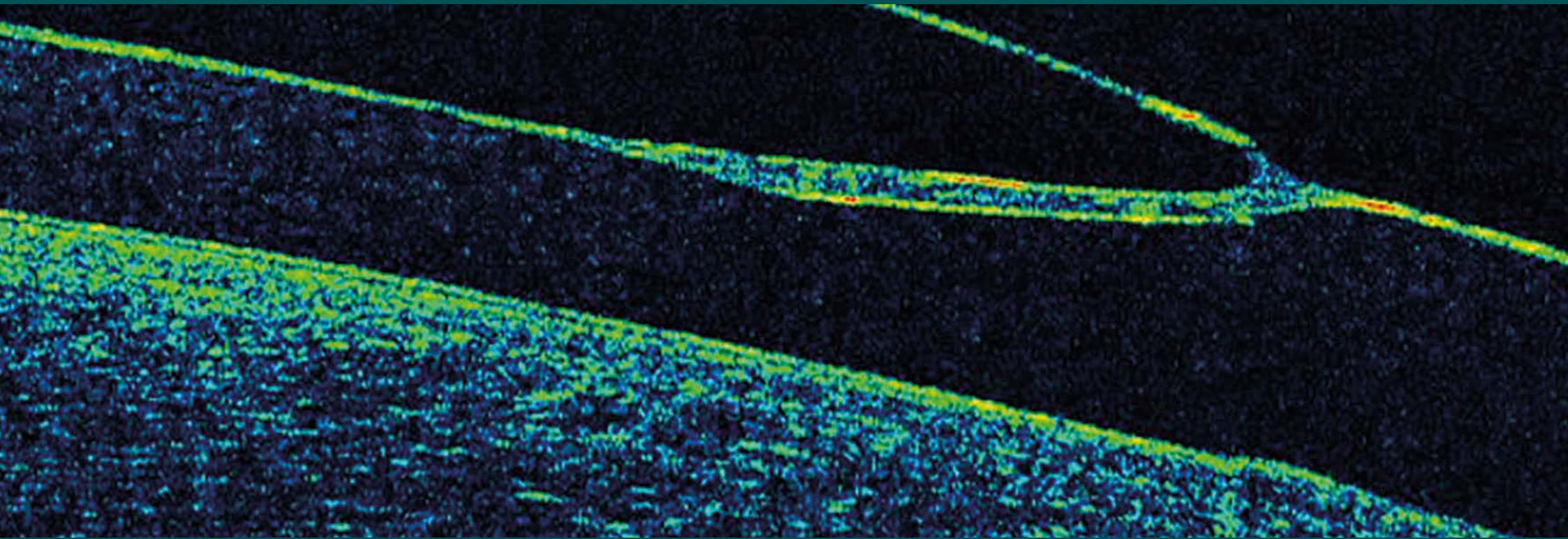


OCL

Optometry & Contact Lenses

Media Kit 2025



The scientific journal for optometry and ophthalmology

Optometry and Contact Lenses (OCL)

Dear Ladies and Gentlemen,

Optometry & Contact Lenses (OCL) is the now 4-year-old clinical and scientific journal of the Association of German Contact Lens Specialists and Optometrists (VDCO). By December 1, 2024, a total of 161 articles had been submitted for publication in the OCL, of which, together with the papers in the December 2024 issue, a total of 135 scientific and clinical articles were published in the OCL. The authors of the submitted manuscripts were from Austria, Germany, Great Britain, Canada, Malaysia, 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: 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 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.



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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



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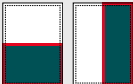

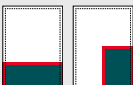


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Subject schedule and deadlines 2025

Month	Theme	Advertising deadline	Deadline for print documents	Editorial deadline	Publication date
January/February	Anterior Eye Segment	05.12.2024	10.12.2024	03.12.2024	30.12.2024
March	Environment and Eye	05.02.2025	10.02.2025	03.02.2025	27.02.2025
April	Uveitis	05.03.2025	10.03.2025	03.03.2025	28.03.2025
May	Contact Lenses and Contact Lens Hygiene	07.04.2025	11.04.2025	01.04.2025	29.04.2025
June	Pediatric Optometry and Binocular Vision	05.05.2025	09.05.2025	02.05.2025	30.05.2025
July/August	Research Studies at National and International Universities with Optometry Degree Programs	05.06.2025	10.06.2025	02.06.2025	27.06.2025
September	Dry Eye	05.08.2025	11.08.2025	01.08.2025	29.08.2025
October	Contact Lenses	05.09.2025	10.09.2025	01.09.2025	29.09.2025
November	Case studies anterior Eye segment and Posterior Eye Segment	06.10.2025	10.10.2025	03.10.2025	30.10.2025
December	Vision and Driving	05.11.2025	10.11.2025	03.11.2025	28.11.2025

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 type area <small>width x height in mm</small>	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	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

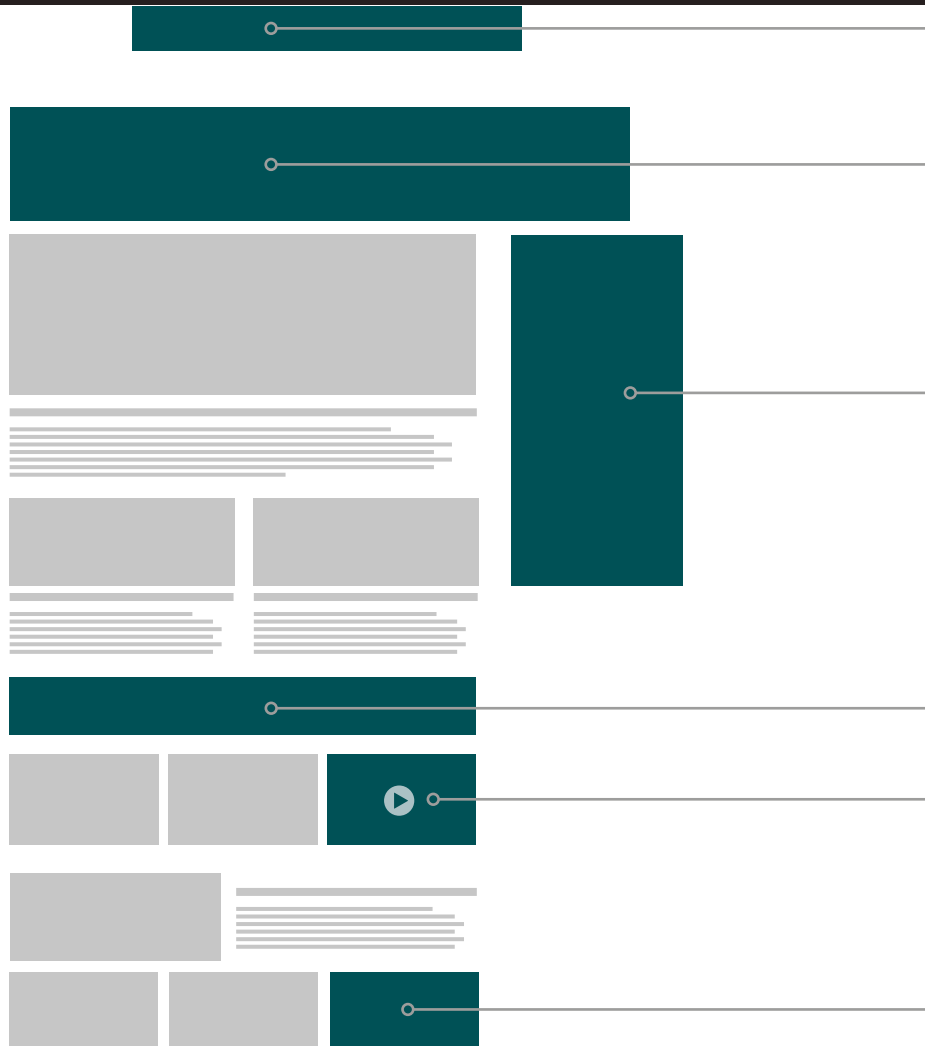
Bound inserts (prices excl. VAT)

Quantity	Price up to 200 g/m ²
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 + 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

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

Publisher information

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Subscription	Price	Shipping Germany	Complete 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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