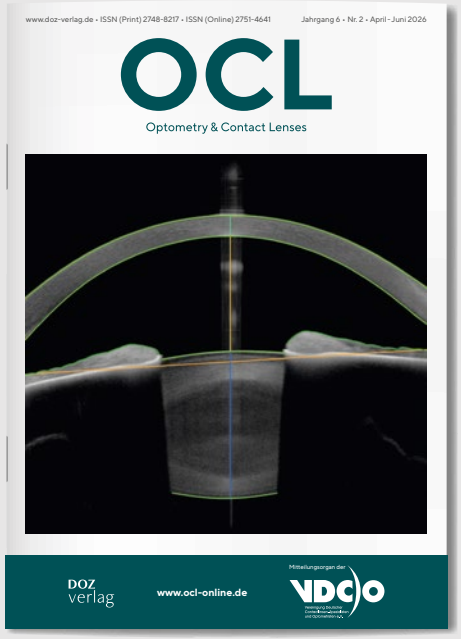
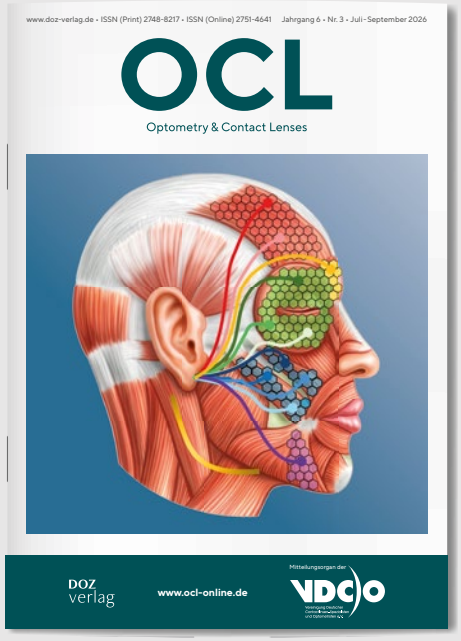
OCL

Optometry & Contact Lenses

Media Kit 2027









The scientific journal for optometry and ophthalmology

Optometry and Contact Lenses (OCL)

Dear Ladies and Gentlemen,

Optometry & Contact Lenses (OCL) has been the established official publication of the Association of German Contact Lens Specialists and Optometrists (VDCO)* for six years. The professional journal is published quarterly. By December 1, 2026, a total of 200 articles have been published in OCL. Every publication in OCL undergoes a double-blind peer review process. This ensures the high clinical and scientific quality of OCL. The authors of the manuscripts submitted come from Germany, Great Britain, Canada, Malaysia, Mexico, Namibia, Austria, Switzerland, Spain, Slovenia, and the USA. Around eighty percent of the authors were from optometry – 20 percent from ophthalmology. The combination of a German-language print edition and a German- and English-language website with open access publications in English makes Optometry & Contact Lenses (OCL) an interesting and important scientific medium for national and international readers and authors from both eye care professions as well as the industry. As official journal of the Association of German Contact Lens Specialists and Optometrists (VDCO), OCL has a high national and international reputation.
The aim of the journal can be summarised in five points as follows:

Readership: ophthalmic opticians, optometrists, ophthalmologists and doctors in further training to become ophthalmology specialists from Germany, Austria, Switzerland and other international countries 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 scientific and journal is the official organ of the Association of German Contact Lens Specialists and Optometrists (VDCO). Each issue also contains VDCO association information.

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** contain 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

* All VDCO members receive the OCL

The OCL Team



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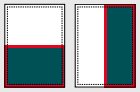
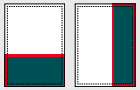
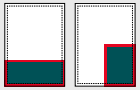
Subject schedule and deadlines 2027

Month	Theme	Advertising deadline	Deadline for print documents	Editorial deadline	Publication date
1 January - March	• **Diseases of the anterior and posterior segments of the eye** • **Sports optometry** • **Biomechanics of the eye**	07.01.2027	08.01.2027	04.01.2027	01.02.2027
2 April - June	• **Refraction** • **Contact lenses** • **Myopia**	07.04.2027	08.04.2027	02.04.2027	30.04.2027
3 July - September	• **Research projects from national and international universities offering optometry degree programmes**	07.07.2027	08.07.2027	01.07.2027	30.07.2027
4 October - December	• **AI in optometry and ophthalmology** • **Paediatric optometry** • **Contact lenses**	06.10.2027	07.10.2027	01.10.2027	01.11.2027

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	4.200,– € + 630,– €	2nd and 4th cover*
1/2 page landscape / portrait		210 × 147 / 100 × 297	177 × 123 / 85 × 245	2.450,– €	
1/3 page landscape / portrait		210 × 99 / 70 × 297	177 × 81 / 55 × 245	1.655,– €	
1/4 page landscape / portrait		210 × 74 / 100 × 147	177 × 61 / 85 × 123	1.215,– €	

Other formats available on request

* No discounts or commission on positioning surcharges

PR advertisements / advertorials (prices excl. VAT)

		Preise
1/1 page	2 to 3 images + text approx. 3,500 characters incl. spaces **placement requests possible**	2.175,– €
1/2 page	1 to 2 images + text approx. 1,800 characters incl. spaces	1.145,– €
1/3 page	1 image + text approx. 1,200 characters incl. spaces	810,– €
1/4 page	1 images + text approx. 600 characters incl. spaces	605,– €

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

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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,– €

Maximum file size: 150 KB
All banners link to a target URL specified by the client.

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Frequency

Four times a year, see page 4

Publisher information

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Annual digital subscription	129,90 €	—	129,90 €
Annual print + digital subscription	144,90 €	12,00 €	154,90 €
Pupils & students print subscription	45,90 €	12,00 €	55,90 €
Pupils & students digital subscription	39,90 €	—	39,90 €
Pupils & students print + digital subscription	49,90 €	12,00 €	59,90 €

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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