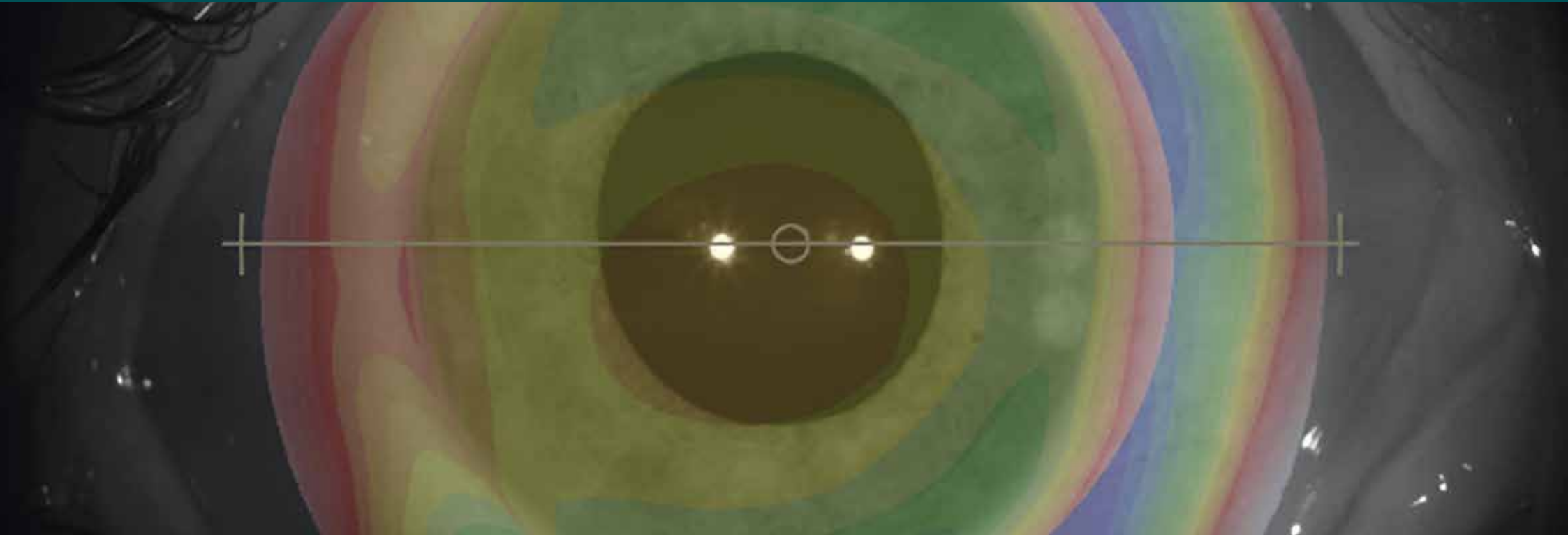


OCL

Optometry & Contact Lenses

Media Kit 2023



The scientific magazine for optometry and ophthalmology

Optometry and Contact Lenses (OCL)

Dear Ladies and Gentlemen,

The importance of optometry is growing inexorably both nationally and internationally. The journal "Optometry & Contact Lenses (OCL)", which is now more than a year old, has more than lived up to this fact since its first issue in July 2021. In the previous issues of OCL, clinicians and scientists from Germany, the Czech Republic, Namibia, Slovenia, Switzerland, Great Britain and the USA have published more than 45 specialist articles from the fields of optometry and ophthalmology. The combination of a German-language print edition and a German- and English-language website makes Optometry & Contact Lenses, published by DOZ Verlag, an interesting and important scientific medium, especially for readers and authors, but also for the industry.

The aim of the magazine can be summarised in five points as follows:

Readership: opticians, optometrists, ophthalmologists and doctors in further training to become ophthalmology specialists 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 of the disciplines, book reviews on current new publications from the field of Eye and Vision Care.

Relationship: The professional journal is the official organ of the Association of German Contact Lens Specialists and Optometrists (VDCO). Each issue contains VDCO association information accordingly.

Continuing Education: Each issue also includes a section on "Continuing Optometric Education (COE)-certified continuing education". 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 respective article; the questions are designed as multiple-choice tests according to the guidelines of the German Optometric Services Association (GOL). They can be answered online at the OCL website (see below).

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

The DOZ publishing house and I are sure that OCL is a scientific magazine, which gives the entire German-speaking ophthalmic optics an important and necessary impulse.



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The OCL-Team



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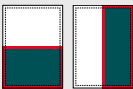
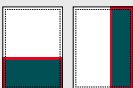
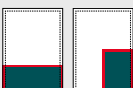
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... and 36 international experts from the fields of ophthalmic optics, optometry and ophthalmology on the Scientific Advisory Board, visit www.ocl-online.com

Subject schedule and deadlines 2023

Month	Theme	Advertising deadline	Deadline for print documents	Editorial deadline	Publication date
January/February	Casuistry from optometry and Ophthalmology	01.12.2022	05.12.2022	28.11.2022	29.12.2022
March	Contact lens materials and contact lens hygiene	31.01.2023	02.02.2023	06.01.2023	27.02.2023
April	Contact lenses: research and clinic	02.03.2023	06.03.2023	07.02.2023	30.03.2023
May	Paediatric Optometry	03.04.2023	05.04.2023	09.03.2023	28.04.2023
June	AMD Update	01.05.2023	03.05.2023	26.04.2023	30.05.2023
July/August	Research results from European colleges/universities	02.06.2023	06.06.2023	30.05.2023	29.06.2023
September	Peripheral retinal diseases	03.08.2023	07.08.2023	31.07.2023	30.08.2023
October	Scleral lenses	01.09.2023	05.09.2023	29.08.2023	28.09.2023
November	Gene therapy for hereditary corneal and retinal diseases	02.10.2023	04.10.2023	27.09.2023	30.10.2023
December	Sport & Vision	02.11.2023	06.11.2023	30.10.2023	29.11.2023

Ad formats (prices excl. VAT)

		Formats in trim size width x height in mm + 3 mm bleed at the outer borders	Formats in type area width x height in mm	Prices
1/1 page		210 × 297	177 × 245	3.989,- € + 630,- € 2nd and 4th cover*
1/2 page landscape / portrait		210 × 147 / 100 × 297	177 × 123 / 85 × 245	2.309,- €
1/3 page landscape / portrait		210 × 99 / 70 × 297	177 × 81 / 55 × 245	1.574,- €
1/4 page landscape / portrait		210 × 74 / 100 × 147	177 × 61 / 85 × 123	1.154,- €

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 placement requests possible	1.889,- €
1/2 page	1 to 2 images + text approx. 1,800 characters incl. spaces	996,- €
1/3 page	1 image + text approx. 1,200 characters incl. spaces	702,- €
1/4 page	1 images + text approx. 600 characters incl. spaces	524,- €

Supplements (prices excl. VAT)

Weight	Price per thousand
up to 30 g	282,- €
up to 40 g	387,- €
up to 50 g	482,- €

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

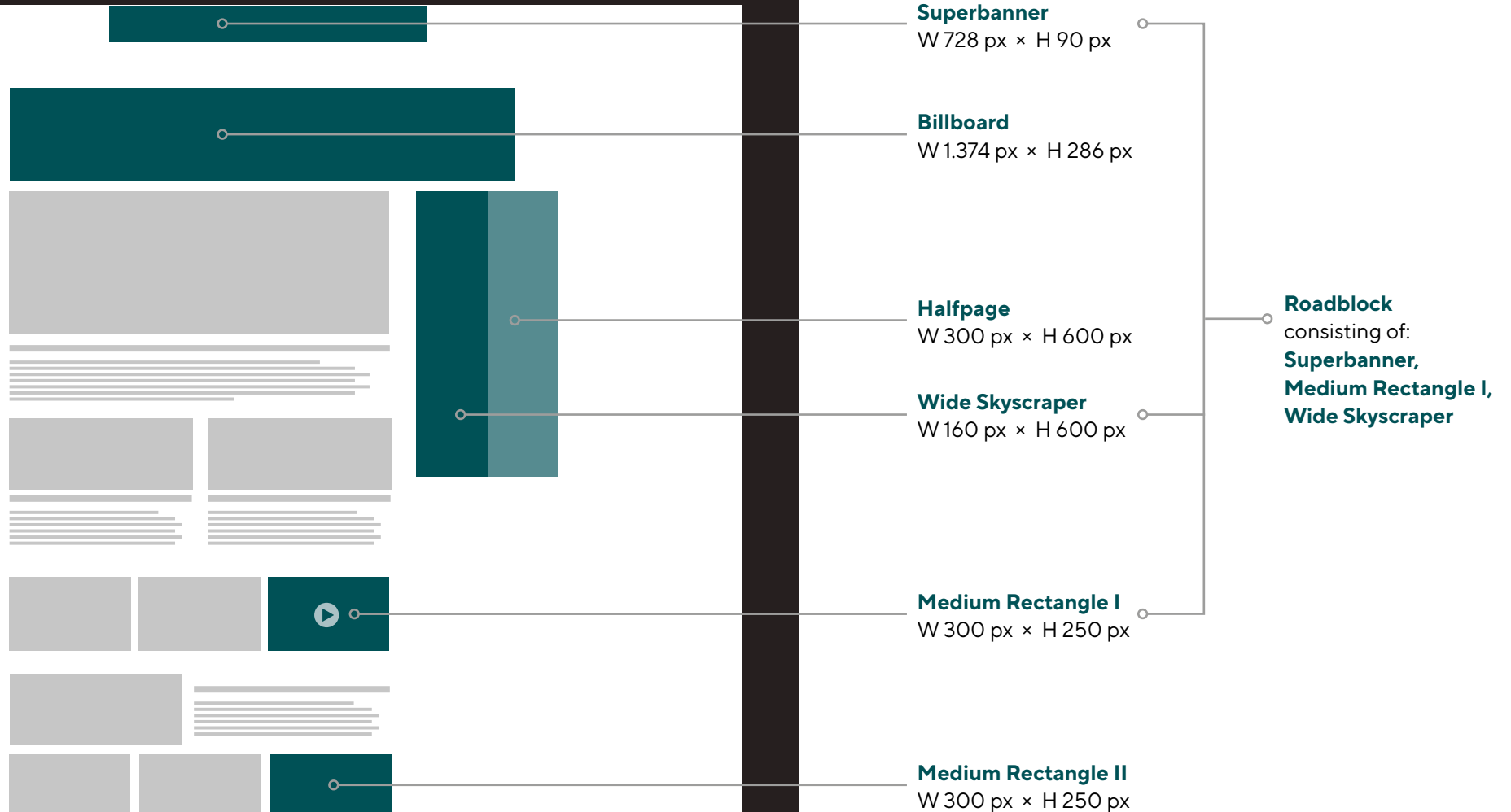
Bound inserts (prices excl. VAT)

Quantity	Price up to 200 g/m²
1 sheet (2 pages)	2.729,- €
2 sheets (4 pages)	4.199,- €
3 sheets (6 pages)	5.669,- €
4 sheets (8 pages)	7.244,- €

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: 940 × 116 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	419,- €
Content-Ad	in the content	✓	940 × 116 + 300 × 250	GIF / JPG / PNG / HTML5	398,- €
Superbanner	all pages		728 × 90	GIF / JPG / PNG / HTML5	314,- €
Wide Skyscraper	all pages		160 × 600	GIF / JPG / PNG / HTML5	240,- €
Halfpage	all pages		300 × 600	GIF / JPG / PNG / HTML5	261,- €
Medium Rectangle I 1. Position	News	✓	300 × 250	GIF / JPG / PNG / HTML5	209,- €
Medium Rectangle II 2. Position	News	✓	300 × 250	GIF / JPG / PNG / HTML5	156,- €
Roadblock Combination of Medium Rectangle I, Superbanner and Wide Skyscraper	all pages*	✓**	160 × 600 + 728 × 90 + 300 × 250	GIF / JPG / PNG / HTML5	608,- €

Maximum file size: 150 KB

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

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

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Frequency

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

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Subscription	Price	Shipping Germany	Complete price
Annual print subscription	134,90 €	15,00 €	149,90 €
Annual digital subscription	129,90 €	—	129,90 €
Annual print + digital subscription	144,90 €	15,00 €	159,90 €
Pupils & students print subscription	45,90 €	15,00 €	60,90 €
Pupils & students digital subscription	39,90 €	—	39,90 €
Pupils & students print + digital subscription	49,90 €	15,00 €	64,90 €

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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