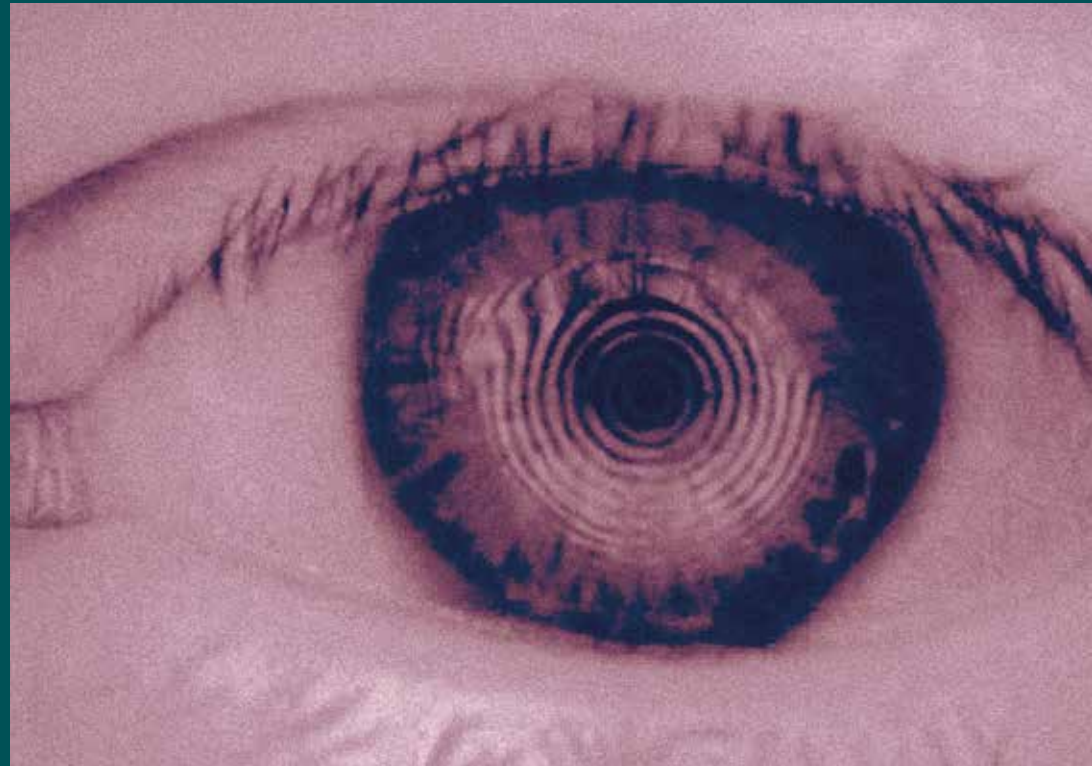
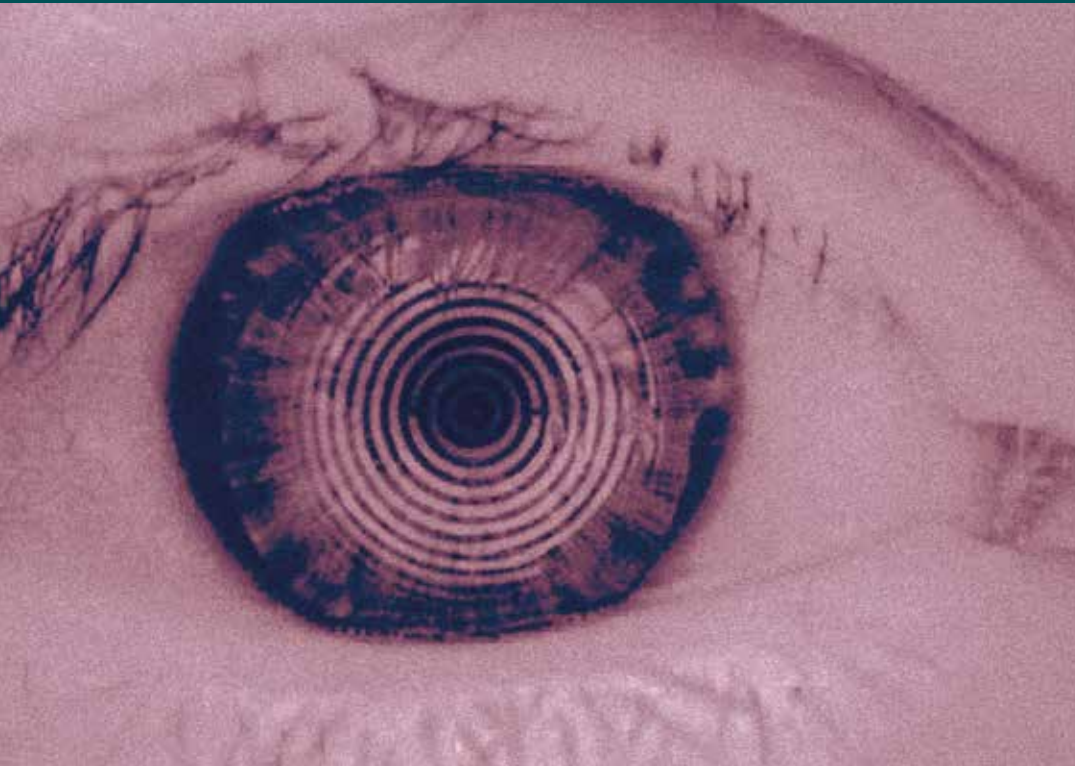


OCL

Optometry & Contact Lenses

Media Data 2021



Unimagined dimensions of new knowledge

Optometry and Contact Lenses (OCL)

Dear Ladies and Gentlemen,

the importance of optometry is growing inexorably. However, the German-language professional journals of ophthalmic optics and optometry have apparently not done justice to this fact so far: Even German-speaking scientists published their professional articles preferably in English-language publications. With the scientific magazine Optometry and Contact Lenses (OCL) the DOZ publishing house reacts to it. The aim of the magazine can be summarized in five points as follows:

Readership: Opticians, optometrists, ophthalmologists and doctors in further training to become ophthalmologists from Germany, Austria and Switzerland as well as students of these disciplines.

Objective: OCL is dedicated to the overall complex of eyes and vision (Eye and Vision Care). OCL publishes scientific and clinical articles and case reports from the fields of ophthalmic optics, optometry, ophthalmology and related disciplines. In addition, it publishes interviews with well-known personalities in the field and book reviews on current new publications in the field of eye and vision.

Company: The journal is the official communication organ of the Association of German Contact Lenses-Specialists and Optometrists (VDCO). Each issue includes VDCO association information.

Continuing Education: Each issue also includes a section on „(Certified) Continuing Optometric Education (COE)“. For successful completion of a COE-certified course in

Optometry and Contact Lenses (OCL), the participant receives 1 COE continuing education point. The OCL Editorial Board selects the item in question; the questions are designed as multiple-choice tests according to the guidelines of the Quality Association for Optometric Services (GOL). They can be answered online on the OCL website.

Website: The website www.ocl-online.de and www.ocl-online.com contain all articles published in the OCL magazine and are freely available to subscribers there. Individual sales of articles for non-subscribers are also provided. The website is bilingual (German and English) in order to reach the international audience as well.

The DOZ publishing house and me are sure that with OCL we are launching a magazine that will give an important and necessary impetus to the entire German-speaking ophthalmic industry.



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The OCL-Team



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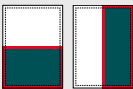
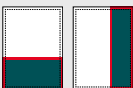
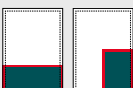
E-Mail: miller@doz-verlag.de

... and 34 international experts from the fields of ophthalmic optics, optometry and ophthalmology on the Scientific Advisory Board, visit www.ocl-online.com

Subject schedule and deadlines 2021

Month	Medium	Advertising deadline	Deadline for print documents	Editorial deadline	Publication date
July/August	Visual defects and refraction	02.06.2021	04.06.2021	28.05.2021	29.06.2021
September	Myopia	03.08.2021	05.08.2021	29.07.2021	30.08.2021
October	Anterior eye segment and visual functions	03.09.2021	07.09.2021	27.08.2021	29.09.2021
November	Telemedicine and physiology	04.10.2021	06.10.2021	28.09.2021	28.10.2021
December	Children's optometry	03.11.2021	05.11.2021	28.10.2021	29.11.2021

Ad formats (prices excl. VAT)

		Formats in trim size <small>width x height in mm</small> + 3 mm bleed at the outer borders	Formats in print space <small>width x height in mm</small>	Prices
1/1 page		210 × 297	177 × 245	3.799,- € + 600,- € 2nd and 4th cover*
1/2 page landscape / portrait		210 × 147 / 100 × 297	177 × 123 / 85 × 245	2.199,- €
1/3 page landscape / portrait		210 × 99 / 70 × 297	177 × 81 / 55 × 245	1.499,- €
1/4 page landscape / portrait		210 × 74 / 100 × 147	177 × 61 / 85 × 123	1.099,- €

Other formats available on request

* No discounts or commission on positioning surcharges

PR advertisements / advertorials (prices excl. VAT)

		Price
1/1 page	2 to 3 images + text approx. 3,500 characters incl. spaces positioning requests possible	1.799,- €
1/2 page	1 to 2 images + text approx. 1,800 characters incl. spaces	949,- €
1/3 page	1 image + text approx. 1,200 characters incl. spaces	669,- €
1/4 page	1 images + text approx. 600 characters incl. spaces	499,- €

Supplements (prices excl. VAT)

Weight	Price per thousand
up to 30 g	269,- €
up to 40 g	369,- €
up to 50 g	459,- €

Prices include postal delivery charges!
 Max. format 205 x 297 mm
 Partial delivery per postal code area possible

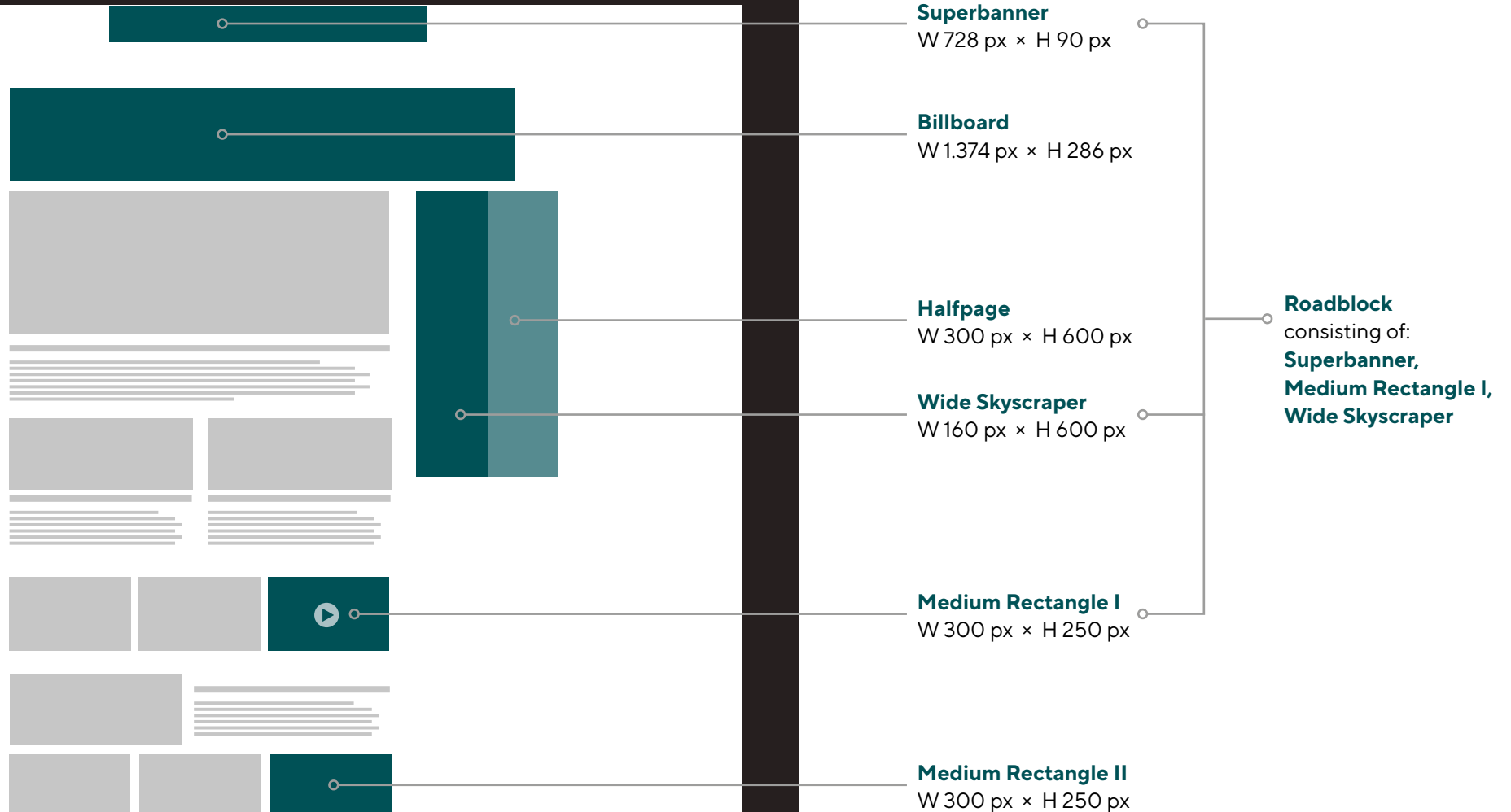
Inserts (prices excl. VAT)

Quantity	Price up to 200 g/m²
1 sheet (2 pages)	2.599,- €
2 sheets (4 pages)	3.999,- €
3 sheets (6 pages)	5.399,- €
4 sheets (8 pages)	6.899,- €

More pages on request

OCL Digital – Display Ads

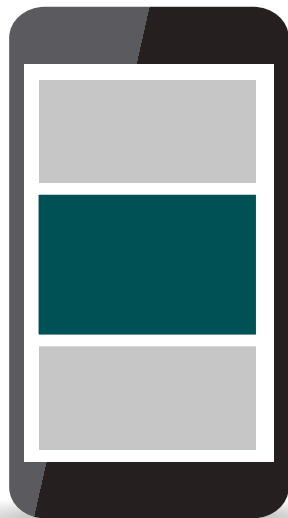
Find the right banner for your message!



High Impact Format: Content-Ad

Give your advertising message prime position in the middle of the content. That means that your ad will attract more attention in every new published article.

Display: Multiscreen
Format: 728 × 90 px und 300 × 250 px
File type: GIF / JPG / PNG / HTML5



Technical details & prices (prices excl. VAT)

Form of advertising	Positioning:	Mobile	Format in pixels	File type	Price/Month
Billboard	all pages	✓	1.374 × 286 + 320 × 50	GIF / JPG / PNG / HTML5	399,- €
Content-Ad	in the content	✓	728 × 90 + 300 × 250	GIF / JPG / PNG / HTML5	379,- €
Superbanner	all pages		728 × 90	GIF / JPG / PNG / HTML5	299,- €
Wide Skyscraper	all pages		160 × 600	GIF / JPG / PNG / HTML5	229,- €
Halfpage	all pages		300 × 600	GIF / JPG / PNG / HTML5	249,- €
Medium Rectangle I 1. Position	News	✓	300 × 250	GIF / JPG / PNG / HTML5	199,- €
Medium Rectangle II 2. Position	News	✓	300 × 250	GIF / JPG / PNG / HTML5	149,- €
Roadblock Combination of Medium Rectangle I, Superbanner and Wide Skyscraper	all pages*	✓**	160 × 600 + 728 × 90 + 300 × 250	GIF / JPG / PNG / HTML5	579,- €

Maximum file size: 150 KB

* Superbanner and Wide Skyscraper are displayed on all web pages.

** Skyscraper and Superbanner are **not** displayed on mobile.



Optometry & Contact Lenses

Frequency

up to 10x per year, at the start of the month

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Annual digital subscription	109,90 €	—	109,90 €
Pupils and students	29,90 €	—	29,90 €
Annual print + digital subscription	124,90 €	15,00 €	139,90 €
Pupils and students	39,90 €	15,00 €	54,90 €

Prices for international shipping on request

The publisher reserves the right to adjust subscription prices to changed circumstances (increased personnel, material costs or increased costs for provision of services that the publishing house must pay to third parties).

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