

A close-up portrait of a woman with dark, wavy hair, wearing black-rimmed glasses and a red sweater. She is looking slightly to the right of the camera with a soft smile. The background is blurred, showing what appears to be a window or a bright indoor space.

eyeoboliz

OPTICS · MANAGEMENT · DESIGN · COMMUNICATION

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 partnerauge, 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 and Online

Patricia Perlitschke

phone +49 (0) 6221 7252 210
perlitschke@eyebizz.de

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.



Graphic design and scheduling

Ulrike Dahlmanns

phone +49 (0) 2161 9172 770
u.dahlmanns@partnerauge.de

Ulrike Dahlmanns works with a positive and creative attitude in the field of graphic design. She also brings her many years of experience in magazine production and management to bear on advising clients.



Editor-in-Chief & Publisher

Ingo Rütten

phone +49 (0) 2161 9171 849
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 partnerauge GmbH. Perfectly connected within the industry and, since 2025, publisher of eyebizz.



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: 9.500 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.com) (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

Applies 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

CLASSIC	ALL IN ONE BESTSELLER	BUZZER
60 days 590,- €	90 days 895,- € <i>instead 1.087,-</i>	60 days 499,- €
<p>Custom-designed ad in your corporate identity/design guidelines</p> <ul style="list-style-type: none"> • Full Service: Upon request, we will design the ad according to your specifications at no extra cost. • Logo display in the search results list. • Linking of the job posting in at least one of our newsletters. 	<p>Custom-designed ad in your corporate identity/design guidelines</p> <ul style="list-style-type: none"> • All the benefits of the Classic job ad: + Extended duration of 90 days + Includes TOPJOB + Includes Refresh + Includes Social Media Push 	<p>Custom-designed ad in your corporate identity/design guidelines</p> <ul style="list-style-type: none"> • All the benefits of the Classic job ad: + including regional search via Google Boost <p>! Exclusively for searching for opticians or similar professionals.</p>

Additional services that can be booked

SOCIAL MEDIA PUSH		
We strategically place your job ad on social media – so you can attract passive candidates too!		
Strategically place your job ad on social media		+ 249,- €
TOPJOB-PLACEMENT		
Top jobs are prominently placed above the other job postings and in the rotating banner at the top with a link to the ad.		+ 99,- €
REFRESH		
Date update every 30 days / Display moves to the top		+ 49,- €
EXTENSION OF TERM		
for 90 days	+ 100,- €	for 120 days + 200,- €
GOOGLE-BOOST		
Top Google ranking, with an intelligent algorithm and up to 900 relevant keywords, for 30 days, within a 30 km radius of the deployment location.		+ 290,- €
FLATRATE		
Post an unlimited number of online job ads within 6 months (CLASSIC, duration 60 days).		2.290,- €
Data delivery online: All banner formats up to a maximum of 150 KB, data formats: JPG, GIF, PNG		
Delivery must be made no later than 5 days before the initial publication of the campaign.		
By email to: u.dahlmanns@partnerauge.de (CC show@eyebizz.de)		

eyebizz Karriere print

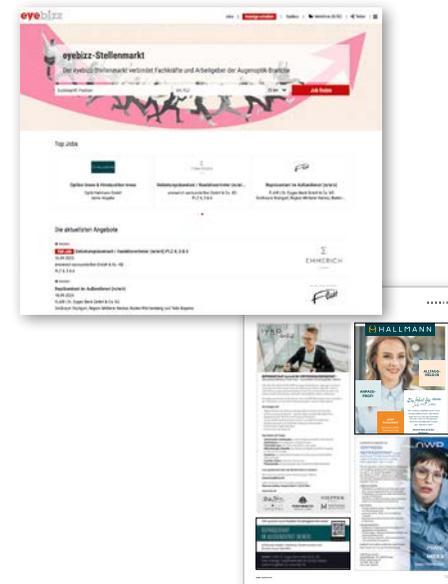
eyebizz Career is the smart tool for opticians, manufacturers, and service providers in the industry. Here you won't find just anyone – you'll find exactly who you're looking for.

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
1/2 page landscape	print space format	200 x 121 mm	1.240,- EUR
1/4 page portrait	print space format	97 x 118 mm	
1/4 page landscape	print space format	200 x 58 mm	980,- EUR

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

Quotas online + print

Discount per ad on the list price	3 ads	16 %
(applies to a period of 12 months from the date of booking at the list price)	5 ads	21 %
	10 ads	26 %
	20 ads	39 %



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:

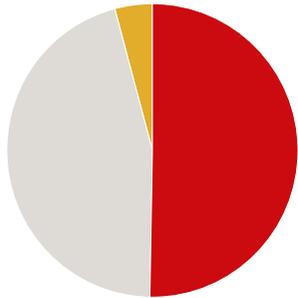
All banner formats up to max. 150 KB, data formats:

JPG, GIF, PNG

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

E-mail to: u.dahlmanns@partnerauge.de

(CCanzeigen@eyebizz.de)



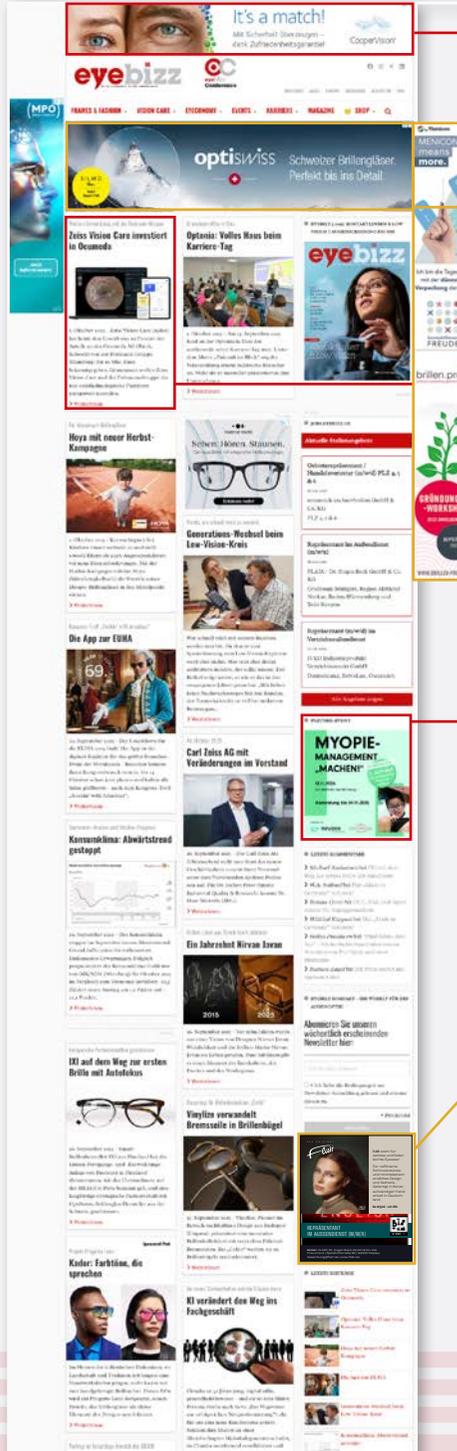
- Desktop 41%
- Mobile 57%
- Tablet 2%

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@partnerauge.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

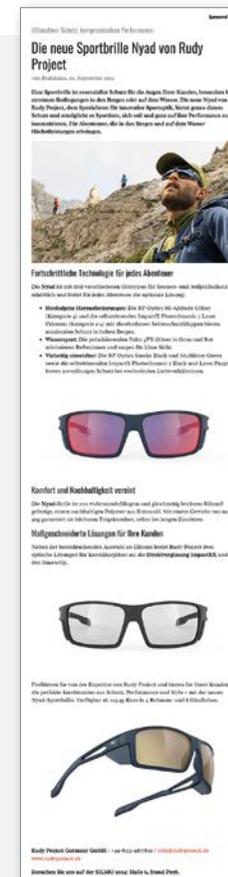
»Business Newsletter«

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 in 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)

Technical data / Publishers' details

Print

Printing and binding processes:	Web offset Perfect binding
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
Colours:	Euro scale
Print documents:	Digital data
Data formats:	• PDF/X-1a or PDF/X-4 • EPS, JPG and TIFF

To ensure optimal quality for your advertisements, we need data from you that is as easy to process as possible.

Additional costs: Changes to print templates will be charged at cost.

Digital data transmission:

- Email address for advertising material: u.dahlmanns@partnerauge.de (CC anzeigen@eyebizz.de)
- For files larger than 15 MB, please send via wetransfer.com
- Adobe print PDF: Submit in PDF/X-1a or PDF/X-4 standard
- ICC profile: ISO Coated V2, convert fonts to outlines and save in Acrobat 1.3
- All bleed formats plus 3 mm
- Please note: Colors must be set to CMYK
- All fonts must be included
- PDF file, Fogra 39 or ISO Coated V2 color profile

 **3.378**
Facebook Follower

 **2.175**
LinkedIn Follower

 **2.955**
Instagram Follower

 **ca. 20.000**
Visits/month

 **6.200**
Newsletter Subscribers

 **9.500**
Print Circulation

- EPS files (pixels) > see PDF
- EPS files (vector) > convert fonts to outlines (paths) or embed them in the file
- Apple: compressed data: Stuffit or ZIP
- PC: compressed data: ZIP
- Resolution: 300 pixels/inch; 118 pixels/cm

Shipping address for inserts/binders:

Möller Pro Media GmbH,
Zeppelinstraße 6, 16356 Ahrensfelde,
E-Mail: schuhmann@moellerpromedia.de

Delivery deadline for print ads: Respective print and advertising deadline for each issue.

Delivery deadline for online ads: 5 days before the campaign's initial publication.

Email address for submitting ads, banners, and advertorials:

u.dahlmanns@partnerauge.de (CC anzeigen@eyebizz.de)

ONLINE only

HTML: Maximum width 1,000 px. All files in a single ZIP file. The index file (index.html) and all image files must be in the root directory (not in a subfolder).

PDF: Ideally, a one-page PDF with embedded links.

Textdatei: docx or txt file with the corresponding markings, lists, attachments (image(s), logo), possibly including special company font (otherwise a Google Font will be used)

Objekt Daten

Publishing House:	partnerauge GmbH
Frequency of publication:	6 x jährlich
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
Volume:	23. Jahrgang
ISSN-Nr:	1613-186X

website: www.eyebizz.de

Publisher Details

CEO:	Ingo Rütten
Overall Production:	Möller Pro Media GmbH Zeppelinstraße 6, 16356 Ahrensfelde E-Mail: schuhmann@moellerpromedia.de
Publishing house/ Publisher:	partnerauge GmbH Rönneterring 11, 41068 Mönchengladbach
Subscription Service:	Tel. +49 (2161) 91 71 849 E-Mail: kundenservice@eyebizz.de www.shop.eyebizz.de
Bank Account:	Stadtsparkasse Mönchengladbach IBAN: DE 1531 0500 0010 0457 3356 BIC: MGLSDE33XXX
Payment Conditions:	Payment is due within 14 days of the invoice date, net. The publisher reserves the right to reject advertisements that do not conform to the concept of the magazine.

The smart magazine for successful opticians

Publisher / Publishing House

partnerauge GmbH
Rönneterring 11
41068 Mönchengladbach
info@partnerauge.de

www.eyebizz.de

#seeyouineybizz
#neuessehen
#ausblickmitperspektive
#eyebizz

Further informationen

+49 (0) 2129 92 87 92

anzeigen@eyebizz.de

www.eyebizz.de



SEE YOU IN EYEBIZZ