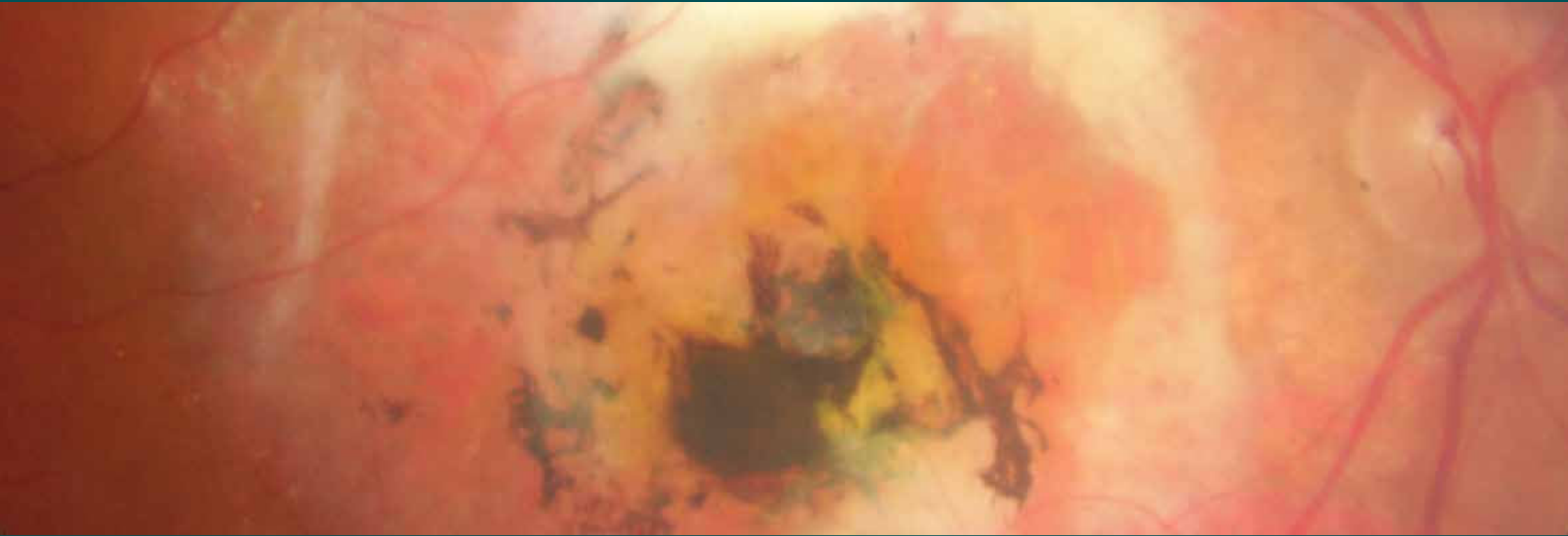


# OCL

Optometry & Contact Lenses

Media Kit 2024



**The scientific journal for optometry and ophthalmology**

# Optometry and Contact Lenses (OCL)

Dear Ladies and Gentlemen,

The importance of optometry is growing steadily both nationally and internationally. Since its first issue in 2021, Optometry & Contact Lenses (OCL) has more than met this development over the past two years. This can be seen from the number of papers submitted for publication as well as from the scientific and clinical articles published to date. By September 4, 2023, a total of 111 papers were submitted for publication in OCL, of which, together with the publications in the September 2023 issue, 83 scientific and clinical articles were printed in the journal. The authors of the submitted manuscripts were from Austria, Germany, Great Britain, Canada, Mexico, Namibia, Spain, Slovenia, Switzerland and the USA. 80 percent of the authors belong to optometry – 20 percent to ophthalmology.

The combination of a German-language print edition and German- and English-language website makes Optometry & Contact Lenses (OCL), published by the German DOZ-Verlag, especially for national and international readers and authors from both eye care professions but also the industry an important scientific medium.

The aim of the journal 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](http://www.ocl-online.de) and [www.ocl-online.com](http://www.ocl-online.com) contains all articles published in OCL Journal 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 journal, which gives the entire German-speaking ophthalmic optics an important and necessary impulse.

Wolfgang Cagnolati

# The OCL-Team



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... and 37 international experts from the fields of ophthalmic optics, optometry and ophthalmology on the Scientific Advisory Board, visit [www.ocl-online.com](http://www.ocl-online.com)



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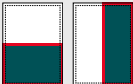
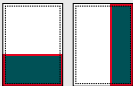
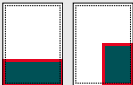
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# Subject schedule and deadlines 2024

| Month            | Theme   | Advertising deadline | Deadline for print documents | Editorial deadline | Publication date |
|------------------|---|----------------------|------------------------------|--------------------|------------------|
| January/February | <b>Verification and Inspection of Contact Lens Parameters</b> | 01.12.2023           | 05.12.2023                   | 30.11.2023         | 29.12.2023       |
| March            | <b>Casuistics in optometry and ophthalmology</b>              | 01.02.2024           | 05.02.2024                   | 05.01.2024         | 28.02.2024       |
| April            | <b>Cornea</b>   | 01.03.2024           | 05.03.2024                   | 07.02.2024         | 28.03.2024       |
| May              | <b>Myopia update</b>  | 02.04.2024           | 06.04.2024                   | 08.03.2024         | 29.04.2024       |
| June             | <b>Contact lens update</b>                                    | 02.05.2024           | 06.05.2024                   | 26.04.2024         | 29.05.2024       |
| July/August      | <b>Research papers from European colleges/universities</b>    | 03.06.2024           | 07.06.2024                   | 31.05.2024         | 28.06.2024       |
| September        | <b>Binocular Vision</b>                                       | 02.08.2024           | 06.08.2024                   | 31.07.2024         | 30.08.2024       |
| October          | <b>Keratoconus and ectatic corneal diseases</b>               | 02.09.2024           | 06.09.2024                   | 29.08.2024         | 27.09.2024       |
| November         | <b>Contact lens case reports</b>                              | 02.10.2024           | 07.10.2024                   | 27.09.2024         | 30.10.2024       |
| December         | <b>Eye injuries</b>   | 04.11.2024           | 08.11.2024                   | 30.10.2024         | 28.11.2024       |

# Ad formats (prices excl. VAT)

|                               |   | <b>Formats<br/>in trim size</b><br><small>width x height in mm<br/>+ 3 mm bleed at the outer borders</small> | <b>Formats<br/>in type area</b><br><small>width x height in mm</small> | <b>Prices</b>                             |
|-------------------------------|---|--|--|---|
| 1/1 page                      |  | 210 × 297  | 177 × 245  | 3.989,- €<br>+ 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 <b>placement requests possible</b> | 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 | 382,- €            |
| up to 40 g | 487,- €            |
| up to 50 g | 582,- €            |

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!



## Superbanner

B 728 px × H 90 px

## Billboard

B 1.374 px × H 286 px (Desktop) / B 300 × H 250 px (Mobil)

## Halfpage

B 300 px × H 600 px

## Content-Ad

B 940 × H 116 px (Desktop) / B 300 × H 250 px (Mobil)

## Medium Rectangle I

B 300 px × H 250 px

## Medium Rectangle II

B 300 px × H 250 px

# Technical details & prices (prices excl. VAT)

| Form of advertising                | Positioning    | Mobile | Format in pixels          | File type               | Price/Month |
|------------------------------------|----------------|--------|---------------------------|-------------------------|-------------|
| Billboard                          | all pages      | ✓      | 1.374 × 286 +<br>320 × 50 | GIF / JPG / PNG / HTML5 | 419,- €     |
| Content-Ad                         | in the content | ✓      | 940 × 116 +<br>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<br>1. Position  | News           | ✓      | 300 × 250                 | GIF / JPG / PNG / HTML5 | 209,- €     |
| Medium Rectangle II<br>2. Position | News           | ✓      | 300 × 250                 | GIF / JPG / PNG / HTML5 | 156,- €     |

Maximum file size: 150 KB

All banners link to a target URL specified by the client.





Optometry & Contact Lenses

#### Frequency

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

#### Publisher information

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Web: [www.doz-verlag.de](http://www.doz-verlag.de) • E-Mail: [doz@doz-verlag.de](mailto:doz@doz-verlag.de)

For our General Terms and Conditions please click [here](#).

| Subscription                                   | Price    | Shipping<br>Germany | Complete<br>price |
|--|----------|---------------------|-------------------|
| Annual print subscription                      | 134,90 € | 17,00 €             | 151,90 €          |
| Annual digital subscription                    | 129,90 € | —                   | 129,90 €          |
| Annual print + digital subscription            | 144,90 € | 17,00 €             | 161,90 €          |
| Pupils & students print subscription           | 45,90 €  | 17,00 €             | 62,90 €           |
| Pupils & students digital subscription         | 39,90 €  | —                   | 39,90 €           |
| Pupils & students print + digital subscription | 49,90 €  | 17,00 €             | 66,90 €           |

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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