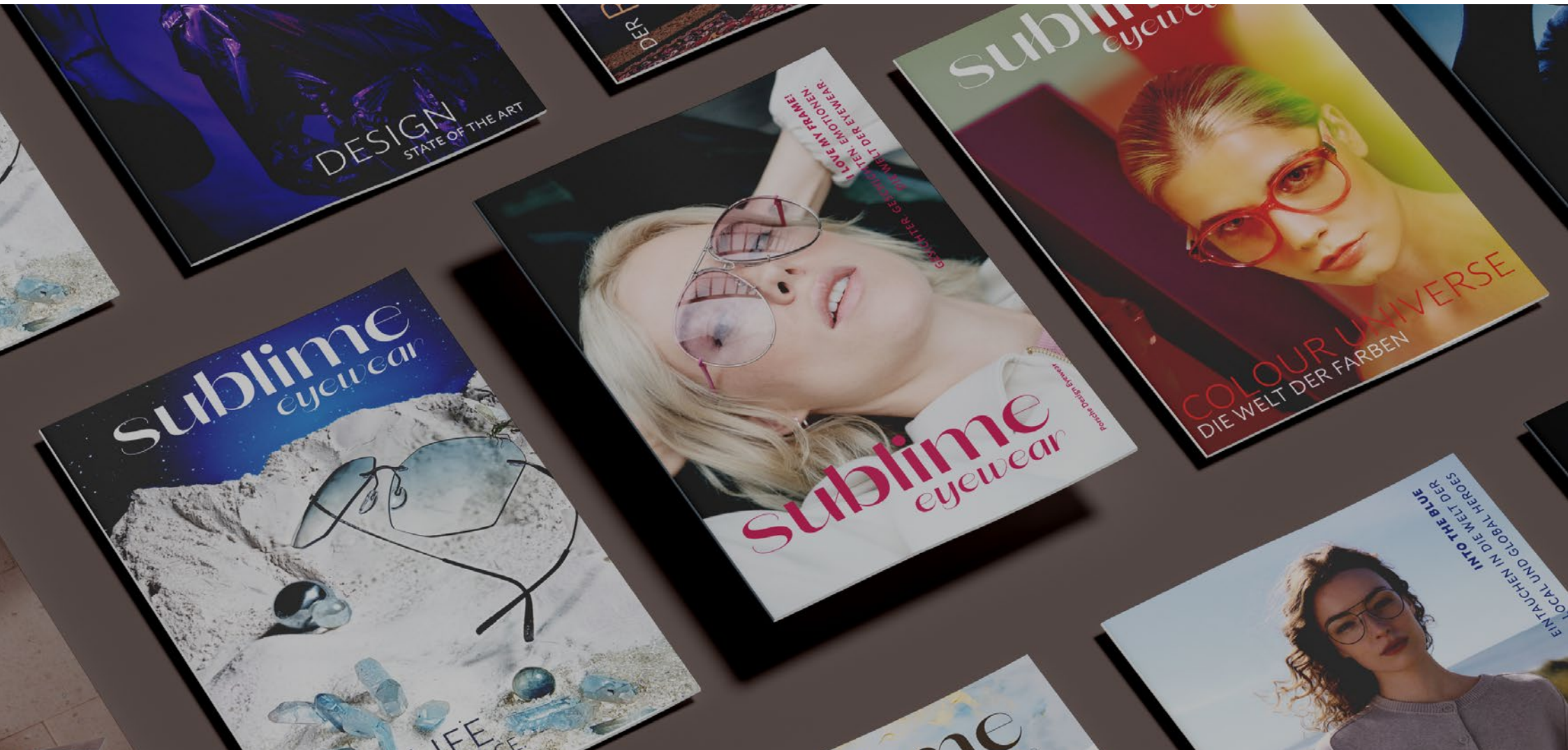


sublime eyewear

Media Data 2026



passion for eyewear

This is what drives us – Passion for Eyewear

The variety of themes relating to aesthetics, culture and lifestyle are realised by our dedicated team with high editorial and visual standards. Sublime Eyewear offers quality journalism and information, with a focus on a specific central theme in every issue, alongside interesting features and profiles on fashion brands as well as independent eyewear brands.

We look over the shoulders of designers, are reporting on aesthetic design concepts as well as cosmopolitan lifestyle worlds, beauty and styling, and cultural events.

Conceived as a modern customer magazine, Sublime Eyewear reaches its readership via specialist opticians and serves as a source of information and guidance for all spectacle wearers seeking something special amidst the diversity of eyewear brands and products. The accompanying website, featuring all the magazine's content as well as further news, rounds off the offering: www.sublime-eyewear.com



Editor-in-chief: Ulrike Kafka

Editor-in-chief Ulrike Kafka combines her many years of journalistic experience with her interest in people and her passion for aesthetics and fashion. This creates content that shows the outstanding and the beautiful in the world of eyewear - without neglecting the beauty in everyday life.



Contact:

Ulrike Kafka

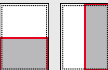
kafka@doz-verlag.de | Phone: +49 6221 90517-25 | Mobile: +49 175 4113453

- # Successful customer magazine
- # Sophisticated storytelling
- # Stylish editorial design
- # Creative photo shootings

Publication sublime eyewear

Edition 1-2026	01 April 2026
Edition 2-2026	01 November 2026

Ad formats (rates plus VAT)

		Formats	Rates	
		width x height in mm + 3 mm bleed on outer edges		
Front page + back cover		210 x 272	on request	
2/1 page		420 x 272	7,450.- €	Also available as a bundle Sublime Eyewear / DOZ (Price upon request)
1/1 page		210 x 272	5,914.- € 6,321.- €	2nd cover page
1/2 page landscape / portrait		210 x 126 / 105 x 272	2,956.- €	

Special formats such as inserts, cover flap etc. on request

PR advertisements (rates plus VAT)

	Rates
PR advertisements: 1/1 page, 210 mm x 272 mm, 1 to 2 illustrations + text max. 1,200 characters incl. spaces	2,583.- €

BUNDLE SUBLIME EYEWEAR + DOZ

Special offer!

When booking an advert in Sublime Eyewear you get the advert in the DOZ with 50% discount!

Rate plus VAT

Bundle advertisements 1/1 page Sublime Eyewear & DOZ

advertisements Sublime Eyewear 1/1 page € 5.914,- (./. discount) +advertisements DOZ 1/1 page € 5.297,- minus 50% = € 2.648,50-

Rate Bundle: € 8.562,50 (instead of € 11.211,-)

Bundle advertisements 1/1 page Sublime Eyewear + 1/1 or 1/2 S. Advertorial DOZ

advertisements Sublime Eyewear 1/1 page € 5.914,- (./. discount) +Advertorial DOZ 1/1 page € 3.670,- minus 50% = € 1.835,-

Rate Bundle: € 7.749,- (instead of € 9.584,-)

advertisements Sublime Eyewear 1/1 page € 5.914,- (./. discount) +Advertorial DOZ 1/2 page € 2.420,- minus 50% = € 1.210,-

Rate Bundle: € 7.124,- (instead of € 8.334,-)

Bundle advertisements Sublime Eyewear + online Advertorial Website DOZ/ Newsletter-Ad/Facebook-Post

advertisements Sublime Eyewear 1/1 page € 5.914,- (./. discount) +DOZ Online-Bundle € 1.725,- minus 50 % discount = € 862,50

Rate Bundle: € 6.776,50 (instead of € 7.639,-)

ANNUAL SWITCHES SUBLIME EYEWEAR

advertisement 1/1 page € 5.914,- 2 advertisements Sublime Eyewear 1 + 2 total € 11.828,-

./. 25% discount = € 8.871,-

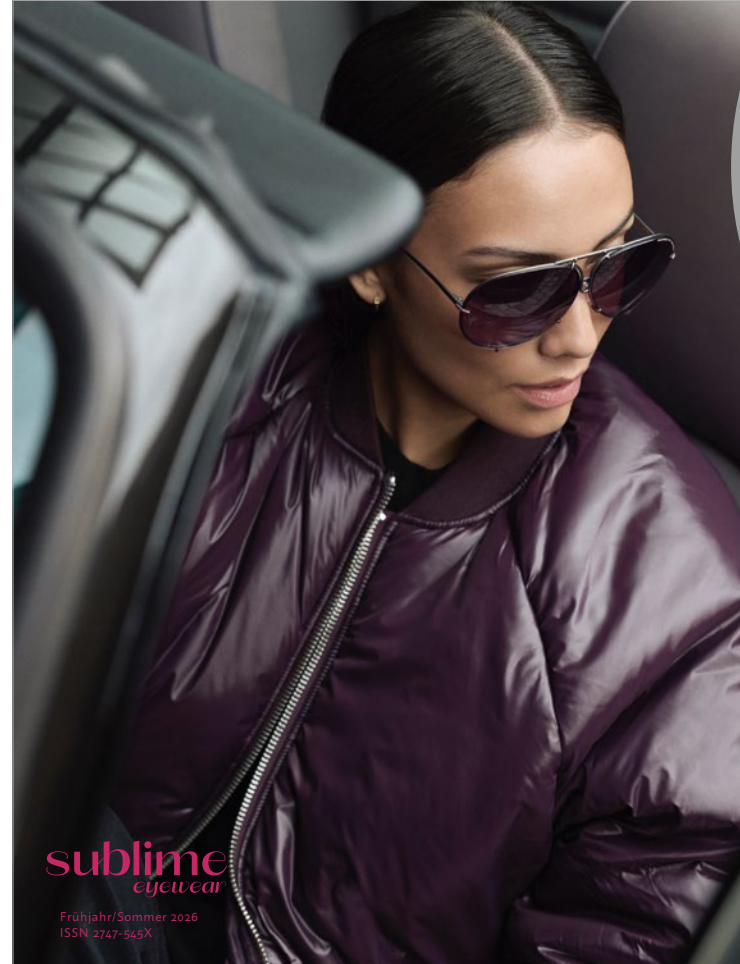
U2 / inside cover € 6.321,- 2 advertisements inside cover Sublime Eyewear 1 + 2 total € 12.642,-

./. 25% discount = € 9.481,50

advertisements 2/1 page (start of issue) € 7.450,00 2 double pages Sublime Eyewear 1 + 2 total € 14.900,-

./. 30% discount = € 10.430,-

The combo: Title, back cover, exclusive story.



- # Aesthetic cover design
- # Attractive visualization
- # appealing haptics

Exciting topics from the world of eyewear and beyond. Elaborately researched and written articles. This is what the customer magazine Sublime Eyewear stands for. A novelty in the DACH market that ensures a strong presence of brands, collections and products. A magazine that conveys content. That tells stories. Whose content and design win readers over emotionally – from the cover to the cover story to the back cover. We would be happy to inform you about the combined offer as an inspiring option for the storytelling of your company, brands and products.

Rate

Front page + back cover

210 x 272 mm

upon request

THE FEMININE TOUCH

PORSCHE DESIGN

Autorinnen: Ulrike Kofka, Angela Mrositzki
Fotos: Porsche Design

- # Variety of topics:
The cover story
- # Focus on people,
brands, products
- # Responsible
high-quality journalism

Stilikonen setzen nicht nur **Trends** – sie überdauern sie. Wie die legendäre **Sonnenbrille P'8478** von **Porsche Design**. Seit den 1970er-Jahren ein unverzichtbares **Must-have der Brillenmode**, steht sie für zeitloses Design und technische Präzision. Heute erlebt der **Klassiker** ein **feminines Update**: Die neue **Ladies Capsule Collection** verbindet Eleganz, Stärke und modernen Stil.



The sublime eyewear cover story.

Aesthetic visualisation on the front page and back cover is completed by the cover story with its depth of content. The spectrum covers a wide range of topics - from eyewear protagonists' portraits to corporate culture and a look at brand worlds.

The art shootings.

PEOPLE OF

Kosmopolitisch. Kreativ. Geerdet. Ehrlich.
Authentische Charaktere. Geschichten, die das
Leben schreibt. Sublime Eyewear porträtiert
„People of Berlin“ in Deutschlands
multikultureller Hauptstadt. Mit auf dem Set:
Eyewear Highlights der
Frühjahr/Sommer-Kollektionen 2026.

BERLIN



Fotograf: Bert Spangemacher
Creative Direction, Backstage-Fotos und Text: Angela Mrositzki
Art Direction und Video: Elena Pöhls
Make-up & Hairstyling: Catrin von Pabutzki

— QR-Code zum Behind-The-Scenes-Video „People of Berlin“

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- # Artistic image language
- # Renowned photo team
- # Authentic faces

Follow our backstage photos and videos
on DOZ and sublime eyewear websites
and social media platforms.

Sublime eyewear art shootings which
showcase international eyewear design
in an artistic visual language are the
highlight of each edition.

We cooperate with renowned photo-
graphers, who focus on a genuinely
artistic visual language. The concept:
Storytelling in pictures. This requires
breaks, fascination, surprise.

Specific feature: Our photo models are
authentic, expressive characters, types,
faces. Their individual expression and
their charisma with eyewear set a special
tone.

Publication:
sublime eyewear edition 1 + 2-2026 /
DOZ March + October edition 2026

Rate plus VAT

Art-Shooting Bundle Sublime Eyewear + DOZ,
each 1/1 page

3,074.- €

Art-Shooting Bundle Sublime Eyewear + DOZ,
each 2/1 page

5,225.- €

The product shootings.



- # Zoom on new frames
- # Proximity to brand and product world
- # An eye for details

Follow our product shooting on DOZ and sublime eyewear websites and social media platforms.

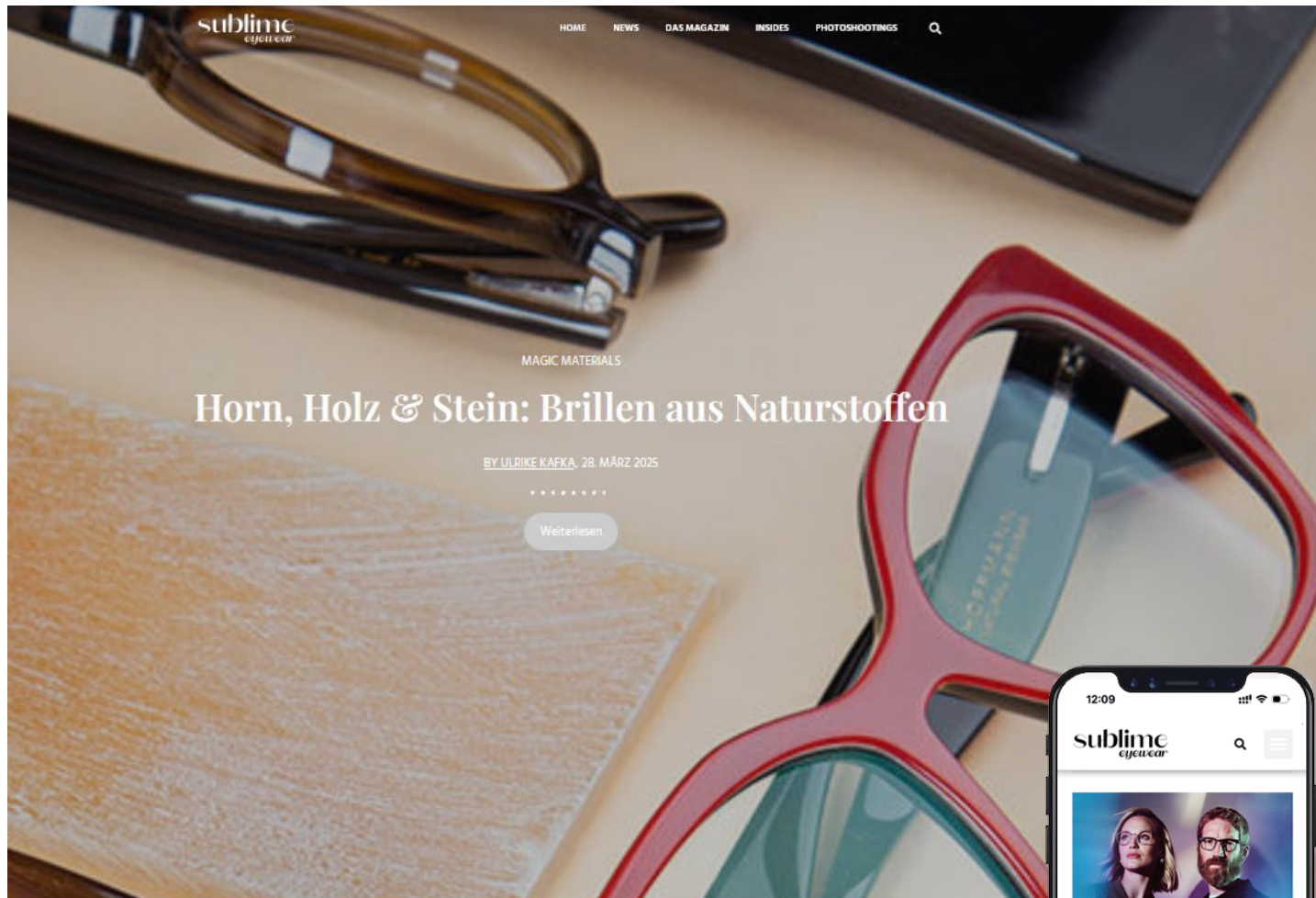
Aesthetic product shootings in sublime eyewear bring the brand and product world closer to end consumers. Our product shootings present innovative eyewear design and the enormous range of shapes and colours in the collections with a sensitive eye for detail – artistically high-end and attractively directed. New frames are professionally staged in the best light driven by constantly changing, surprising ideas, exciting illuminations and interesting perspectives.

Rate plus VAT

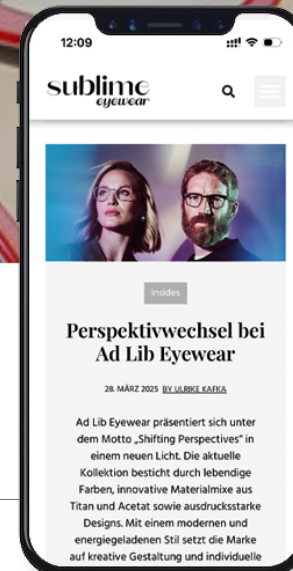
1/1 page incl. 2-3 product images

1,325.– €

Publication:
sublime eyewear edition 1 + 2-2026



HIGHLIGHTS



- # Attention-grabbing online presence
- # Optimized for mobile devices
- # High recognition value
- # Cover story & shootings prominently placed

All sublime eyewear contents are published in the print magazine and on the website www.sublime-eyewear.com at the same time. Thus, your target group can be reached digitally.

A dynamic slider with its first motif linked to the cover story for at least 30 days after publishing is a highlight on the entry page. The shootings, including backstage material, are presented in an eye-catching way at a separate menu item. The website is visually based on the magazine layout: large-format images, elegant fonts and space for white surface reflect the modern and also timeless design. Clear structures and mobile optimization ensure readability and make the website particularly user-friendly. Sublime eyewear online also reports regularly on collection and campaign news from selected frame manufacturers.

sublime eyewear

media data 2026, pricelist No. 6

Print run: 12.000
Frequency: Biannual (April, October):



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Postfach 12 02 01, D- 69065 Heidelberg
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Advertisements – Your contacts:



Kyra Schiffke

Advertising / Business Development

Phone: +49 (0) 6221 9051728
E-Mail: schiffke@doz-verlag.de

Nathalia Rölli

Advertising

Phone: +49 (0) 06221 9051713
E-Mail: roelli@doz-verlag.de

sublime
eyewear

Share your Passion!