

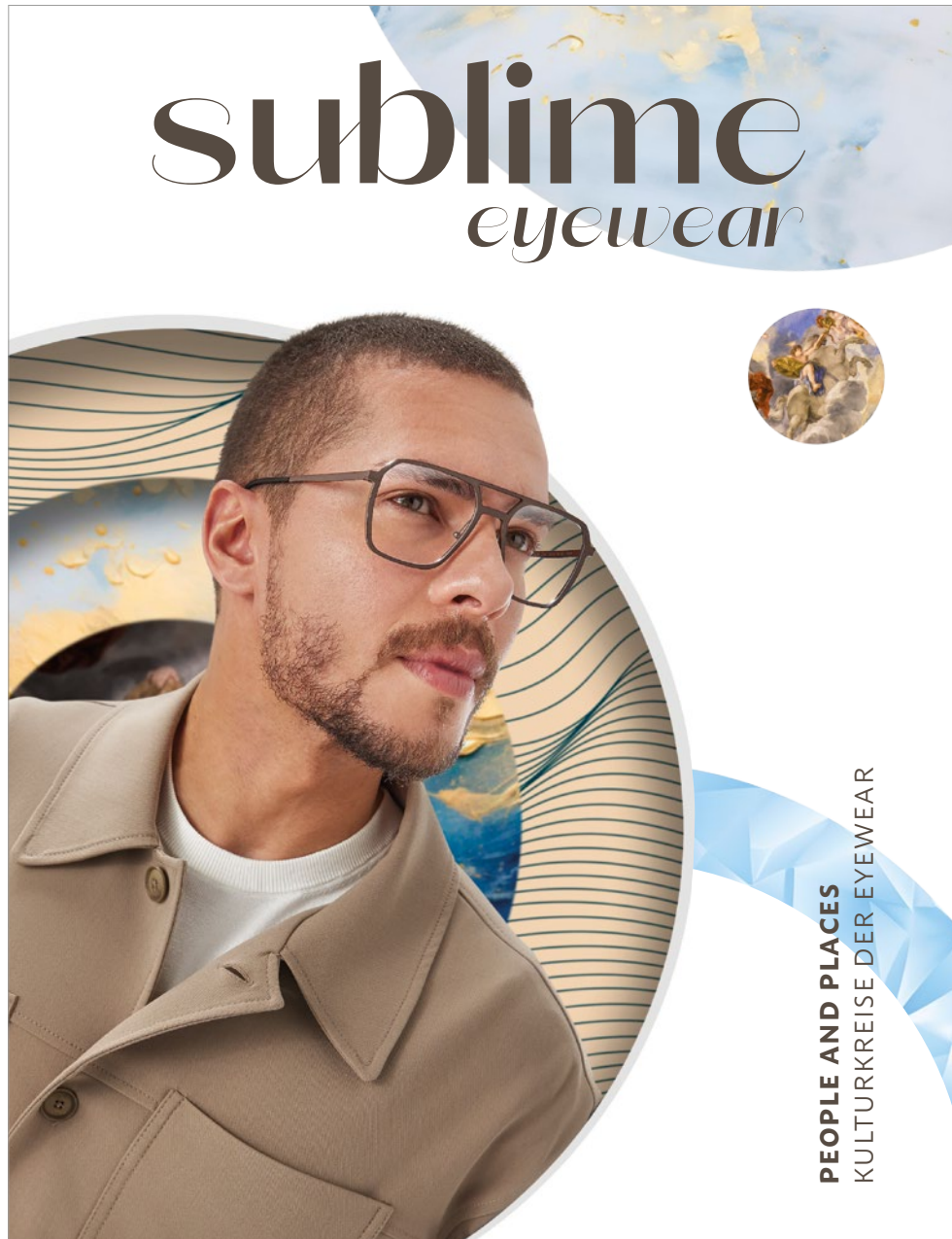
# sublime *eyewear*

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Media Data 2025



*passion for eyewear*



## The Customer Magazine.

A variety of topics from the fields of aesthetics, culture and lifestyle, refined by a modern layout that takes into account the changing information and reading behaviour of end consumers: The special interest magazine Sublime Eyewear has met with an overwhelming response in the optical industry. We generate the content spectrum from our passion for eyewear as a fashion accessory and design object.

Exciting. Dynamic. Multifaceted. Entertaining. Our guiding principle: Surprise me! All topics are prepared by a dedicated team with high editorial and visual standards. Sublime Eyewear is quality journalism, inspiration and information at 360 degrees in a style and topic mix of fashion, design, interviews with personalities and creative minds from the world of eyewear, with trend shows from the fashion runways as well as fashion and accessories. With a focus topic in each edition, interesting reports and portraits of fashion brands as well as independent eyewear brands. We look over the shoulders of designers and report on aesthetic design concepts as well as cosmopolitan lifestyle worlds, beauty and styling or cultural events.

Authentic. Surprising. Emotional. Designed as a modern customer magazine, Sublime Eyewear reaches its core readership via specialist opticians and serves as an information and orientation aid for all spectacle wearers who are looking for something special in the diversity of the eyewear brand and product world. The accompanying online presence with all content from the magazine as well as other news from the world of eyewear completes the offer in parallel to the print magazine in a contemporary digital format via the website ([www.sublime-eyewear.com](http://www.sublime-eyewear.com)) and social media channels.

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

## PASSION FOR EYEWEAR. This team lives it!

### 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.



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Mobile: +49 175 4113453

### Creative Direction: Angela Mrositzki

Passion for eyewear. Creative Director Angela Mrositzki has been living this passion for four decades. Aesthetics, design, culture and art relating to eyewear are her favourite topics - her creative field of experimentation in which she forms text and imagery into a big picture.



**Contact:**

**Angela Mrositzki**

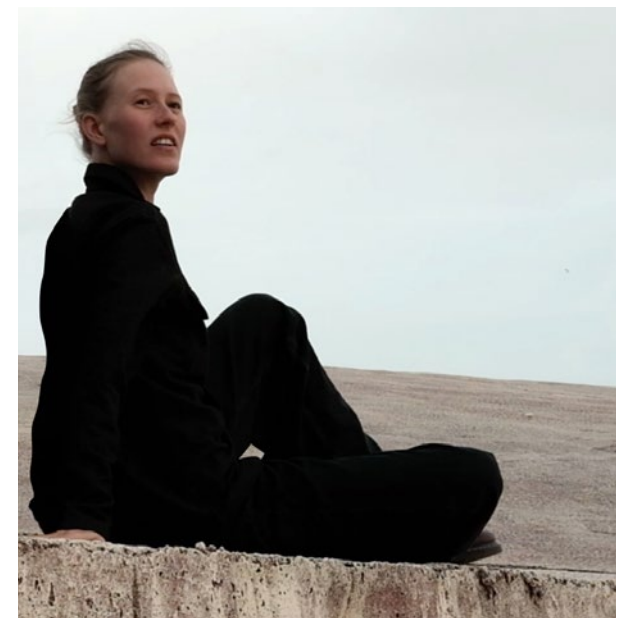
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### Art Direction: Elena Pöhls

As a graphic designer, Elena Pöhls has a penchant for beautifully designed books and magazines that tell real stories. Since studying communication design, she has combined her creative work with inspiring journeys across Europe.



**Contact:**

**Elena Pöhls**




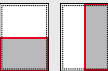
elena.poehls@posteo.de

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## Publication sublime eyewear

Edition 1-2025	01 April 2025
Edition 2-2025	01 November 2025

### Ad formats (rates plus VAT)

		<b>Formats</b> width x height in mm + <b>3 mm bleed on outer edges</b>	<b>Rates</b>	
Front page + back cover		230 x 298	on request	
2/1 page		460 x 298	7,450,- €	Also available as a bundle Sublime Eyewear / DOZ (Price upon request)
1/1 page		230 x 298	5,914.- € 6,321.- €	2nd cover page
1/2 page landscape / portrait		230 x 148 / 115 x 298	2,956.- €	

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

### PR advertisements (rates plus VAT)

	<b>Rates</b>	<b>Rates</b>
PR advertisements: 1/1 page, 230 mm x 298 mm, 1 to 2 illustrations + text max. 1,200 characters incl. spaces	2,583.- €	Front page of fashion & eyewear section, 230 mm x 298 mm editorial page without logo + 300 characters text
		4,770.-€

**NEW!**

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

## BUNDLE SUBLIME EYEWEAR + DOZ

**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 € 2.990,- minus 50% = € 1.495,-

**Rate Bundle: € 7.409,- (instead of € 8.904,-)**

advertisements Sublime Eyewear 1/1 page € 5.914,- (./. discount) +Advertorial DOZ 1/2 page € 2.095,- minus 50% = € 1.047,50

**Rate Bundle: € 6.961,50 (instead of € 8.009,-)**

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

advertisements Sublime Eyewear 1/1 page € 5.914,- (./. discount) +DOZ Online-Bundle € 1.721,- minus 50 % discount = € 860,50

**Rate Bundle: € 6.774,40 (instead of € 7.635,-)**

### 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) € 7.450,002 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

230 x 298 mm

upon request

# IM KREIS DER EVOLUTION — ION

Er gilt als *Symbol der Unendlichkeit*. Der Kreis hat weder einen Anfangs- noch einen Endpunkt. Einen Kreis nehmen wir als ruhige, harmonische, in sich geschlossene *Linie* wahr. Für den italienischen *Brillenhersteller Look* ist der Kreis eine Konstante seiner Markenwelt: Er steht für die *Kontinuität der Unternehmensgeschichte* und der Kollektionen.

Autorin: Angela Mrositzki  
Fotos: Look

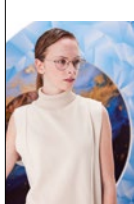


- # Variety of topics: The cover story
- # Focus on people, brands, products
- # Responsible high-quality journalism

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.

DESIGN MADE IN ITALY



Die Welt ist ein Kreis. Auch die Welt der Brillen.

Die Menschheit beschäftigt sich seit Jahrtausenden mit der geometrischen Form des Kreises. In jeder Religion und Kultur kommt dem Kreis eine besondere Bedeutung zu. Er ist das Symbol der Einheit, Vollkommenheit und Unveränderlichkeit. Die Kreislinie ist ein Kreislauf, der sich wiederholt. Er ist ein Symbol der Unendlichkeit. Die Kreislinie ist ein Kreislauf, der sich wiederholt. Er ist ein Symbol der Unendlichkeit.

Im Weltkreis steht die Menschheit. In der Kreislinie steht die Menschheit. In der Kreislinie steht die Menschheit. In der Kreislinie steht die Menschheit. In der Kreislinie steht die Menschheit.



Der Kreis hat eine lange Geschichte. Er ist ein Symbol der Unendlichkeit. Die Kreislinie ist ein Kreislauf, der sich wiederholt. Er ist ein Symbol der Unendlichkeit. Die Kreislinie ist ein Kreislauf, der sich wiederholt. Er ist ein Symbol der Unendlichkeit.

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## The art shootings.



- # 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 photographers, 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 + 2-2025 /  
DOZ March + October edition 2025

**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.

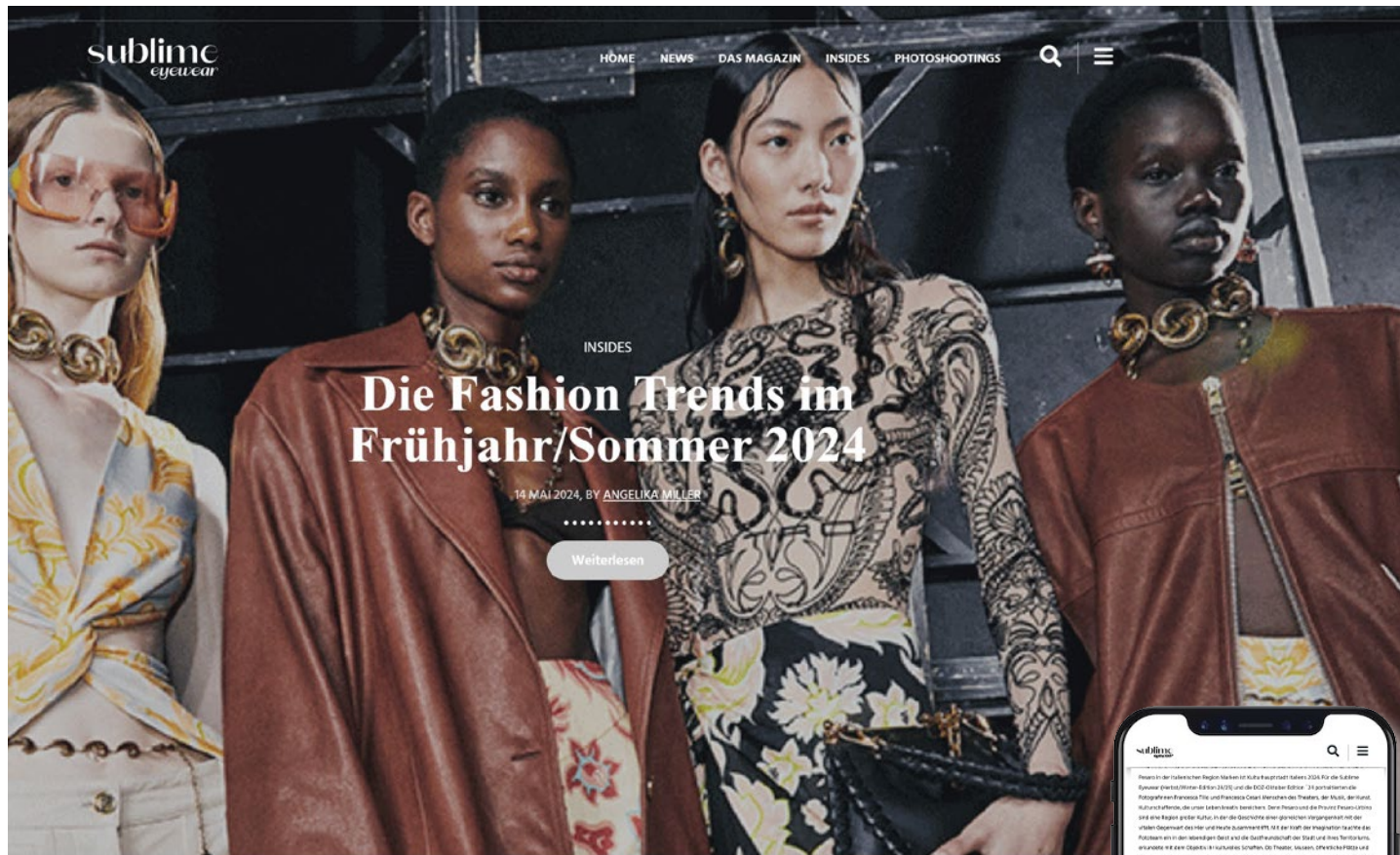
Aesthetic product shootings in sublime eyewear bring the brand and product world closer to end consumers. Our product shootings present innovative eyewear design and the enormous range of shapes and colours in the collections with a sensitive eye for detail – artistically high-end and attractively directed.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

**Rate** plus VAT

1,325.- €

1/1 page incl. 2-3 product images

**Publication:**  
sublime eyewear edition 1 + 2-2025

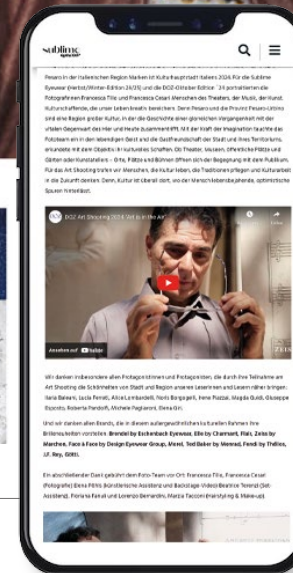


- # Attention-grabbing online presence
- # Optimized for mobile devices
- # High recognition value
- # Cover story & shootings prominently placed

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.

HIGHLIGHTS



# sublime eyewear

## media data 2025, pricelist No. 4

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

### **Publisher information:**

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Postfach 12 02 01, D- 69065 Heidelberg  
Luisenstraße 14 (Marienhaus), D- 69115 Heidelberg  
Phone: +49 6221/905170 | Fax: +49 6221/905171  
Internet: [www.doz-verlag.de](http://www.doz-verlag.de) | E-Mail: [doz@doz-verlag.de](mailto:doz@doz-verlag.de)

### **Subscription rates:**

single copy: 6,90 €  
from 25 copies: 2,67 € p. p.  
from 50 copies: 2,40 € p. St.  
from 100 copies - on request  
All prices exclude postage and packaging costs.

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*eyewear*

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