

With its strong brand recognition and top reach across all media channels, eyebizz guarantees excellent placement of career opportunities in the B2B optical industry.

Job postings can be created 24/7 via the self-entry tool at:

jobs.eyebizz.de



Online-Ads

NEWS.SEE

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

Data delivery:

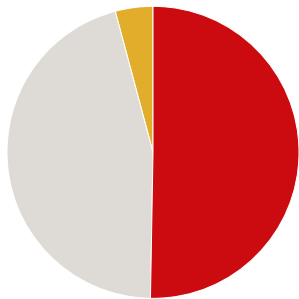
All banner formats up to max. 150 KB, data formats:

JPG, GIF, PNG

Delivery of the material up to 5 days before the first publication of the campaign.

E-mail to: anzeigen@eyebizz.de and

u.dahlmanns@partnerauge.de



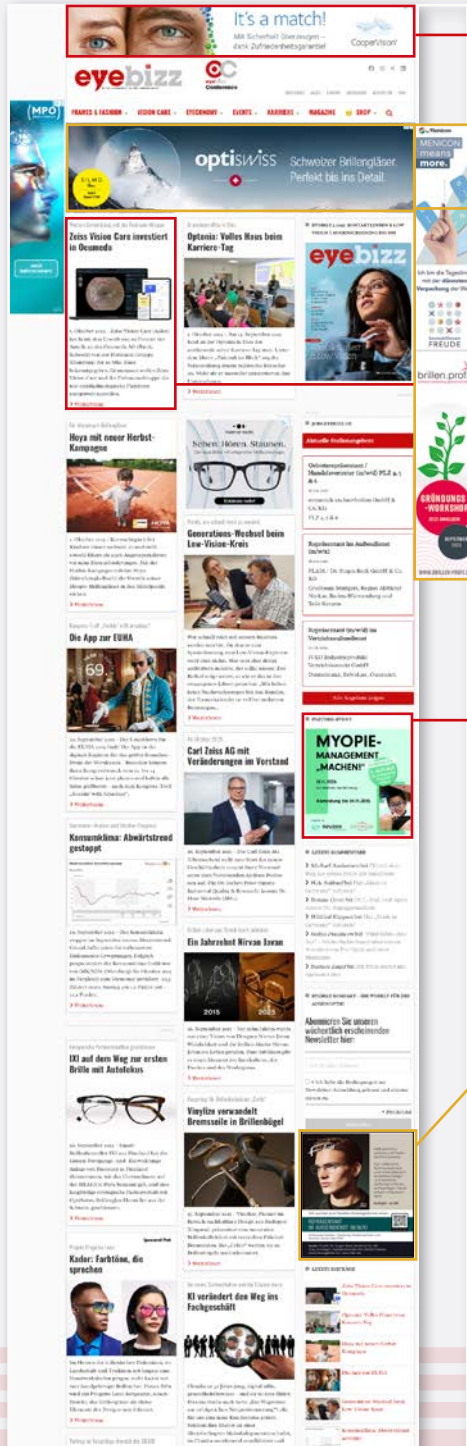
■ Desktop 41%
■ Mobile 57%
■ Tablet 2%

Google Analytics

ca. 48.000 PIs/month

Page views by device category | 2025

Website



Display Banner

	Superbanner responsive	980 x 150 Pixel 300 x 120 Pixel	750,- EUR per month
	Billboard responsive	980 x 250 Pixel 300 x 120 Pixel	850,- EUR per month
	Sponsored Post	Including social media posts and newsletter ads	850,- EUR
	Skyscraper Web only	160 x 600 Pixel	550,- EUR per month
	Rectangle Feature Box Content Ad	300 x 250 Pixel	550,- EUR per month
	Job market jobs.eyebizz.de	Text, logo and image	from 495,- EUR Add-on placement in sidebar (1 month) 250,- €
	Pop-Up	320 x 150 Pixel And text 40 letters	1.200,- EUR per month

More about the eyebizz job market on page 7

Newsletter / Native Ads

Your direct connection to new customers.

eyebizz kompakt – weekly



Newsletter

Every Wednesday at 9 a.m., eyebizz kompakt delivers the top news of the week directly to the email inboxes of decision-makers and professionals in the optical industry and related sectors. Recipients: Around 6,200. We offer two advertising formats:

Banner

Bannersize 580 x 250 pixels, up to 150 KB
File formats: JPG, GIF, PNG, 72 dpi.
One target URL, no shortlinks.

Price: 400,- EUR (single placement)

Monthly rate: 990,- EUR (four placements, including one motive change)

Native Ad

Text header up to 40 letters, Textlength 150 – 200 letters, one image 300 x 300 pixels (JPG, PNG), one target URL.

Preis: 400,- EUR (single placement)

Monthly rate: 990,- EUR (four placements, including one motive change)

Data submission via
anzeigen@eyebizz.de
and u.dahlmanns@partnerrauge.de

Business-Newsletter (Stand-Alone)



Send your exclusive stand-alone newsletter directly to our subscribers – featuring only your content, your images, and your direct links to your preferred landing pages.

Data submission:

Please send a Word document containing all images and embedded links. Additionally, provide the images separately in 600 px wide (variable height) as JPG oder PNG in RGB - or as an HTML file.

Label

»Business Newsletter«

Reporting

After dispatch, you will receive a report with open and click rates.

Price: 1.700,- EUR

Sponsored Post



The simplest way to deliver your message to our online readers. The post consists of a teaser message on the eyebizz.de homepage and your full article under the well-known eyelights section. Your Sponsored Post will also appear in the eyebizz newsletter.

Data submission:

Please send a Word document containing all images and their corresponding links. Images should be 600 px wide (variable height) as JPG or PNG in RGB.

Included at no extra cost:

Your social media post on Facebook, Instagram, and LinkedIn

Price: 850,- EUR

Webinars & Video Content

There are many fascinating topics in the optical industry that deserve a closer look and a deeper conversation — beyond current reporting and promotional activities — allowing for meaningful dialogue with a target audience that is genuinely engaged in the subject.

Sometimes, the challenge lies only in the practical implementation, and often, a topic needs to be viewed from different perspectives — ideally in a neutral setting, one that can even present promotional subjects in a new and insightful light.

eyebizz webinars are designed to inform, share and deepen knowledge and opinions, provide services, and offer decision-making support. They are usually live events, later available as recordings in the corresponding webinar media library. Each is accompanied by related coverage in eyebizz magazine or by your own communication measures — in print or online.

Webinare

Exklusiv-Webinar

(max 60 minutes)

from 1.500,- EUR

Webinar-Slot

in a scheduled live webinar

from 650,- EUR

Combination Offers:

Exclusive Webinar & 1/1-page in eyebizz print	5.775,-EUR
Exclusive Webinar & 1/1-page eyelight in eyebizz print	3.230,-EUR
Exclusive Webinar & 2/1-page Promotion in eyebizz print	5.440,-EUR

eyebizz 360°

Exclusive Webinar & 1/1-page ad in eyebizz print & Business-Newsletter	6.795,-EUR
Exclusive Webinar & 1/1-page eyelight in eyebizz print & Business Newsletter	4.400,-EUR
Exclusive Webinar & Promotion in eyebizz print & Business Newsletter	6.480,-EUR

Exclusive Webinar & 1/1-page ad in eyebizz print & Sponsored Post (Newsletter incl.)	6.110,- EUR
Exclusive Webinar & 1/1-page eyelight in eyebizz print & Sponsored Post (Newsletter incl.)	3.720,- EUR
Exclusive Webinar & Promotion eyebizz print & Sponsored Post (Newsletter incl.)	5.800,- EUR
+ Social Media Push:	250,- EUR

Video-Snippet

Your video ad on video advertising on eyebizz.de (max. 30 seconds)	850,-EUR
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All prices in EUR plus statutory VAT.

AE commission is not deductible for advertorials and promotions.

In addition, we offer you the opportunity to be part of eyebizz's new video formats, independently of your own content.

For suggestions, inquiries, or your topic proposals for exclusive webinars in the optical industry, please contact Corinna Benner at anzeigen@eyebizz.de.



Sponsorbreak

Your advertisement in the eyebizz “News Show” — every two weeks with current topics and news from the optical industry on eyebizz.de and social media. The recording remains available on eyebizz.de.

(Final version supplied, e.g., video up to 30 seconds)

265,- EUR

Topic Segment

In the eyebizz “News Show”, every two weeks with current topics and news from the optical industry on eyebizz.de and social media. The recording remains available on eyebizz.de. (Max. 15 minutes)

595,- EUR

„News-Show“ Sponsorship

Become a partner of the News Show — enjoy preferred consideration as a contact for topic research, guest talks, and interviews, plus logo visibility around the events. The eyebizz “News Show” appears every two weeks with the latest topics and news from the optical industry on eyebizz.de and social media; recordings remain available online.

1/1 year: 2.000 EUR

1/2 year: 1.111,- EUR

(all offers available from spring 2026)



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.

E-mail address for the transmission of adverts, banners and advertorials:

anzeigen@eyebizz.de and u.dahlmanns@partnerauge.de

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

- E-Mail addresses for Ad Material Submission: anzeigen@eyebizz.de and u.dahlmanns@partnerauge.de
- Adobe Print PDF: Please deliver in PDF-X3-standard
- ICC-Profil: Iso Coated V2, convert fonts to outlines, and save in Acrobat 1.3
- Bleed: add 3 mm on all trimmed formats
- Important: **All colours must be set in CMYK**

Shipping Address for Inserts/Bound Inserts:

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

Delivery deadline: By the respective ad and print material closing date for each issue.

 **3.378**
Facebook Follower

 **2.175**
LinkedIn Follower

 **2.955**
Instagram Follower

 **ca. 20.000**
Visits/month

 **6.200**
Newsletter Subscribers

 **9.800**
Print Circulation

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:	23rd year
ISSN-Nr:	1613-186X

website: www.eyebizz.de

Publisher Details

CEO:	Ingo Rütten
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Overall Production:	F+W Mediencenter GmbH Holzhauser Feld 2, 83361 Kienberg E-Mail: info@fw-medien.de
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Subscription Service:	Tel. +49 (2161) 9171849 E-Mail: info@partnerauge.de www.eyebizz.de/shop/abos/
Bank Account:	Stadtsparkasse Mönchengladbach IBAN: DE15 3105 0000 1004 5733 56 BIC: MGLSDE33XXX
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.

The smart magazine for successful opticians

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41068 Mönchengladbach
info@partnerauge.de

www.eyebizz.de

#seeyouineyebizz
#neuessehen
#ausblickmitperspektive
#eyebizz

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SEE YOU IN EYEBIZZ