

opticundvision

The magazine for quality optometry

Light **TOMORROW**  
with **TODAY**

Media data 2018

Investment in value and success



MEDIENGRUPPE  
OBERFRANKEN  
FACHVERLAGE



# Light TOMORROW with TODAY

## 2018 Theme of the Year

Time and the world never stand still. The world is constantly changing. Proven and familiar things fade into the past and innovations emerge. The evolving world changes how we live and our mindset. It presents us with new challenges and gives us new opportunities - to change the world by our actions.

Optometry is part of this world and this time period, in which increasing globalization presents new challenges at both the international and local levels for small, medium-sized and large businesses alike. Optometry is never stagnant, and its values have withstood the test of time. It is a culture of expert handicraft, optometric services and close market proximity to client needs for eyeglasses and contact lenses. It focuses on design and aesthetics, the right balance between form and function. This set of values has been the basis of the inventive drive and quality performance of the optometric industry for over 150 years.

Human vision is enhanced by the innovative triple force of industry, wholesalers and traditional specialty outlets that together make vision a special experience and in turn develop solutions for every contemporary visual task. Herein, optometry is and will always be a shining light that continues to develop and

demonstrate a special brand of creativity and success, in which an inventive entrepreneurial spirit and renewed self-confidence additionally inspire those who practice optometry passionately and enhance it with variety. These are the people who are not blindsided by change, but rather find it inspiring and enlightening. People who have the courage to seek out new paths and who, following Mahatma Gandhi's principle, become the change they wish the world to see. Not someday - but now! Only what is said and done today will pave the way for tomorrow. Light TOMORROW with TODAY.

This is the culture and lifestyle we want to represent and support in 2018 while we seek out the various spheres and interfaces as scouts in the world of optometry and let you know what we find. From the inside looking out.

## Who is OPTIC+VISION written for?

For a self-confident, value- and future-oriented optometry. For owners and managers as well as for enthusiastic employees, students looking to maximize their chances and junior staff learning a skilled trade. OPTIC+VISION stands for excellent reporting, exceptional handling of subject matter and congenial journalism.

## What is meant by “value-oriented optometry?”

Commitment and the willingness to succeed are the cornerstone of modern optometry. Yet only the appreciation of the value of every link in the value chain leads to success. This includes the end user. That is why the perspective of the end user is intensively integrated into our journalistic concept. Value-oriented optometry is brand building at the highest level. We uphold this standard with our commitment to the quality of our editorial work, visual concepts and realization and exceptional personal commitment.

## Why do we use annual themes?

At OPTIC+VISION, every year has a guiding theme. The theme for 2018 is "Light TOMORROW with TODAY". This theme unifies multi-dimensional perspectives through 7 editions. This is unique among magazines in the sector. Our Creative Edition, which comes out at midyear, exceeds the expectations usually associated with a specialized journal. The title theme this year is "Panta Rhei – Everything Flows".

## High overall distribution: 13,009

(Institute of the World Economy, 2nd quarter of 2017)

We concentrate on the German market because we have market and cultural expertise here that best serve our readers and customers. We offer our customers ideal starting conditions for their success in Germany. Not only quantitative, but qualitative success as well!

## OPTIC+VISION - The Crossmedia Brand

Print Magazine • Website • Social Media • E-mail Newsletter

The changed consumer media behavior presents challenges to advertisers: Besides real world presentations, brand environments must also be digitalized to establish a presence in the clients' digital worlds as well. Crossmedia communication concepts have thus become the standard. OPTIC+VISION offers you the right platform for them.

## OPTIC+VISION on the web



[www.ov-news.de](http://www.ov-news.de)



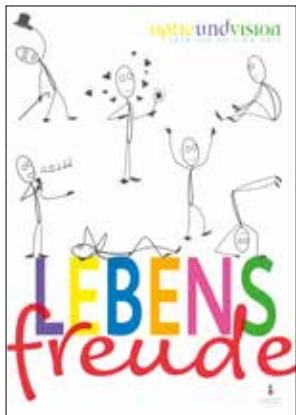
[www.facebook.com/Optic.Vision](https://www.facebook.com/Optic.Vision)



[www.instagram.com/opticundvision](https://www.instagram.com/opticundvision)

# Editorial variety in every edition

## Creative Edition



## Eyeglass lenses



## Contact lenses



## Design + Technology



# Editorial variety in every edition

## Fashion + Feelings



## Focused themes



## Video shoots



# Thematic schedule and timetable 2018

THEMES	EDITION 1	EDITION 2	EDITION 3	EDITION 4
<b>THE MAIN FOCUS</b>	<b>MADE IN ...</b> Values and changes in optometric quality	<b>NO WAITING FOR GODOT</b> How to approach clients and have congenial encounters with clients	<b>TO BE OR NOT TO BE</b> On identities, uncertainties and the nature of optometry	<b>UTOPIA</b> On whether optometry can produce blossoming gardens
<b>DESIGN + TECHNOLOGY</b>	<b>MORE THAN JUST THE CASE</b> Packaging design: The packaging reflects the contents. Case designs + more	<b>TEMPLES OF DESIGN</b> International hotspots	<b>SHOP DESIGN</b> Real and virtual salesrooms	<b>ATTRACTIVE APPEARANCE</b> Surface designs: New design potential using patterns, colors and materials
<b>FASHION + FEELINGS</b>	<b>FASHION MOOD BOARD</b> Spring / Summer 2018 Fashion Inspirations	<b>FASHION TREND REPORT</b> Pantone Fashion Color Report 2018	<b>SPECIAL ACCESSORIES</b> What goes with glasses	<b>FASHION MOOD BOARD</b> Autumn / Winter 2018 Fashion Inspirations
<b>VIDEO SHOOTS</b>	<b>LIFESTYLE SHOOTS</b> Workers! Their world, rough-and-tumble and authentic. Shipyards are the backdrop for the revival of metal-frame eyeglasses in stark contrast to acetate, with color depths and transparencies Photographer: Giovanni De Sandre	<b>SPORTS SHOOTS</b> Performances & Aesthetics Sport and sports lifestyle eyeglasses for professional athletes, amateur athletes and recreational athletes		
<b>SEEING + FUTURE</b>	<b>TECHNOLOGY 4.0</b> To see well, a person needs the right equipment	<b>CLEAR VIEW</b> New from eyeglass lenses in technology and marketing MÜ: Individual soft lenses	<b>CLEARLY FOCUSED ARGUMENTS</b> Potential of innovative contact lenses MÜ: Modern office eyeglasses	<b>FROM NEAR TO FAR AWAY</b> Visual aids today: How seniors get the whole picture MÜ: Driving eyeglasses
<b>OPTOMETRY + FASCINATION</b>	<b>KEEP IT SIMPLE</b> The eye exam - an opportunity: Good customer service and making a good impression	<b>DON'T WORRY, BE HAPPY!</b> Screening for contacts and branding	<b>LOOK HEALTHY</b> Vision experts: Helping clients get comfortable and relax	<b>FOREVER YOUNG</b> Vision experts: This is how you get ready for demographic changes
<b>DEADLINES</b> Publication date (PD) Advertising deadline (AD) Copy deadline (CD)	<b>Deadlines</b> PD: Jan. 04, 2018 AD: Dec. 01, 2017 CD: Dec. 14, 2017  <b>Trade fair dates</b> OPTI Jan. 12-14, 2018	<b>Deadlines</b> PD: Apr. 16, 2018 AD: Mar. 23, 2018 CD: Apr. 04, 2018  <b>Trade fair dates</b> MIDO Feb. 24-26, 2018	<b>Deadlines</b> PD: Apr. 16, 2018 AD: March 23, 2018 CD: April 04, 2018	<b>Deadlines</b> PD: June 01, 2018 AD: May 08, 2018 CD: May 22, 2018

THEMES	CREATIVE EDITION 5	EDITION 6	EDITION 7
THE MAIN FOCUS	<p><b>PANTA RHEI – EVERYTHING FLOWS</b>            This aphorism harks back to the flow theory of the Greek philosopher Heraclitus, who formulated this insight: "Everything flows like a river and nothing stays the same; the world is in constant flux." This is the case in optometry as well - an innovative driver that constantly produces new and improved solutions for good vision. Optometry is a playground of creativity for experts, ranging from artistic design to manual craftsmanship, engineering, science and theory. Everything is living! Everything is in motion! It gives us hope. Only change gives us a chance to grow and become something greater. The summer issue will be an inspiring celebration of the variety that is optometry and the world it is part of.</p>	<p><b>NO BRICK IN THE WALL</b>            Tearing down walls, building bridges and responsibility for the world we live in</p>	<p><b>WINDS OF CHANGE</b>            Impulses and concrete actions aimed at a sustainable future</p>
DESIGN + TECHNOLOGY		<p><b>EYECATCHERS</b>            Youthful designs – wide awake, versatile and full of life</p>	<p><b>EXTENDING MATERIAL BOUNDARIES</b>            New materials, functions, production processes – sources of inspiration for designers</p>
FASHION + FEELINGS		<p><b>FASHION TREND REPORT</b>            Inside + Outside Fashion and Design Shows</p>	<p><b>SPECIAL ISSUE ON SUSTAINABILITY</b>            The changing fashion mindset</p>
VIDEO SHOOTS		<p><b>AN ART SHOOT</b>            Let's dance. Fascination. Move. Magic Moments.</p>	<p><b>A KID'S SHOOT</b>            The wonderworld. Childhood dreams. Fantastic dreams! A trip to a fantasy land of children's eyeglasses</p>
SEEING + FUTURE		<p><b>MORE IS MORE</b>            Requirement analysis to improve eyeglass sales</p>	<p><b>LITTLE ONES IN THE KNOW</b>            ABC of visual aids for children            MÜ: Ortho-K</p>
OPTOMETRY + FASCINATION		<p><b>WE ARE OPTOMETRY!</b>            Master schools and professional academies are presented</p>	<p><b>SAVE OUR SIGHT</b>            Preserving good vision: Myopia + myopia checkup</p>
<p><b>DEADLINES</b>            Publication date (PD)            Advertising deadline (AD)            Copy deadline (CD)</p>		<p><b>Deadlines</b>            PD: July 27, 2018            AD: July 05, 2018    CD: July 17, 2018</p>	<p><b>Deadlines</b>            PD: Sept. 21, 2018            AD: Aug. 30, 2018    CD: Sept. 11, 2018</p> <p><b>Trade fair dates</b>            SILMO    CD: Sept. 11, 2018</p>

# Advertisement Price List No. 22, effective from 1 January 2018

**1 Edition:** Print run 13,100 copies (acc. to Institute of the World Economy, 2nd quarter of 2017)  
Copies actually distributed 13,009  
(acc. to Institute of the World Economy, 2nd quarter of 2017)



**2 Magazine format:** width 229 mm, height 324 mm  
**Type area:** width 192 mm, height 274 mm / 4 columns, width each 43.5 mm

**3 Printing and binding**  
Sheetfed offset, saddle stitching

**4 Copy formats:** EPS, JPEG, TIFF, PDF  
The publisher cannot assume liability for deviations in texts, illustrations and, in particular, colors. When documents are delivered, make sure all fonts used are included in the delivery or have been pre-converted into paths. Delivery by e-mail to [c.kraus@mgo-fachverlage.de](mailto:c.kraus@mgo-fachverlage.de).

**5 Publisher:** Mediengruppe Oberfranken – Fachverlage GmbH & Co. KG,  
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[www.optic-und-vision.de](http://www.optic-und-vision.de)  
**Executive Managers:** Walter Schweinsberg, Bernd Müller  
**Publishing Director:** Alexander Schiffauer

**6 Terms of payment:**  
Payment within 8 days 2% discount, 30 days net  
**Bank details:** Sparkasse Bamberg  
IBAN: DE1877050000302246509, BIC: BYLADEM1SKB (Bamberg)

**7 Advertisement formats and prices:** All prices in euros plus VAT, margin bleed 3 mm.

## 7.1 Display advertisements

	<b>Cover pages:</b> Title page on request		U2 and U4	6,525.– €
	Format 229 x 230 mm		U 3	6,020.– €
			Bleed:	229 x 324 mm

	<b>1/1 Page</b>	Type area: 192 x 274 mm
		Bleed: 229 x 324 mm
		5,020.– €

	<b>1/2 Page vertical</b>	Type area: 93 x 274 mm
		Bleed: 112 x 324 mm
		2,628.– €

	<b>1/2 Page horizontal</b>	Type area: 192 x 142 mm
		Bleed: 229 x 162 mm
		2,628.– €

	<b>1/3 Page vertical</b>	Type area: 60 x 274 mm
		Bleed: 79 x 324 mm
		1,730.– €

	<b>1/3 Page horizontal</b>	Type area: 192 x 88 mm
		Bleed: 229 x 108 mm
		1,730.– €

	<b>1/4 Page vertical</b>	Type area: 43 x 274 mm
		Bleed: 62 x 324 mm
		1,350.– €

	<b>1/4 Page horizontal</b>	Type area: 192 x 61 mm
		Bleed: 229 x 81 mm
		1,350.– €

	<b>1/4 Page 2 columns</b>	Type area: 93 x 142 mm
		Bleed: 112 x 162 mm
		1,350.– €



**7.2 POS (point of sale)****1/4 Page**

600 characters  
1 image  
620.– €

Free service for advertising customers:  
Advertisements and POS articles are also published on the website if data appropriately optimized for online publication are provided.

**7.3 PR Advertisements**

Advertisement customers design their adverts in an editorial style in keeping with the design guidelines of OPTIC+VISION. An alternative to the classic advertisement.

**1/1 Page:** 3,000 characters, 2-3 images 2,510.– €

**1/2 Page:** 1,400 characters, 1-2 images 1,315.– €

No discounts, agency commission not deductible

**7.4 Advertorial**

Advertising customers provide press and image material. OPTIC+VISION composes an editorial advertisement - advertorial - in classic editorial style.

**1/1 Page:** 3,000 characters, 2-3 images 3,090.– €

**1/2 Page:** 1,400 characters, 1-2 images 1,855.– €

No discounts, agency commission not deductible

**7.5 Shoot:** On request

**8 Reprints**

DIN C4, optional DIN A4

Advertising customers can order reprints of specific articles.

Prices on request. Prices depend on print volume, page count and typesetting.

**9 mm advertisements:**

Per 1 column, line 43.5 mm wide Line 4.10 €

**10 Surcharges:** No discounts

**10.1 Color:** Color advertisements are printed base on the European Standard Color Range Scale

Rights to make color adjustments reserved.

**Special color:** on request

**11 Discount:** Frequency discount\*

3 Advertisements 3% discount

5 Advertisements 5% discount

7 Advertisements 10% discount

\*Discount off ad price as per Advertisement Pricelist based on number of ads purchased by customer within a financial year. Agency commission 10% (does not apply to special publications and reprints).

Prices listed are net prices to which VAT will be added at the statutory rate. No discounts on supplements, bound-in inserts, reprints and special advertising formats. Supplements and postcards to be glued on are not included in the discount.

**12 Combinations:** are possible with CONCEPT Ophthalmology, Eyesight VisionCare and Optic+Vision – price on request.

## Advertisement Price List No. 22, effective from 1 January 2018

### 13 Bound-through inserts

4-page; final format: 229 x 324 mm + 5 mm head trim and  
3 mm foot and side trim  
Delivery: folded, unbound 16,625.– €  
Required supply volume: 13,100 copies + 300 extra

### 14 Supplements

Format: max. 219 x 314 mm  
Required supply volume: 13,100 copies + 300 extra  
Supplement fee up to 25 g (per thousand) 252.– €  
plus postage fee – Austria only. (Partial supplements on request)

### 15 Glued-on advertising materials

up to 55 mm from binding, deviations on request)  
Sheet front / tail only 1,120.– €  
Sheet center 1,410.– €  
plus postage fee – Austria only.

### 16 JOPTIC – Career + Opportunities The Optometry Job Market

#### Print job advertisement

Looking for new staff members who are motivated and success-oriented?  
OPTIC+VISION is the right place to look, and prices are low.

#### For advertisers offering career opportunities:

1 column	2.00 €	3 columns	6.00 €
2 columns	3.75 €	4 columns	7.45 €

**For persons seeking career opportunities:** 50% of the offered price

### 17 Marketing Newsletter

Your direct weekly contact with optometrists (mailing costs on request)

#### Advertising banners in the weekly newsletter

Banner with a weblink (format and price on request)

#### Advertorial in weekly newsletter

1,200 characters incl. spaces + your logo (max. 150 x 100 pixels) 1,135.– €

#### \*\*\*Exclusive Newsletter\*\*\*

We give you the opportunity to send a complete newsletter - exclusively with your content. You decide on the contents, which are then coordinated with us.  
The newsletter mailing sender is OPTIC + VISION. 1,950.– €

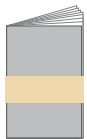
### 18 Social Media Marketing

Feel free to ask about our social media offers.  
Prices on request.

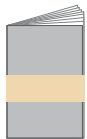
## 19 Special advertising formats:

Special advertising formats require long-term planning.

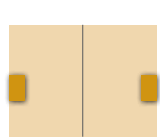
Prices on request.



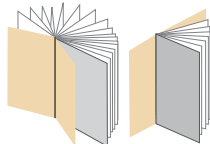
Banderole



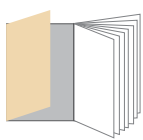
Banderole with double page



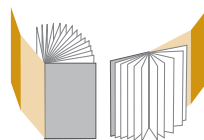
Half Cover + Back Cover



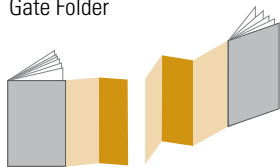
Gate Folder



Back Folder



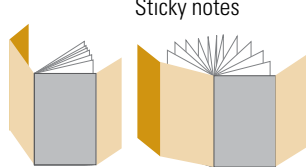
Sticky notes



Maxi-Cover Page



Cover Tip



Gate Folder + Back Folder



1/2 Title incl. 1/1 Title

## 20 Online advertising formats

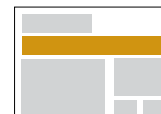
### 20.1 Online banners

Portal: [www.ov-news.de](http://www.ov-news.de)



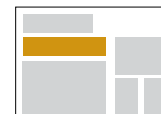
#### Header

Size: 468 x 100 pixels  
260.– €/month



#### Superbanner

Size: 950 x 150 pixels  
465.– €/month



#### Content

Size: 728 x 100 pixels  
260.– €/month



#### Rectangle

Size: 300 x 250 pixels  
260.– €/month



#### Wide vertical

Size: 150 x 600 pixels  
260.– €/month



#### Vertical

Size: 100 x 600 pixels  
260.– €/month



#### Slider

Size: 950 x 300 pixels  
360.– €/month



#### Video

Size: 300 x 250 pixels  
465.– €/month

#### Combination

Content +  
Superbanner  
EUR 670.–/ month

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Terms and conditions:

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