

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

# eyebizz

OPTICS · MANAGEMENT · DESIGN · COMMUNICATION

## Media Data 2025 Outlook with perspectives

### SUMMARY

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|  |  |
|--|--|
|  | <b>3.589</b><br>Facebook Follower      |
|  | <b>4.989</b><br>LinkedIn Follower      |
|  | <b>2.756</b><br>Instagram Follower     |
|  | <b>2.687</b><br>Xing Follower          |
|  | <b>171</b><br>YouTube Follower         |
|  | <b>38.985</b><br>Visits/Month          |
|  | <b>6.000</b><br>Newsletter-Subscribers |
|  | <b>10.200</b><br>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](mailto:anzeigen@eyebizz.de)

**Online + Print:**

[online-redaktion@eyebizz.de](mailto:online-redaktion@eyebizz.de)

**eyebizz**  
OPTICS · MANAGEMENT · DESIGN · COMMUNICATION



## eyebizz – Outlook with perspective

**21**  
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](http://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 (Do)  | 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:     | <b>230 mm wide x 300 mm high</b>  |
| Bleed:               | All bleed formats <b>plus 3 mm</b>  |
| Text spacing:        | at least 13 mm from the gutter and<br>8 mm from the margin  |
| Placement surcharge: | Plus 10 % for special placements and<br>guaranteed positioning in the magazine<br>(not discountable).<br>Colour/bleed: no surcharge |

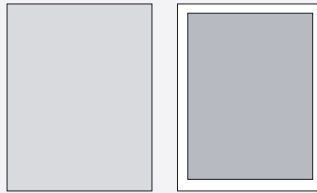
### Cover and title pages

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

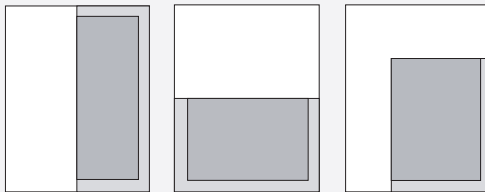
|                   |             |
|-------------------|-------------|
| <b>Titel U1</b>   | 6,400.- EUR |
| <b>U2</b>         | 5,400.- EUR |
| <b>U3</b>         | 5,400.- EUR |
| <b>U4</b>         | 5,900.- EUR |
| <b>Banderole</b>  | 5,700.- EUR |
| <b>Gatefolder</b> | 9,800.- EUR |



### Formats



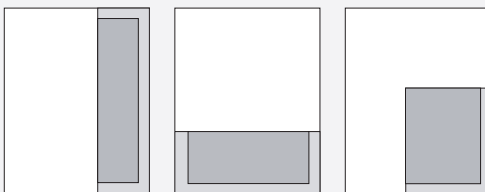
|                 |                    |              |             |
|-----------------|--------------------|--------------|-------------|
| <b>1/1 page</b> | bleed format       | 230 x 300 mm | 5,290.- EUR |
|                 | print space format | 200 x 278 mm |             |



|                          |                    |              |             |
|--------------------------|--------------------|--------------|-------------|
| <b>1/2 page portrait</b> | bleed format       | 110 x 300 mm | 2,990.- EUR |
|                          | print space format | 98 x 278 mm  |             |

|                           |                    |              |
|---------------------------|--------------------|--------------|
| <b>1/2 page landscape</b> | bleed format       | 230 x 142 mm |
|                           | print space format | 200 x 128 mm |

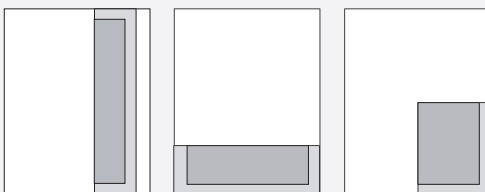
|                       |                    |              |
|-----------------------|--------------------|--------------|
| <b>1/2 Juniorpage</b> | bleed format       | 149 x 210 mm |
|                       | print space format | 137 x 196 mm |



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

|                           |                    |              |
|---------------------------|--------------------|--------------|
| <b>1/3 page landscape</b> | bleed format       | 230 x 106 mm |
|                           | print space format | 200 x 92 mm  |

|                       |                    |              |
|-----------------------|--------------------|--------------|
| <b>1/3 Juniorpage</b> | bleed format       | 132 x 174 mm |
|                       | print space format | 120 x 160 mm |



|                          |                    |             |             |
|--------------------------|--------------------|-------------|-------------|
| <b>1/4 page portrait</b> | bleed format       | 61 x 300 mm | 1,750.- EUR |
|                          | print space format | 49 x 278 mm |             |

|                           |                    |             |
|---------------------------|--------------------|-------------|
| <b>1/4 page landscape</b> | bleed format       | 230 x 80 mm |
|                           | print space format | 200 x 66 mm |

|                       |                    |              |
|-----------------------|--------------------|--------------|
| <b>1/4 Juniorpage</b> | bleed format       | 110 x 148 mm |
|                       | print space format | 98 x 134 mm  |

|                       |              |              |             |
|-----------------------|--------------|--------------|-------------|
| <b>Shopping Guide</b> | bleed format | 140 x 140 mm | 1,500.- EUR |
|-----------------------|--------------|--------------|-------------|



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

Dagmar Schwall: +49-6236-425218 / [schwall@eyebizz.de](mailto: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

|                           |   |             |
|---------------------------|---|-------------|
| <b>eyelights 1/1 page</b> | up to 5 pictures, logo, web address, max. 3,000 text characters | 2,500.- EUR |
| <b>eyelights 1/2 page</b> | up to 3 pictures, logo, web address, max. 1,500 text characters | 1,500.- EUR |
| <b>eyelights 1/4 page</b> | 1-2 pictures, logo, web address, max. 600 text characters       | 800.- EUR   |

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

### Supplements

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

### Bound-in inserts

|                  |                |             |
|------------------|----------------|-------------|
| At the beginning | <b>2 pages</b> | 4,900.- EUR |
| of bound sheet   | <b>4 pages</b> | 6,400.- EUR |
|                  | <b>6 pages</b> | 7,800.- EUR |
|                  | <b>8 pages</b> | 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.

|                          |             |              |             |
|--------------------------|-------------|--------------|-------------|
| <b>eyebizz-Promotion</b> | 2 1/1 pages | 460 x 300 mm | 4,900.- EUR |
|--------------------------|-------------|--------------|-------------|

### Bezieht sich auf alle Print Preise

|                            |                 |      |    |           |
|----------------------------|-----------------|------|----|-----------|
| <b>Overview discounts:</b> | <b>2 pages</b>  | 5 %  | or | 4 x 5 %   |
|                            | <b>4 pages</b>  | 10 % | or | 6 x 8 %   |
|                            | <b>6 pages</b>  | 15 % | or | 12 x 10 % |
|                            | <b>12 pages</b> | 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](http://eyebizz.de) and our seven relevant social media channels for the optical industry.

## Webseite



## Display Banner

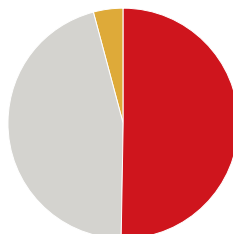
|  |   |   |  |
|--|---|---|--|
|  | <b>Superbanner responsive</b>           | 980 x 150 Pixel<br>300 x 120 Pixel            | 750.- EUR per month  |
|  | <b>Billboard responsive</b>             | 980 x 250 Pixel<br>300 x 120 Pixel            | 850.- EUR per month  |
|  | <b>Sponsored Post</b>                   | inkl. SoMe-Posts and Newsletter Advertisement | 850.- EUR  |
|  | <b>Skyscraper</b>                       | 160 x 600 Pixel                               | 550.- EUR per month  |
|  | <b>Rectangle Feature Box Content Ad</b> | 300 x 250 Pixel                               | 550.- EUR per month  |
|  | <b>Job market</b>                       | Text, Logo and picture                        | 590.- EUR<br>Bestprice: Job-offer online 90 days with TopJob and Social Media-Push for <b>895.- € only</b> |
|  | <b>Pop-Up</b>                           | 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](mailto:clientsuccess@ebnermedia.de) and [anzeigen@eyebizz.de](mailto: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](http://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

Ebner Media Group  
GmbH & Co. KG  
Postfach 30 60, 89073 Ulm  
service@eyebizz.de  
www.ebnermedia.de

#seeyouineybizz  
#neuessehen  
#ausblickmitperspektive  
#eyebizz

#### More information

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www.eyebizz.de