

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

eyebizz

OPTICS · MANAGEMENT · DESIGN · COMMUNICATION

Media Data 2025 Outlook with perspectives

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	3.589 Facebook Follower
	4.989 LinkedIn Follower
	2.756 Instagram Follower
	2.687 Xing Follower
	171 YouTube Follower
	38.985 Visits/Month
	6.000 Newsletter-Subscribers
	10.200 Print Run (TvA)

Let's do it together!

For me as editor-in-chief of eyebizz, it is not so important how our readers, viewers and listeners find out about the industry, where they learn about the innovations and developments that are relevant to their daily business and entrepreneurial success: The main thing is that it's via an eyebizz channel!

As a magazine, an online portal, via social media, in webinars and at events, we offer further training, current market events, tips and suggestions, opinions, trends and technologies. In short, as the media brand with the widest reach for communication in the optical industry, we provide an outlook with perspective and pick up our friends, fans and followers on all platforms.

It is important to me personally that you, our industry partners, can always benefit from our publications and services. I also value good journalism, which should make it easier for you to do just that. Wolfgang Schneider, the pope of language, used to say that 'quality comes from agony', and it is the author, editor, presenter, social media manager etc. who should agonize over it.. We take this to heart every day that we are here for you!

We know what opticians, the industry and all the members of the industry out there are capable of achieving. out there, and we know what they need to focus on to prove it every day. We support you with the conviction that we can provide the guardrails between which you will find the the right path to success.

Let's do it together!

Yours, Ingo Rütten, eyebizz Editor-in-Chief

eyebizz Team



Object Manager **eyebizz** Advertising Director

Dagmar V. Schwall

phone: +49 (6236) 4252 18
schwall@eyebizz.de

Woman of the first hour. Creative marketing, communications and sales specialist, social media channels, with 26 years' experience in the world of optical magazines. Publishing office, Mannheim.



Editor **eyebizz** Print and Online

Patricia Perlitschke

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

Optician, editor for different optical publications for many years. Reliable heart of of the eyebizz team since 2016. Based in Heidelberg.



Editor-in-chief **eyebizz** Moderator, Events and Webinars

Ingo Rütten

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

Master optician, ZVA spokesperson, then editor-in-chief and publishing director at a trade journal, self-employed entrepreneur with Partnerauge, well connected in the industry, has enriched eyebizz team since January 2022, based in Mönchengladbach.

Marketing-Hotline:

anzeigen@eyebizz.de

Online + Print:

online-redaktion@eyebizz.de

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eyebizz – Outlook with perspective

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J A H R E
N E U E S
S E H E N
eyebizz

eyebizz is the leading media platform for professionals in the eyewear industry, setting standards both traditionally and digitally. Our readers - passionate opticians and industry experts - find useful information, innovative solutions and practical inspiration on all channels. Whether in our print magazine, on our portal www.eyebizz.de, in social media, webinars or at events, **eyebizz** is where the future of eyecare is being shaped.

A magazine with vision: Six times a year, **eyebizz** magazine reaches companies in the optical industry in Germany, Austria and Switzerland with a circulation of around 10,000 copies per issue. A medium that sets trends, highlights developments and takes the pulse of the industry.

New ways of learning - **eyebizz conference and webinars:** In 2023, the Optics Conference set new standards as a knowledge platform. In addition, our webinars offer advanced training and discussions on the topics that move our industry in a modern and interactive form.

eyebizz Portal - Up-to-date and versatile: news, trends and fashion topics every day. With an average of 38,500 page impressions per month, the portal is a central point of contact for everyone who wants to know what is happening in the industry. This is complemented by the **eyebizz** Jobs job market, which is shaping the careers of tomorrow.

Social media - always close to the action: Whether LinkedIn, Instagram, Facebook or Xing - **eyebizz** offers daily updates and news for even more reach and networking.

Always up to date - the **eyebizz newsletter:** Every Wednesday, around 6,000 subscribers receive the most exciting news of the week in a compact format in their mailbox - for all those who want to keep their finger on the pulse.

eyebizz job portal - keeping an eye on your growth: Whether you are an optician, manager or sales representative, our job portal is the first port of call for anyone looking to promote their company with the right talent.

With **eyebizz, you have the ideal partner at your side to keep you one step ahead.**



Subjects and dates

ISSUE	EXTRA	Fashion Specials	Special topics	Booking deadline	Deadline for material	Publishing dates	FAIRS
1/25	Fit for Future: technology, optics, fashion	Trade fair edition: What is new in 2025	START 2025: Shopping Guide	03.01.2025 (Fr)	08.01.2025 (Mi)	23.01.2025 (Fr)	opti Munic, Interlook Dortmund, MIDO Milan
2/25	Sport Optics	Surf and Sail / Fashion in lens colors	Women in Optics	28.02.2025 (Fr)	05.03.2025 (Mi)	20.03.2025 (Do)	100 % optical, London
3/25	Eyeglass lenses and the art of refraction	Smart Glasses and Wearables	Workshop/Devices	25.04.2025 (Fr)	30.04.2025 (Mi)	15.05.2025 (Do)	
4/25	Eye health, screening, telemedicine	Mystic Colours (Colors of the year 2025)	Myopia-Management	20.06.2025 (Fr)	25.06.2025 (Mi)	10.07.2025 (Do)	
5/25	Contact lenses, low vision	Retro design and vintage aesthetics	eyebuzz Award Silmo 2025	22.08.2025 (Fr)	27.08.2025 (Mi)	11.09.2025 (Do)	SILMO Paris
6/25	Greeneye: Sustainable eyewear production	Winter Wonder World	Shop Design	17.10.2025 (Fr)	22.10.2025 (Mi)	06.11.2025 (Do)	Trendforum, Berlin
1/26	Start 2026: Innovations, trends, trade fairs	Downsizing: small is beautiful		12.12.2025 (Fr)	17.12.2025 (Mi)	05.01.2026 (Mo)	opti Munic, Interlook Dortmund, MIDO Milan
S-GUIDE	Start 2026: Shopping Guide			12.12.2025 (Fr)	17.12.2025 (Mi)	05.01.2026 (Mo)	



Since seven years already we support start-ups together with Silmo. Want to participate? Please write to us!

Formats and Prices

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

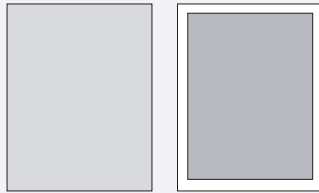
Cover and title pages

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

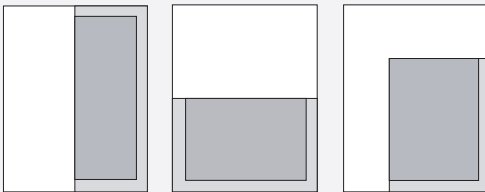
Titel U1	6,400.- EUR
U2	5,400.- EUR
U3	5,400.- EUR
U4	5,900.- EUR
Banderole	5,700.- EUR
Gatefolder	9,800.- EUR



Formats



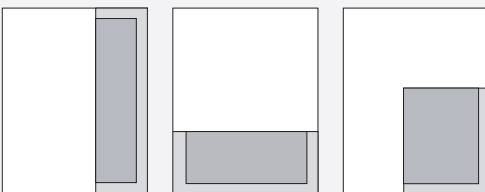
1/1 page	bleed format	230 x 300 mm	5,290.- EUR
	print space format	200 x 278 mm	



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

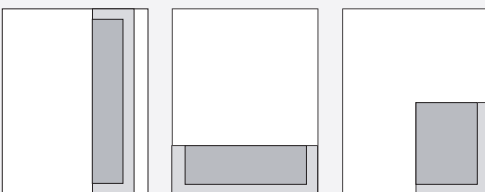
1/2 Juniorpage	bleed format	149 x 210 mm
	print space format	137 x 196 mm



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

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.



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.

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

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	2 1/1 pages	460 x 300 mm	4,900.- EUR
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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.

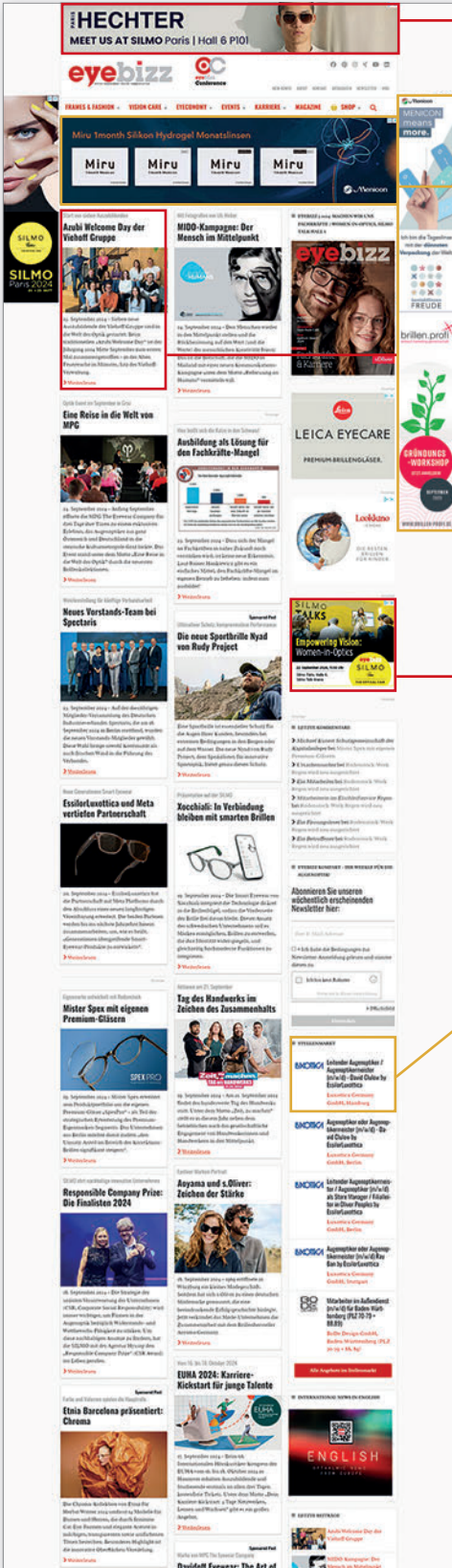


Digital products

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

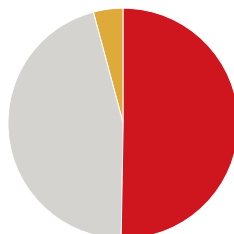
	Superbanner responsive	980 x 150 Pixel 300 x 120 Pixel	750.- EUR per month
	Billboard responsive	980 x 250 Pixel 300 x 120 Pixel	850.- EUR per month
	Sponsored Post	inkl. SoMe-Posts and Newsletter Advertisement	850.- EUR
	Skyscraper	160 x 600 Pixel	550.- EUR per month
	Rectangle Feature Box Content Ad	300 x 250 Pixel	550.- EUR per month
	Job market	Text, Logo and picture	590.- EUR Bestprice: Job-offer online 90 days with TopJob and Social Media-Push for 895.- € only
	Pop-Up	320 x 150 Pixel and text 100 characters	1,200.- EUR per month

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: clientsuccess@ebnermedia.de and anzeigen@eyebizz.de



Google Analytics

38.852

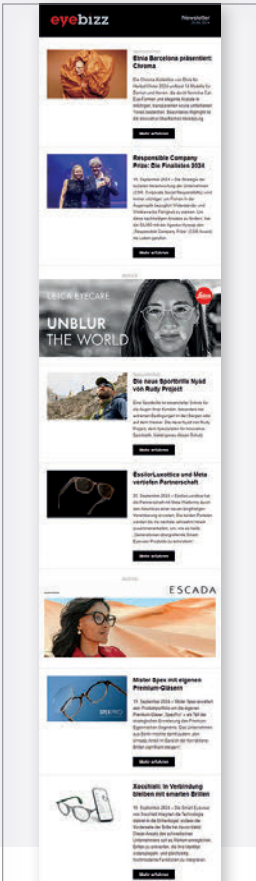
Page views by device category | 2024

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

Newsletter / Native Ads

Your direct connection to new customers.

eyebizz kompakt - weekly



Newsletter weekly

Every Wednesday at 9:00 a.m., eyebizz compact brings the top news of the week directly to the E-mail mailbox of decision-makers from the optical industry. Recipients: around 6,000. 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

Eyelight 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 eyelight.

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 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 receive a reporting with sends, opening and click rates.

Price: 1,700.- EUR

Technical data / Publisher's details

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 clientsuccess@ebnermedia.de

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/>



Circulation analysis:

Print run	10.200
Distributed circulation	9.860
thereof domestic	9.439
thereof abroad	421

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:	22nd year
ISSN-Nr:	1613-186X

website: www.eyebizz.de

eyebizz
OPTICS · MANAGEMENT · DESIGN · COMMUNICATION

The smart magazine for successful opticians



Foto: dadinthematrix / a running glasses oakley style sunglasses ad



*See you in
eyebizz*

Publisher / Verlag

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#seeyouineybizz
#neuessehen
#ausblickmitperspektive
#eyebizz

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