Die Broschüre für Ihre Praxis

Nahglasbestimmung

MICHAEL HORNIG

Funktionsprüfungen
Nahglasbestimmung
Anamnese
Akkommodation
Presbyopie

Bild: Susanne Schmich/pixeledge


YOU´LL NEVER WANT TO WEAR ANYTHING ELSE AGAIN.
## Content

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## Contacts

<table>
<thead>
<tr>
<th>Role</th>
<th>Name</th>
<th>Phone</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising Manager</td>
<td>Petra Sonnenfroh-Kost</td>
<td>+49 711 7594-306</td>
<td><a href="mailto:petra.sonnenfroh-kost@konradin.de">petra.sonnenfroh-kost@konradin.de</a></td>
</tr>
<tr>
<td>Advertising Sales Manager</td>
<td>Sonja Schäfer</td>
<td>+49 711 7594-307</td>
<td><a href="mailto:sonja.schaefer@konradin.de">sonja.schaefer@konradin.de</a></td>
</tr>
<tr>
<td>Media Consulting</td>
<td>Alena Kreis</td>
<td>+49 711 7594-471</td>
<td><a href="mailto:alena.kreis@konradin.de">alena.kreis@konradin.de</a></td>
</tr>
<tr>
<td>Order Management</td>
<td>Angelika Rottländer</td>
<td>+49 711 7594-316</td>
<td><a href="mailto:angelika.rottlaender@konradin.de">angelika.rottlaender@konradin.de</a></td>
</tr>
<tr>
<td>Editor-in-Chief</td>
<td>Theo Mahr</td>
<td>+49 711 7594-240</td>
<td><a href="mailto:theo.mahr@konradin.de">theo.mahr@konradin.de</a></td>
</tr>
<tr>
<td>Editorial</td>
<td>Jörg Tischer</td>
<td>+49 711 7594-249</td>
<td><a href="mailto:joerg.tischer@konradin.de">joerg.tischer@konradin.de</a></td>
</tr>
</tbody>
</table>

Konradin-Verlag
Robert Kohlhammer GmbH
Ernst-Mey-Straße 8
70771 Leinfelden-Echterdingen
Germany

Advertising department
fax no.: +49 711 7594-1306
Media Brand

Print
10,115 copies distributed Circulation (IVW-Audited)

Website
73,977 Page Impressions per month (monthly average, 1st half of the year 2019, source: google analytics)

Newsletter
18,365 recipients (as of July 2019)

Your opportunity to reach more than 100,000 Contacts crossmedia – within the relevant Target Group

AO-INFO
Be there: With your Entry in the AO-Supplier Directory Print and Online or as a Sponsor of the AO-Engraving Directory online.

AO-JOBS
Jobs & More: The Industry’s largest ad market for Job Vacancies and Classified Ads – Print and Online.

AO-LIVE
From the Praxis-Innovation Day to Seminars and Readers’ trips to Trade Shows. Benefit as a Sponsor of our Live-Contacts.

AO-KREATIV
Whether it’s an Advent Calendar or an Online Quiz, use our Partner Concepts for emotional Target Group communication.

AO-EXTRA
We support your Marketing with Market Surveys and Copytests or offers such as Company Videos.
DER AUGENOPTIKER is a specialist magazine for eye care professionals. In a popular mix, it reports on eye care expertise, business management as well as current trends, fashion and marketing. Adherence to the topic, high editorial competence, reliability and dependable publication dates characterise the magazine. DER AUGENOPTIKER is present at all the industry’s important trade fairs and offers a widespread coverage.

DER AUGENOPTIKER reports on focal topics that are important to readers in their everyday work, e.g. correction frames, sunglasses, sports optometry, eyeglass lenses, contact lenses and care products, shopfitting, EDP, workshop and machines and low vision. Photo galleries accompany the specials. The website www.der-augenoptiker.de additionally features the comprehensive ao-info directories for suppliers and engravings, videos for optometrists and the latest news. The editorial newsletter reaches more than 18,000 members of the industry at least twice a month.

Jobs & More, the comprehensive job and classified-ads market is used extensively by the industry and opticians. All ads from the magazine are additionally published free of charge on the website www.der-augenoptiker.de. Alle Stellenangebote erscheinen zusätzlich kostenlos im neuen Stellennewsletter: This makes Jobs & More THE communication platform for the industry.

Self-employed and employed opticians, decision-makers in the optical industry, eye care professionals, purchasers and retailers.

Monthly
DIN A4
75th year 2020

Annual subscription:
Germany 112.00 €
Abroad 120.45 €

Konradin-Verlag Robert Kohlhammer GmbH
Ernst-Mey-Straße 8, 70771 Leinfelden-Echterdingen

Katja Kohlhammer

Petra Sonnenfroh-Kost, Advertising Manager
petra.sonnenfroh-kost@konradin.de

Theo Mahr, Editor-in-Chief
Phone +49 711 7594-240, Fax +49 711 7594-1240
theo.mahr@konradin.de

Jörg Tischer
Phone +49 711 7594-249, Fax +49 711 7594-1249
joerg.tischer@konradin.de

1,020 pages = 100.0%
627 pages = 61.0%
393 pages = 39.0%
83 pages
31 pieces
2 Circulation Analysis

01 Audited by: 

02 Circulation analysis: Average copies (July 1, 2018 to June 30, 2019) 

Print run: 10,200 

Circulation: 10,115 of them abroad: 210 

Copies sold: 5,349 of them abroad: 200 of them members: – 

Retail sale: – 

Other sales: 1,887 

Free copies: 4,766 

Residual / archive copies: 86 

03 Geographical analysis: Share of actual circulation 

Economic area % Copies 

Germany 97.9 9,904 
Abroad 2.1 210 

comprising 

Belgium, the Netherlands, Luxembourg 8.1 17 
Austria 37.7 79 
Switzerland 42.4 89 
Rest of Europe 8.9 19 
Other foreign countries 2.9 6 

Circulation 100.0 10,115 

3.1 Circulation by postcode regions: Percentage of actual circulation 

Postcode 2 11.7% = 1,168 copies 

Postcode 3 15.0% = 1,484 copies 

Postcode 4 12.7% = 1,256 copies 

Postcode 5 12.7% = 1,256 copies 

Postcode 6 9.6% = 950 copies 

Postcode 7 9.1% = 901 copies 

Postcode 8 11.6% = 1,147 copies 

Postcode 9 6.4% = 633 copies 

Postcode 0 5.3% = 524 copies 

Postcode 1 6.3% = 623 copies 

Summary of the survey method: 
1. Method: File-based recipient-structure analysis – total circulation 
2. Population: Actual circulation 
3. Sample: Actual circulation 
4. Target persons of the study: Recipients of the magazine 
5. Study period: June/July 2019 
6. Survey completed by: Konradin Media Group
# Editorial Schedule 2020

<table>
<thead>
<tr>
<th>Issue/month</th>
<th>Advertising deadline</th>
<th>Publication date</th>
<th>Topics*</th>
<th>Trade Fairs 2020</th>
</tr>
</thead>
</table>
Brille & Co, Dortmund 18.01.-19.01.  
100% OPTICAL, London 25.01.-27.01. |
mido, Milan 29.02.-03.03. |
| 3 March     | 05.02.2020 | 28.02.2020 | Kontaktlinsen – novelties from opti 2020 | OPTA, Brün 13.03.-15.03.  
NCC 2020, Veldhofen 15.03.-16.03.  
Vision Expo East, New York 26.03.-29.03. |
| 4 April     | 04.03.2020 | 27.03.2020 | Shopfitting, EDP, workshop | Optrafair, Birmingham 04.04.-06.04.  
| 5 May       | 03.04.2020 | 30.04.2020 incl. copies for the trade fair | Trade fair edition Schiffsmesse Sport Optics | Schiffsmesse, Hamburg 16.05.-17.05.  
IVBS Jahreskongress, Mainz 09.05.-10.05.  
Sight City, Frankfurt 27.05.-29.05. |
| 6 June      | 05.05.2020 | 29.05.2020 | Eyeglass lenses | Glasses and Fashion: Eye Catching and Highlights |

*We would love to keep you updated on additional Special Topics as well as the relevant Main Themes within our industry sector of Glasses and Fashion.
Please order our Topic Preview! Contact: petra.sonnenfroh-kost@konradin.de
<table>
<thead>
<tr>
<th>Issue/month</th>
<th>Advertising deadline</th>
<th>Publication date</th>
<th>Topics*</th>
<th>Trade Fairs 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>7 July</td>
<td>03.06.2020</td>
<td>30.06.2020</td>
<td>Low vision Sight-City Report Contact lenses</td>
<td>Brille und Mode: Lichtblicke und Blickfang</td>
</tr>
<tr>
<td></td>
<td>15.06.2020</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8 August</td>
<td>07.07.2020</td>
<td>30.07.2020</td>
<td>Shopfitting, EDP, workshop Kids’ eyeglasses</td>
<td>Brille und Mode: Lichtblicke und Blickfang</td>
</tr>
<tr>
<td></td>
<td>15.07.2020</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9 September</td>
<td>05.08.2020</td>
<td>28.08.2020</td>
<td>Trade fair edition Silmo Refraction</td>
<td>Brille und Mode: Lichtblicke und Blickfang</td>
</tr>
<tr>
<td></td>
<td>14.08.2020</td>
<td>incl. copies for the trade fair</td>
<td></td>
<td>Vision Expo West, Las Vegas 24.09.-26.09. HALL OF FRAMES, Zurich</td>
</tr>
<tr>
<td></td>
<td>16.09.2020</td>
<td>incl. copies for the trade fair</td>
<td></td>
<td>Silmo, Paris 02.10.-05.10. Copenhagen Specs, Berlin IOFT, Tokyo</td>
</tr>
<tr>
<td>11 November</td>
<td>07.10.2020</td>
<td>30.10.2020</td>
<td>Shopfitting, EDP, workshop</td>
<td>Brille und Mode: Lichtblicke und Blickfang</td>
</tr>
<tr>
<td></td>
<td>16.10.2020</td>
<td></td>
<td></td>
<td>OPTYKA, Posen 21.11.-22.11. Hong Kong Optical Fair, Hong Kong Vision-X, Dubai</td>
</tr>
<tr>
<td>12 December</td>
<td>04.11.2020</td>
<td>27.11.2020</td>
<td>Contact lenses</td>
<td>Brille und Mode: Lichtblicke und Blickfang</td>
</tr>
<tr>
<td></td>
<td>16.11.2020</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*We would love to keep you updated on additional Special Topics as well as the relevant Main Themes within our industry sector of Glasses and Fashion. Please order our Topic Preview! Contact: petra.sonnenfroh-kost@konradin.de
Special Position Cover Page

Make your Mark – with a prominent Title Placement

Your benefits:

- **Exclusive Placement**
  Full-page Advertisement featuring the logo of DER AUGENOPTIKER – only with your advertising message – and nothing else!

- **Highest Profile**
  Immediate attention from every Reader.

- **Best Image Enhancement**
  Top Ranking for strongest Motives.

- **Multiple Contacts**
  Highest exposure due to prominent visibility of the Motif.

**Logo-Placement**
- Width: 90 mm
- Height: 100 mm

**Price on request.**

Special design guidelines apply to the Cover Page – details can be obtained upon request or at time of Booking.

**2-stage Communication**
The Cover Page is also repeated in the Table of Contents, alongside detailed information concerning your offer.

**130 mm** – Height limit for Advertising information, such as Logo, Product Name, Slogan, etc.
### Ads: Standard formats

<table>
<thead>
<tr>
<th>Formats</th>
<th>Total rate b/w</th>
<th>Total rate 4c</th>
<th>Format: width x height in mm</th>
<th>Type area</th>
<th>Trimmed</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>2,990.00</td>
<td>4,550.00</td>
<td>188 x 270</td>
<td>210 x 297</td>
<td></td>
</tr>
<tr>
<td>1/2 page</td>
<td>1,600.00</td>
<td>2,770.00</td>
<td>land. 4col port. 2col</td>
<td>188 x 133</td>
<td>210 x 150</td>
</tr>
<tr>
<td>1/3 page</td>
<td>1,115.00</td>
<td>1,895.00</td>
<td>land. 4col port.</td>
<td>188 x 88</td>
<td>210 x 105</td>
</tr>
<tr>
<td>1/4 page</td>
<td>810.00</td>
<td>1,395.00</td>
<td>land. 4col port. 2col</td>
<td>188 x 65</td>
<td>210 x 82</td>
</tr>
<tr>
<td>1/8 page</td>
<td>415.00</td>
<td>715.00</td>
<td>land. 4col port. 2col</td>
<td>188 x 32</td>
<td>210 x 49</td>
</tr>
</tbody>
</table>

For smaller ads, we charge 25% of the b/w ad price per colour as colour surcharge. Special colours on request. Colour surcharges are discountable. Minimum size for recommendation ads: 1 column, 20 mm high. Millimetre price for 1 column, 44 mm wide: 3.17 €

For Display Advertising of 1/8 Page or smaller, placement position is not be possible.

### Ads: Special formats

<table>
<thead>
<tr>
<th>Formats</th>
<th>Total rate</th>
<th>Format: width x height in mm</th>
<th>Type area</th>
<th>Trimmed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title page</td>
<td>on request</td>
<td>–</td>
<td>210 x 297</td>
<td></td>
</tr>
<tr>
<td>2nd cover page</td>
<td>5,400.00</td>
<td>188 x 270</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3rd cover page</td>
<td>4,950.00</td>
<td>188 x 270</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4th cover page</td>
<td>5,800.00</td>
<td>188 x 270</td>
<td></td>
<td>210 x 297</td>
</tr>
<tr>
<td>1/1 page next to content</td>
<td>5,100.00</td>
<td>188 x 270</td>
<td>210 x 297</td>
<td></td>
</tr>
<tr>
<td>1/2 page next to editorial</td>
<td>3,100.00</td>
<td>92 x 270</td>
<td>103 x 297</td>
<td></td>
</tr>
<tr>
<td>Categories-Homepage Glasses and Fashion-Highlights and Themed Specials</td>
<td>2,300.00</td>
<td>140 x 190</td>
<td>151 x 205</td>
<td></td>
</tr>
</tbody>
</table>
### Ad specials

<table>
<thead>
<tr>
<th>Formats</th>
<th>Specifications</th>
<th>Prices incl. postage share</th>
<th>Technical notes</th>
<th>Delivery address</th>
</tr>
</thead>
</table>
| **Bound inserts**| 1 leaf = 2 pages  
2 leaves = 4 pages  
3 leaves = 6 pages  
4 leaves = 8 pages | 80–134 gsm not possible  
80–134 gsm not possible  
80–134 gsm not possible  
80–134 gsm not possible | Required deliv. quantity:  
10,880 copies  
Trimming scheme on request.  
Prices for <80 gsm and >180 gsm on request. | Delivery date: 7 days after advertising deadline.  
At advertiser's expense to Konradin Druck GmbH  
Kohlhammerstraße 15, 70771 Leinfelden-Echterdingen  
Delivery note:  
To "DER AUGENOPTIKER", issue (no.)  
Delivery times: Monday to Friday 7:00 a.m. – 6:00 p.m.  
Euro-pallet dimensions: 80 x 120 cm (max. height 110 cm) |
| **Tip-ons**      | On ads or bound inserts  
Postcards | In addition to carrying ad or bound insert  
61.00 per thousand plus gluing:  
37.00 per thsd. automated  
74.00 per thsd. manual gluing | Required deliv. quantity:  
10,880 copies  
Booklets and other tip-ons as well as product samples upon request. | Delivery date prior to advertising deadline.  
At advertiser's expense to Konradin Druck GmbH  
Kohlhammerstraße 15, 70771 Leinfelden-Echterdingen  
Delivery note:  
To "DER AUGENOPTIKER", issue (no.)  
Delivery times: Monday to Friday 7:00 a.m. – 6:00 p.m.  
Euro-pallet dimensions: 80 x 120 cm (max. height 110 cm) |
| **Loose inserts**| up to 25 g  
up to 30 g  
up to 35 g  
up to 40 g  
up to 45 g  
up to 50 g | 245.00 per thousand  
266.00 per thousand  
288.00 per thousand  
309.00 per thousand  
331.00 per thousand  
352.00 per thousand | Required deliv. quantity:  
10,500 copies  
Max. format:  
200 x 290 mm  
Partial print run for specific postcode areas possible. | At advertiser's expense to Beck Servicepack GmbH  
Raiffeisenstraße 25, 70794 Filderstadt  
Delivery note:  
To "DER AUGENOPTIKER", issue (no.)  
Delivery times: Mon - Fri 7:30 a.m. – 4:30 p.m.  
Euro-pallet dimensions: 80 x 120 cm (max. height 110 cm) |

**Discounts:** Bound inserts: 1 leaf = 1/1 advertising page, loose inserts: not discountable

Approval and confirmation by the publisher is subject to submission of a binding sample. Inserts are incorporated loosely and must consist of a single piece. Multi-leafed Inserts must be delivered in a folded manner and closed to the waistband (long side), i.e. in the insert direction. Difficulties arising during processing and any additional work (e.g. folding/gluing) will be charged separately.

Contact for submission of files and technical details: angelika.rottaender@konradin.de

* Position deviations of 1-2 mm for glued products may occur for technical reasons and cannot be excluded.
Exclusive Advertorials in the Editorial environment within the front Magazine section.

The Design is free and the Advertorial is marked as an announcement.

### Advertorials in “Einblicke” - the “Insights” section

The Design is undertaken by the Publisher. The advertorials are positioned collectively in the section and marked as ads.

<table>
<thead>
<tr>
<th>Insight</th>
<th>1/1 page</th>
<th>Insight (port. or land.)</th>
<th>1/2 page</th>
<th>Insight</th>
<th>1/4 page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to 4 images, logo, web address</td>
<td>1,900.00</td>
<td>Up to 2 images, logo, web address</td>
<td>990.00</td>
<td>1 image, logo, web address</td>
<td>600.00</td>
</tr>
<tr>
<td>max. 4,300 characters</td>
<td></td>
<td>max. 2,100 characters</td>
<td></td>
<td>max 1,000 characters</td>
<td></td>
</tr>
</tbody>
</table>

File formats: TIF, JPG, EPS. Image resolution: 300 dpi. The advertising deadline (see pages 6 - 7) is also the deadline for submitting text and images for advertorials.

- Advertorials are not discountable or commissionable!
Jobs & More – in DER AUGENOPTIKER and online at www.der-augenoptiker.de and fachjobs24.de

You have the Choice!
mm-Display in your desired height or Standard Format

<table>
<thead>
<tr>
<th>mm-Ads in variable height</th>
<th>Job vacancies, Classified Advertisements *</th>
<th>service ads/recommendation ads</th>
<th>Job searches</th>
</tr>
</thead>
<tbody>
<tr>
<td>mm price per column</td>
<td>bw</td>
<td>2.20 €</td>
<td>2.90 €</td>
</tr>
<tr>
<td></td>
<td>4c</td>
<td>2.87 €</td>
<td>1.10 €</td>
</tr>
</tbody>
</table>

*Temporary jobs, sales agent vacancies, companies up for acquisition, sales, purchasing requests, rentals/leases, last minute, miscellaneous

1 col. = 44 mm wide     3 col. = 140 mm wide
2 col. = 92 mm wide     4 col. = 188 mm wide

Minimum size: 10 mm/one column

Box Fee: **17.00**. Write to: chiffre@konradin.de

**Priority placement**
on the Homepage of the Column section Jobs & More
Format: 190 mm high x 140 mm wide

<table>
<thead>
<tr>
<th></th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Job vacancies, 4c</td>
<td>1,800.00</td>
</tr>
<tr>
<td>Service ad/recommendation ad, 4c</td>
<td>2,300.00</td>
</tr>
</tbody>
</table>

Other Placement requirements 10% Surcharge
**AO-JOBS**

**Jobs & More** (Prices valid as of 01-10-2019, in €, plus VAT)

Jobs & More = 1 Month in the Magazine  
+ 1 Month free-of-charge Online at www.der-augenoptiker.de or www.fachjobs24.de  
+ Recommendation of Job Offers within the exclusive Job Newsletter

<table>
<thead>
<tr>
<th>Print editions</th>
<th>Advertising deadline (AD)</th>
<th>Publication date (PD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2/20</td>
<td>17.01.2020</td>
<td>31.01.2020</td>
</tr>
<tr>
<td>3/20</td>
<td>14.02.2020</td>
<td>28.02.2020</td>
</tr>
<tr>
<td>4/20</td>
<td>16.03.2020</td>
<td>27.03.2020</td>
</tr>
<tr>
<td>5/20</td>
<td>15.04.2020</td>
<td>30.04.2020</td>
</tr>
<tr>
<td>6/20</td>
<td>14.05.2020</td>
<td>29.05.2020</td>
</tr>
<tr>
<td>7/20</td>
<td>15.06.2020</td>
<td>30.06.2020</td>
</tr>
<tr>
<td>8/20</td>
<td>15.07.2020</td>
<td>30.07.2020</td>
</tr>
<tr>
<td>9/20</td>
<td>14.08.2020</td>
<td>28.08.2020</td>
</tr>
<tr>
<td>10/20</td>
<td>16.09.2020</td>
<td>30.09.2020</td>
</tr>
<tr>
<td>11/20</td>
<td>16.10.2020</td>
<td>30.10.2020</td>
</tr>
<tr>
<td>12/20</td>
<td>16.11.2020</td>
<td>27.11.2020</td>
</tr>
</tbody>
</table>

**Use the AO-Newsletter for even more Attention!**

<table>
<thead>
<tr>
<th>With a booked Print Ad within Jobs &amp; More</th>
<th>Surcharge</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ads-Announcement of your Job Vacancies exclusively within the Online Job-Newsletter with links to your Advertisement on <a href="http://www.der-augenoptiker.de">www.der-augenoptiker.de</a> or <a href="http://www.fachjobs24.de">www.fachjobs24.de</a>, with text creation by the Editorial Office</td>
<td>Free</td>
</tr>
<tr>
<td>Job-Banner within the Editorial AO-Newsletter with links to your ad on <a href="http://www.der-augenoptiker.de">www.der-augenoptiker.de</a> or <a href="http://www.fachjobs24.de">www.fachjobs24.de</a>, layout and banner creation by the Publisher.</td>
<td>250.00</td>
</tr>
</tbody>
</table>

**With a booked Online Ad at www.fachjobs24.de**

<table>
<thead>
<tr>
<th>With a booked Online Ad at <a href="http://www.fachjobs24.de">www.fachjobs24.de</a></th>
<th>Zusatzpreis</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ads-Announcement of your Job Vacancies exclusively within the Online Job-Newsletter with links to your Advertisement on <a href="http://www.der-augenoptiker.de">www.der-augenoptiker.de</a> or <a href="http://www.fachjobs24.de">www.fachjobs24.de</a>, with text creation by the Editorial Office</td>
<td>300.00</td>
</tr>
</tbody>
</table>

**Opportunities Online**

**Column section on www.der-augenoptiker.de**

<table>
<thead>
<tr>
<th>Only possible as direct booking on the Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>mm-Preis pro Spalte, 4c</td>
</tr>
</tbody>
</table>

Companies up for acquisition, sales, purchasing requests, rentals/leases, miscellaneous  
Stock sales, training/further education

Sorted by entry date, placed online within 48 hours, run time: 1 month

**Contact Jobs & More:**
Alena Kreis, Phone +49 711 7594-471  
Fax +49 711 7594-1471  
alena.kreis@konradin.de  
or online via www.der-augenoptiker.de
Trade Magazine  
Rate Card | Technical Requirements  
(Prices valid as of 01-10-2019, in €, plus VAT)  

Magazine format: 210 mm wide x 297 mm high, DIN A4  
Intrimmed: 216 mm wide x 303 mm high  

Type area: 188 mm wide x 270 mm high, 4 columns, each 44 mm wide  

Printing and binding: Web offset, perfect binding  

Series discount: for orders within any 12 months (insertion year). Colour charges are discounted, as are bound inserts (1 insert = 1/1 page of advertising). No discounts for loose inserts.  

Repeat discounts:  
<table>
<thead>
<tr>
<th>3 ads</th>
<th>6 ads</th>
<th>12 ads</th>
<th>24 ads</th>
</tr>
</thead>
<tbody>
<tr>
<td>5%</td>
<td>10%</td>
<td>15%</td>
<td>20%</td>
</tr>
</tbody>
</table>

Quantity discounts:  
<table>
<thead>
<tr>
<th>1 pages</th>
<th>3 pages</th>
<th>6 pages</th>
<th>12 pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>5%</td>
<td>10%</td>
<td>15%</td>
<td>20%</td>
</tr>
</tbody>
</table>

Data formats: Data formats: We recommend the delivery of PDF/X-3 Data. Otherwise unseparated files in EPS or TIFF format; Open Data (e.g. InDesign, Quark XPress, etc.) must be avoided. The file must be printable, i.e. all used Fonts must be embedded, Halftone Images require a resolution of 300 dpi, Line Images at least 600 dpi.  

Colours: Print colours (CMYK) accordance with ISO 2846-1, Special Colours may be possible with prior consultation. For the conversion and control of the Colour Space (ICC-Color Management) special reference is made to the standard offset profiles of the ECI (free purchase of the Package „ECI_Offset_2009” is available at www.eci.org). You can use the Profiles „eciRGB_v2.icc” (RGB Colour Space) and „ISOcoated_v2_eci.icc” (CMYK Colour Space).  

Proof: Colour-accurate proof according to „Medienstandard Druck” (bvdm). Digitally generated Proofs must contain the FOGRA Media Wedge to control colour accuracy (available for a fee from www.fogra.org). Proofs must have an official Print Control Strip.  

Data Archiving: All data is archived as a matter of policy, therefore unchanged repetitions will usually be possible. However, a data guarantee is not provided.  

Warranty: We assume no liability for the final print result in the case of delivery of incomplete or deviating data (Texts, Colours, Illustrations, etc.). Failed execution due to incomplete or faulty files, incorrect settings or incomplete information may be subject to a surcharge. This also applies to additional Typesetting or reproductions, as well as the creation of new Proofs.  

Data delivery:  
Use our advertisement portal www.konradin-ad.de for data submission.  
1. PDF ads (automatic preflighting)  
2. Native file (via upload mask, please compress data)  
Enquiries: Phone +49 711 7594-718 (8:00 a.m. to 5:30 p.m.)  
See page 19 for technical requirements, information for data transmission for Jobs & More see page 12  

Conditions:  
Prior to digital transfer of advertising artwork, the publisher must receive the corresponding advertisement booking. The order and copy deadlines are specified in the editorial schedule. A full-size print-out is required for checking the supplied advertisement, or a contract proof or press proof in the case of a colour advertisement. Advertising must be seen as distinct from the editorial section and, as such, a booked advertising format (ad, bound insert, loose insert, etc.) may contain only the offer of one advertiser.  

Payment conditions:  
2% discount for direct debit, advance payment and payment within 10 days of invoice date, otherwise payment in full no later than 30 days from invoice date.  
VAT no.: DE 811 236 132  
Bank account:  
Baden-Württembergische Bank, BIC: SOLADEST600, IBAN: DE28 6005 0101 0002 6238 87  

Our general terms and conditions are available online at www.konradin.de. Printed copies can be sent on request.
The AO-INFO Supplier Directory: Largest and most comprehensive supplier directory for the industry listing all the relevant information on manufacturers, distributors and brands.

### Print

- **The 13th edition of the annual supplier directory for the DER AUGENOPTIKER trade magazine.**
  - The universal, handy reference guide and indispensable tool for anyone working within the optical industry.

#### Plus listing
- Logo
- Rate for 12 months: 300.00*

#### Premium listing
- Logo
- 1/1 page ad
- Rate for 12 months: 600.00*

- Publication date:
  - annually in November

- Circulation:
  - 5,000 copies

### Online

#### Plus listing
- Logo
- Link to website
- Rate for 12 months: 300.00*

#### Premium listing
- Logo and link to website
- Short Text: Company Profile, Portfolio, Contact Details, etc.
- Media box with your contents, e.g:
  - Images/PDFs/videos
  - a new Press Release per Month
  - Link to Articles about your Company that have appeared on the AO-Website
- Rate for 12 months: 750.00*

### Print + Online

**Exploit Synergies!**

- Rate for 12 months: 450.00*

**Print + Online: Plus listing**

- Rate for 12 months: 450.00*

**Print + Online: Premium listing**

- Rate for 12 months: 1,250.00*

*Rates are not discountable or commissionable, Details of the Text and Data Delivery can be obtained with the Order Confirmation.*
www.der-augenoptiker.de is the information and service portal for the optical industry optimally complements the DER AUGENOPTIKER print magazine. The direct access to the individual section groups (products, Technology, Operations, Jobs, Opportunities, AO-Info, Magazines and Videos), the comprehensive article archive, the product finder, the database AO-Info, The Engraving Directory and much more provide maximum value to users.

Access rates*:
Page Impressions: 73,977
Visits: 35,205
Unique User: 29,452

*(monthly average, 1st half of the year 2019, source: google analytics)
<table>
<thead>
<tr>
<th>Advertising format on all pages*</th>
<th>Position on Desktop and Tablet**</th>
<th>Size in pixels (w x h) Desktop and Tablet</th>
<th>Description Desktop and Tablet</th>
<th>Positioning Mobile</th>
<th>Size in pixels (w x h) Mobile</th>
<th>Price per week</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billboard</td>
<td></td>
<td>970 x 250</td>
<td>Banner directly below the Navigation Bar</td>
<td></td>
<td>300 x 75</td>
<td>650.00</td>
</tr>
<tr>
<td>Large Leaderboard</td>
<td></td>
<td>970 x 90</td>
<td>Placement above the Header</td>
<td></td>
<td>300 x 50</td>
<td>550.00</td>
</tr>
<tr>
<td>Wide Skyscraper</td>
<td></td>
<td>160 x 600</td>
<td>Placement on the right side next to Content</td>
<td></td>
<td>300 x 50</td>
<td>450.00</td>
</tr>
<tr>
<td>Sticky Wide Skyscraper</td>
<td></td>
<td>160 x 600</td>
<td>Placement on the right side next to Content (Sticky: Banner remains in the field of view when scrolling the page)</td>
<td></td>
<td>300 x 50</td>
<td>700.00</td>
</tr>
<tr>
<td>Hockeystick</td>
<td></td>
<td>970 x 90 und 120 x 600</td>
<td>Leaderboard adjacent to Skyscraper on the right</td>
<td></td>
<td>300 x 75</td>
<td>900.00</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td></td>
<td>300 x 250</td>
<td>Banner within Content or in the outer column</td>
<td></td>
<td>300 x 250</td>
<td></td>
</tr>
<tr>
<td>Fullbanner</td>
<td></td>
<td>590 x 100</td>
<td>Placement in Content</td>
<td></td>
<td>300 x 50</td>
<td></td>
</tr>
</tbody>
</table>

**Submission of data:** 7 days before start of campaign by e-mail to auftragsmanagement@konradin.de

File formats: GIF, JPG, HTML5 (responsive), redirect. Max. file size 80KB. Please create HTTPS-compatible HTML5 (max. 2 MB) and redirect files.

File format for video ad: MPEG4 (file size max. 30 MB). For the advertisement format Sticky Skyscraper please request our technical specifications via e-mail to: auftragsmanagement@konradin.de.
Newsletter

AO-Newsletter (Prices valid as of 01-10-2019, in €, plus VAT)

Editors' Special Newsletter

The Editorial Team of DER AUGENOPTIKER send out two online Newsletters and an exclusive Job Newsletter to more than 18,000 opt-in Newsletter Subscribers each Month. Planned dispatch dates see page 19.

Werbformen und Preise

Verlinkungen: alle Werbformen mit Verlinkung auf Ihre Website möglich

<table>
<thead>
<tr>
<th>Ad format*/ position newsletter</th>
<th>Size in pixels (w x h)</th>
<th>Price per dispatch</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard above Header</td>
<td>728 x 90</td>
<td>550.00</td>
</tr>
<tr>
<td>Fullbanner</td>
<td>590 x 100</td>
<td>400.00</td>
</tr>
<tr>
<td>Text/image ad</td>
<td>Image: 200 x 150</td>
<td>350.00</td>
</tr>
<tr>
<td>Ad-Announcements linked to your Job Offer on <a href="http://www.fachjobs24.de">www.fachjobs24.de</a></td>
<td></td>
<td></td>
</tr>
<tr>
<td>For Print-Ads</td>
<td>Free</td>
<td></td>
</tr>
<tr>
<td>For Online-Ads</td>
<td>300.00</td>
<td></td>
</tr>
<tr>
<td>Job-Banner</td>
<td>590 x 100</td>
<td>250.00</td>
</tr>
</tbody>
</table>

* Size and position in picture illustrative.

Data delivery: 7 days prior to start of campaign via e-mail to: auftragsmanagement@konradin.de. Formats: GIF, JPG (DOC additionally for text/image ad), tracking code is possible, tracking pixels are not built in (file size max. 60KB). With animated GIF files, the e-mail may only display the first animation frame.

Exclusive newsletter

Individually bookable Special Newsletter for the exclusive distribution of your message. We undertake the design for you, adopting the “look and feel” of the DER AUGENOPTIKER magazine.

<table>
<thead>
<tr>
<th>Exclusive newsletter</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>per dispatch to more than 18,000 addresses</td>
<td>on request</td>
</tr>
</tbody>
</table>

Video newsletter

Service content:
- Presentation of your video with a freeze image and short text in the Newsletter
- Linked to your presence in the “Videotipps” on www.der-augenoptiker.de
- Duration: 12 months
- Presence within the Youtube-Channel of DER AUGENOPTIKER
- Distribution dates: see page 19

Data delivery:
Freeze frame max. 770px wide + Video File + Maximum 1,500 Characters of Text (the first 300 Characters will be used for the Text/Image Entry within the online Newsletter).

<table>
<thead>
<tr>
<th>Video newsletter</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>per dispatch</td>
<td>500.00</td>
</tr>
</tbody>
</table>
### AO-Newsletter / Dates and Topics 2020

<table>
<thead>
<tr>
<th>Month</th>
<th>Editorial newsletter</th>
<th>Special newsletter on Print-Topics*</th>
<th>Trade fair newsletter</th>
<th>Job-Newsletter</th>
<th>Video newsletter</th>
<th>Exclusive newsletter proposed Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan.</td>
<td>20.01.2020</td>
<td></td>
<td>6 trade fair newsletters for opti <strong>2020</strong> on 02., 03., 04., 05., 06. and 07.01.2020</td>
<td>09.01.2020</td>
<td>27.01.2020</td>
<td></td>
</tr>
<tr>
<td>Feb.</td>
<td>17.02.2020</td>
<td>03.02.2020 Special: Eyeglasses</td>
<td></td>
<td>06.02.2020</td>
<td>10.02.2020 24.02.2020</td>
<td></td>
</tr>
<tr>
<td>March</td>
<td>16.03.2020</td>
<td>02.03.2020 Special: Contact lenses</td>
<td></td>
<td>05.03.2020 23.03.2020</td>
<td>09.03.2020 30.03.2020</td>
<td></td>
</tr>
<tr>
<td>May</td>
<td>18.05.2020</td>
<td>04.05.2020 Special: Sport optics</td>
<td></td>
<td>07.05.2020</td>
<td>11.05.2020 25.05.2020</td>
<td></td>
</tr>
<tr>
<td>June</td>
<td>15.06.2020</td>
<td>02.06.2020 Special: Eyeglasses</td>
<td></td>
<td>04.06.2020 22.06.2020</td>
<td>08.06.2020 29.06.2020</td>
<td></td>
</tr>
<tr>
<td>Aug.</td>
<td>17.08.2020</td>
<td>03.08.2020 Special: Shopfitting, EDP</td>
<td></td>
<td>06.08.2020</td>
<td>10.08.2020 24.08.2020</td>
<td>31.08.2020</td>
</tr>
<tr>
<td>Nov.</td>
<td>16.11.2020</td>
<td>02.11.2020 Special: Shopfitting, EDV</td>
<td></td>
<td>05.11.2020</td>
<td>09.11.2020 23.11.2020</td>
<td>30.11.2020</td>
</tr>
</tbody>
</table>

*Special themes analogous to print, a few Days after the Publication of the Print Edition. Ideal to increase the reach of your advertisement. (Date Changes are possible)
AO-EXTRA

Copytest/Market Survey  (Prices valid as of 01-10-2019, in €, plus VAT)

AO-Copytest 2020

Service in a Doublepack: Ad Copytest + Individual Questions

How is your Communication received by the Market? We ask your Target Audience!

Ads are tested, from a 1/4 Page. The Test provides you with information about the Ad Attention, including the individual elements of Headline, Text, Image, Logo. Convince yourself: Just how effective is your Ad, in comparison to the other Ads that are tested?

You can select three individual Questions from a Questionnaire, that are of particular interest to your Company: to assess the impact of your Ad or to promote and evaluate your Company Brand. The questions are asked exclusively for your Company and only you will receive the results.

Take this unique opportunity to obtain valuable feedback from the Market – direct and unfiltered!

Fee for Advertiser:

In addition to the Advertising Price 400.00

Copytest in Issue 08/2020
Advertising deadline: 07/07/2020
Submission deadline for your choice of Questions: 07.07.2020

AO-Market Survey 2020

Use die Augenoptiker-Market Survey for up-to-date information from the Market.

Optometrists throughout Germany are commissioned exclusively by DER AUGENOPTIKER once a year on a specific Topic (Spectacle Frames, Contact Lenses, Spectacle Lenses...) and exclusively interviewed with 500 Questionnaires/Answers guaranteed, as a representative result.

You can select Questions from an extensive Questionnaire and additionally an individual question, according to your wishes.

We put your questions to your Target Group, neutrally and directly, for example, via:
• Awareness and image of your Company
• Awareness and image of Competitors
• Product requirements and willingness to spend
• Performance requirements for products
• Media use

The results of your Questions will be provided exclusively to you.

<table>
<thead>
<tr>
<th>Prices</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>5 questions</td>
<td>2,290.00</td>
</tr>
<tr>
<td>7 questions</td>
<td>2,590.00</td>
</tr>
<tr>
<td>10 questions</td>
<td>3,390.00</td>
</tr>
</tbody>
</table>

Submit your Questions by the end of September 2020
Execution of the Survey and Invoicing: November 2020
Presentation of the results from the end of December/January 2021

Further information on request.

Results of the next AO-Reader Survey in Autumn 2020

Market Survey 2020: Spectacle Frames

Further information on request.
**Location as Desired**

**Company Video**

Combine your communication with a meaningful multi-media video. We will manage the production for you! Possible contents: Company Portrait, Brand Presentation, Statements by Opticians or End-users, Production...

---

**Benefits and prices (at least 4 weeks lead time)**

Briefing, treatment, filming on site (Up to 5 h), professional Speaker, editing, cutting and Recording Studio, incl. a correction run. Video (HD quality, length max. 3 min.).

Promotion via:
- Newsletter • Website • YouTube

Integration into our video library/website with full text search

Video file freely available to you

**Price typically excluding potential travel expenses** 4,800.00

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**Auf der opti 2020**

**Video statement**

Put your trade fair highlights in the spotlight! We’ll shoot an exclusive and professional video on your stand.

---

**Benefits and prices (at least 4 weeks lead time)**

Briefing before the fair, filming with you at the booth (1 hour maximum), professional Speaker, editing, cutting and Editing Studio, cutting and Production Studio, incl. a correction run. Video (HD quality, length max. 3 min.).

Promotion via:
- Newsletter • Website • YouTube

Integration into our video library/website with full text search

Video file freely available to you

**Price** 1,500.00

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Prices are not eligible for Agency Commission.
fachjobs24.de is the job portal of the Konradin Publishing Group.

Fachjobs24.de represents a unique media network built upon 62 print and online brands with the highest level of professional competence.

The magazines and websites are used by readers and users predominantly as a source of professional information and cover the most important industry sectors.

With your job advertisement in one of our six industry channels, you will directly address the future specialists and executives within your precise target group.

Double combo package print
- 30% discount on advertising rates for placements in two magazines

Triple combo package print
- 40% discount on advertising rates for placements in three magazines
You are looking for experts in the optical industry? Then this is the optimal channel for you.

**Eye Care**
The brands of the eye care channel are characterised by a strong presence in the market, they have been established in the industry for decades – both in print and online.

<table>
<thead>
<tr>
<th>Eye care/offers</th>
<th>PRINT JOURNAL inc. 4 weeks Basic Job Online*</th>
<th>ONLINE ONLY</th>
<th>OFFERS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1/4 4c</td>
<td>4 weeks</td>
<td>4 weeks</td>
</tr>
<tr>
<td></td>
<td>1/2 4c</td>
<td>8 weeks</td>
<td>8 weeks</td>
</tr>
<tr>
<td></td>
<td>1/1 4c</td>
<td>8 weeks</td>
<td>8 weeks</td>
</tr>
<tr>
<td>DER AUGENOPTIKER</td>
<td>775.00</td>
<td>Basis Job</td>
<td>199.00</td>
</tr>
<tr>
<td></td>
<td>1,550.00</td>
<td>Premium Job</td>
<td>249.00</td>
</tr>
<tr>
<td></td>
<td>3,100.00</td>
<td>Premium Job +</td>
<td>299.00</td>
</tr>
<tr>
<td>die KONTAKTLINSE</td>
<td>742.50</td>
<td>simple listing</td>
<td>199.00</td>
</tr>
<tr>
<td></td>
<td>1,485.00</td>
<td>simple listing</td>
<td>249.00</td>
</tr>
<tr>
<td></td>
<td>2,970.00</td>
<td>exclusive listing</td>
<td>299.00</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Eye care/searches</th>
<th>PRINT JOURNAL</th>
<th>ONLINE ONLY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Searchse</td>
<td>OFFERS</td>
</tr>
<tr>
<td></td>
<td>mm b/w</td>
<td>4 weeks</td>
</tr>
<tr>
<td></td>
<td>mm 4c</td>
<td>8 weeks</td>
</tr>
<tr>
<td>DER AUGENOPTIKER</td>
<td>1,10</td>
<td>Basis Job</td>
</tr>
<tr>
<td></td>
<td>1,32</td>
<td>Premium Job</td>
</tr>
<tr>
<td>die KONTAKTLINSE</td>
<td>1,00</td>
<td>Premium Job +</td>
</tr>
<tr>
<td></td>
<td>1,45</td>
<td></td>
</tr>
</tbody>
</table>

All print ads set to type area, specific formats are available upon request, prices in € plus VAT.
Publication rates are provided by the publisher and are valid as of 2019.

kon-online.deder-augenoptiker.de  
der-augenoptiker.de  
kon-online.de
Trade Media
of the Konradin Media Group

The Konradin Media Group is one of the largest suppliers of specialist information in the German-speaking world. Its portfolio comprises some 50 specialist media, science magazines, online portals and events series.

For more information on our portfolio in the fields of architecture, crafts, industry, eye care, fine living and knowledge please visit www.konradin.de

Printing:
We specialise in complex catalogue productions involving different languages or versions as well as standardised catalogues. More at: konradinheckel.de

Market research:
We offer market studies, target group surveys, advertising effectiveness research, etc. – in collaboration with professional market research companies.

Corporate publishing:
We produce corporate communication tailored to your target group, in print and online, from customer magazines to web portals. Visit konradin.de for more details.

DER AUGENOPTIKER
The specialist magazine for eye care professionals with one of the largest job and classified-ads markets – Jobs & More in the optical industry.

The readers
The industry’s decision-makers: self-employed and employed opticians, leading employees from the industry, purchasers and retailers.

die KONTAKTLINSE
Oldest and most renowned German-speaking trade magazine for contact lenses. Official bulletin of the association of German contact-lens specialists, VDCO.

The readers
Opticians, optometrists, ophthalmologists, students, experts from related disciplines as well as experts from the contact-lens industry.