MEDIA DATA
2027



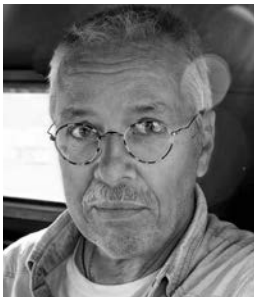
Advertising rate list No. 12
valid from December 1st, 2026

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EYECOM MAGAZINE SCHEDULE

Issue	Ad closing date	Printing mat.	Publication date
1/2027	11.12.2026	18.12.2026	22.01.2027
2/2027	05.03.2027	12.03.2027	09.04.2027
3/2027	28.05.2027	04.06.2027	02.07.2027
4/2027	13.08.2027	20.08.2027	17.09.2027
1/2028	26.11.2027	03.12.2027	07.01.2028

Detailed information and important dates for the e-paper **EYECOM XTRA** see pages 8 and 9

EYECOM MAGAZINE CATEGORIES

DesignersGuide | Special | Newsroom | Business | Headliner | Interview | Fair | Glasses | Community | Lens | Extra tour | Portrait | College | Eyecatcher | Frame | Netzwork | Technology | Classics

In each issue we focus in detail on a SPECIAL and in the EXTRA TOUR section on a specific product area.

We guarantee the perfect environment for you and your products to be seen!

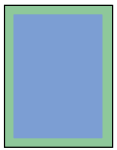
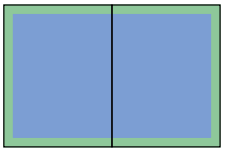
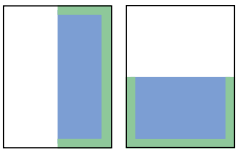
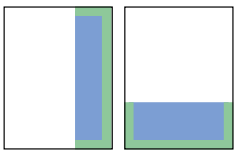
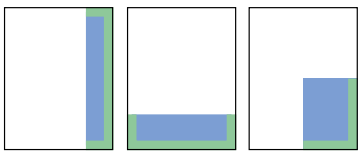
TOPICS

EYECOM Magazine creates an editorial environment with a high level of attention for **all** industry segments (see under categories). In our popular SPECIAL, we focus on a special eyewear frame topic in each issue, **such as**:

- made @ home | News from opti | Preview MIDO
- Heritage Eyewear | Glasses with history
- It's a men's world | Masculine Eyewear
- Sun & Sports | SILMO

ATTENTION!
The topics of the SPECIAL are not fixed – please refer to our **'Call for Papers',** which is sent to you in advance of each issue.

EYECOM MAGAZINE FORMATS | PRICES

	Ad Format	Trimm Format (w x h in mm*)	Type area (w x h in mm)	Rate in € (b/w and four-color)
	Full page	210 x 297	178 x 272	4,600.-
	Double page	420 x 297	388 x 272	9,000.-
	1/2 page vert. 1/2 page horiz.	103 x 297 210 x 141	90 x 272 178 x 127	2,500.-
	1/3 page vert. 1/3 page horiz.	70 x 297 210 x 104	57 x 272 178 x 90	1,700.-
	1/4 page vert. 1/4 page horiz. 1/4 page 2 col.	57 x 297 210 x 79 103 x 141	44 x 272 178 x 65 90 x 127	1,300.-

Additional formats on request. ***All trimm formats +3 mm bleed on each side of the page.**

Cover	Front cover	6,000.- €
	Inside Front cover	4,900.- €
	Inside Back cover	4,700.- €
	Back cover	5,200.- €
Loose-leafe inserts	Price per 1.000 Copies	
	up to 25 g	250.- €
	up to 50 g	320.- €
Inbound inserts	Price up to 200 g/m²	
	2 pages	3,000.- €
	4 pages	4,400.- €
	6 pages	5,300.- €
	8 pages	6,500.- €

Discounts by number of ads	**by number of pages**
2 times 5 %	2 pages 5 %
6 times 10 %	4 pages 10 %
12 times 15 %	6 pages 15 %
24 times 20 %	12 pages 20 %

You would like a special form of advertising in EYECOM? Exceptional inserts or stickers? At EYECOM almost everything is possible! Feel free to talk with us – we develop your idea to one special way of being present in EYECOM!

Inserts including postal charges; format maximum of 200 x 290 mm. A supplementary note will be provided free of charge. Partial allocation according to postal code area possible.

Placement between two print bows. Delivery of inserts not later than 14 days before publication day to our printing house.

All ad prices (print, digital + online) are excl. VAT (currently 19%) in Germany.

For customers in other European countries without VAT ID also VAT amounting to 19% is due. Send a sample copy for Inserts to:

EYECOM Ad-administration
Petra Kammerstetter, Chiemseering 11
D-85551 Kirchheim bei München.

In our “SHOWROOM“ and Advertorials your content will be edited and designed by us. This mixture of editorial and advertising is a good way for you to provide your product innovations to the whole optical business in Germany, Austria and German speaking Switzerland.

Size	copy + Images (logotypes)	Price
2/1 page	app. 4,000 chars + 4-8 images	3,900.- €
1/1 page	app. 2,500 chars + 3-6 images	2,000.- €
1/2 page	app. 1,200 chars + 2-4 images	1,100.- €
1/4 page	app. 600 chars + 1-2 images	600.- €

Please send by e-mail text and images by the respective closing date to: **anzeigen@eye-com.net**. You will receive a proof of your showroom/ advertorial for checking and approval before print.






RODENSTOCK B.I.G. EXACT® SENSITIVE

KLAR SEHEN.
VOLL IM LEBEN.

MIT DEM RICHTIGEN BRILLENGLAS DAS LEBEN INTENSIV WAHRNEHMEN

WENN SEHEN SICH MÜHELOS ANFÜHLT, BLEIBT MEHR RAUM FÜR DAS, WAS WIRKLICH ZÄHLT: GESPRÄCHE, BEWEGUNG, ARBEIT, ENTSPANNUNG – UND ALL DIE KLEINEN DETAILS DAZWISCHEN. DOCH DIE REALITÄT IST OFT KOMPLEXER. UNTERSCHIEDLICHE SEHDISTANZEN, WECHSELNDE LICHTVERHÄLTNISSE UND DER STÄNDIGE BLICKWECHSEL ZWISCHEN BILDSCHIRM, UMGEBUNG UND SMARTPHONE FORDERN UNSER SEHSYSTEM JEDEN TAG AUFS NEUE. VIELE BRILLENTRÄGER KENNEN DAS: MAN SIEHT „EIGENTLICH GUT" – UND DENNOCH WIRKT DAS SEHEN MANCHMAL ANSTRENGEND, UNRUHIG ODER WENIGER NATÜRLICH, ALS ES SEIN KÖNNTE.

Die Kollektion zeichnet sich durch gehend von einem Standardau- Genau hier setzt ein neuer Ansatz genmodell zu berechnen, sondern in der Brillenglasentwicklung an: auf Basis der individuellen Eigen- Brillengläser nicht länger nur aus- schaften jedes einzelnen Auges

RODENSTOCK

4 | KNOW-HOW-SPECIAL FEBRUAR 26

– und der persönlichen Wahrnehmung von Sehreizdrücken. Denn so einzigartig wie Fingerabdrücke ist auch die Biometrie eines jeden Auges. Äußerlich werden die Sehreizdrücke von Mensch zu Mensch unterschiedlich wahrgenommen und vom Gehirn verarbeitet.

Mit B.I.G. EXACT® Sensitive berücksichtigt Rodenstock das einzigartige Sehsystem des Brillenträgers in ein umfassendes Glasportfolio und macht somit höchstindividualisierte Sehlösungen für unterschiedliche Lebensphasen und Sehbedürfnisse zugänglich.

Das Zusammenspiel des menschlichen Sehsystems mit dem Gehirn

Sehen ist weit mehr als eine „scharfe Abbildung" auf der Netzhaut: Erst im Zusammenspiel von Auge und Gehirn entsteht121 ein stabiler, verständlicher Eindruck der Welt. Dabei arbeiten zwei Teilsysteme permanent zusammen: das zentrale und das periphere Sehen. Das periphere Sehen liefert dem Gehirn kontinuierlich Informationen zur Orientierung, zur Raumlage und zu Bewegungen in der Umgebung. Es ist gewissermaßen das Frühwarn- und Navigationssystem.

Erkennt das Gehirn etwas Relevantes, schaltet es in Sekundenbruchteilen auf das zentrale Sehen um, um Details präzise zu erfassen – zum Beispiel beim Lesen, beim Erkennen von Gesichtern oder beim Fixieren eines Verkehrsschilds. Nur wenn beide Systeme im Einklang arbeiten, fühlt sich Sehen mühelos und dynamisch an.

Im Alltag wechseln unsere Augen dabei ständig zwischen unterschiedlichen Entfernungen und Blickrichtungen. Und genau diese permanente Wechsel- und Anforderungen an die Verarbeitung. Genau hier setzt ein Mehrwert der visuellen Leistung an: Menschen mit B.I.G. EXACT® Sensitive unterschiedlich empfinden, Abbildungsfehler, Unschärfen oder Unruhe im Bild bemerken. Was für den einen spürbar ist, kann für den anderen als störend empfunden werden.

EYECOM XTRA thus creates a special environment for your marketing and your advertising message: Know-how from marketing, design, campaigns, and ideas that provide direct and targeted benefits to specialist retailers. Expert knowledge, examples, interviews, and special insights behind the scenes of the industry.

These are the components of this useful EYECOM XTRA.



In addition to the traditional EYECOM Magazine, our e-paper **EYECOM XTRA**, which is published independently of the print magazine, supplements the portfolio and offers a digital information platform with particularly high user value for the specialist eyewear trade.

Targeted content and useful information provide entrepreneurs with inspiration to support them in their day-to-day business, and ideas that they can implement directly in their shops.

The e-paper – benefits at one click

- **Immediate availability ➜** E-papers are available digitally immediately after completion, significantly faster than the print version.
- **Flexibility ➜** Easily readable on various devices such as computers, tablets or smartphones, whether at work, at home or on the go.
- **Interactive content ➜** Articles can be linked directly in the document or via link to further websites, videos, music or other multimedia content. Customers can respond directly to ads/content **(one click)**.

EYECOM XTRA offers a high reach with long-term effect thanks to a high number of views (> 70.000).



Dates

EYECOM XTRA is published on demand – be a part of this decision!

Formats | Price

DIN A4 (same format as print magazine)

Advertisements, advertorials, videos (max. 64 MB) ... all types of media are possible.

2,900.00 EURO per page

Find out about our interesting combination options with the EYECOM magazine - you will increase your annual market presence and save money at the same time.

We will be happy to assist you with any questions and ideas you may have:

Bodo Meinsen
meinsen@eye-com.net | +49 (0) 171 463 4867

Petra Lindenschmidt
lindenschmidt@eye-com.net | +49 (0) 151 1163 1961

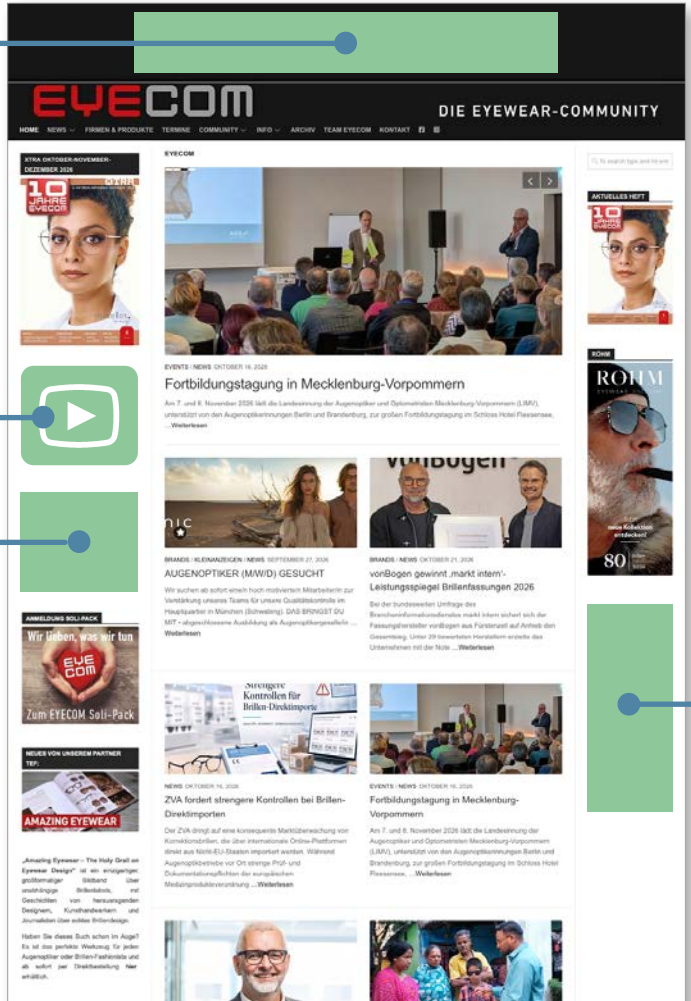
All advertising rates (print, digital + online) in Germany are subject to the statutory VAT. For customers in other European countries, the VAT applicable in Germany will also be charged in the absence of a VAT registration number.

Superbanner
max. 1300 x 150 px
380.- € / month

Videos / Clips
Video max 64 MB
or embedding own
YouTube-video
650.- € / month

Rectangle
300 x 250 px
300.- € / month

Advertorial /PR-report
text & pictures designed in editorial style, marked with "promotion": 500.- €



Jobs & Deals
Job offer: text & picture 250.- €
Job search: For free
Deals & others: For free

Skyscraper
200 x 500 px, 400.- € / month

Facebook
we also offer our FACEBOOK site for your news. Marked with "promotion" they will be shown our followers at the timeline.
100.- € / message.

Please send your files directly to our advertising department, Petra Kammerstetter,
anzeigen@eye-com.net

If you have more performance ideas to be realized at EYECOM online, please contact us:
info@eye-com.net.

As an optical trade magazine, we consider it our duty to provide up-to-date information and news from the industry as well as innovative topics with a lot of knowledge and expertise for our readers and to share this information in our EYECOM Magazine, which is published four times a year, in our e-paper EYECOM XTRA, on our online platforms and by digital newsletter. In addition we endeavour to network all activities as this creates an important communication goal: the WE-feeling!



We are convinced that the all-embracing combination of traditional and digital communication channels is the right way into a successful future of the optical trade. Organic growth is and remains the goal. Of course, Industrial companies can contribute to this, too. Member-mentoring, sponsorships or even event partnerships are only some of the possibilities. We will be happy to create the right concept for you together with you.

EYECOM Magazine + e-paper EYECOM XTRA – the high-quality trade magazine that reaches practically all independent opticians in Germany, Austria and German-speaking Switzerland and provides a great deal of information and inspiration.

EYECOM Online – the supplementing Internet portal with up-to-date information of the optical industry invites you to join in. Part of the online offer is the presence on the social network "Facebook" for up-to-date and inventive content as well as an intensive collaboration with the international acting "The Eyewear Forum". But in principle, EYECOM very consciously pursues the "slow media" concept: Substantial information is characterised – also online – by quality and content.

MAGAZINE INFORMATION

Publication frequency	4 x a year
Magazine format	DIN A4, 210 mm x 297 mm (width x height)
Distributed circulation	10,000 copies – almost all independent opticians in Germany, Austria and German speaking Switzerland / free of charge

Technical details

Printing method	Sheet offset
Copy material	digital
Volume	Volume 12
ISSN-No.	2509-4955
Internet	www.eye-com.net
Contact	info@eye-com.net

Publisher informations

Publisher	MMM Medien Marketing Meinsen
Owner	Bodo Meinsen
Editor	Bodo Meinsen and Martin Graf
Art Direction	Sigrid Lupfer, Heinz Putschies
Subscription service	MMM Medien Marketing Meinsen
Bank account	Stadtsparkasse München IBAN: DE 87 7015 0000 0023 1459 07 BIC: SSKMDEMM
Payment terms	Payment within 14 days from date of invoice

Print Documents

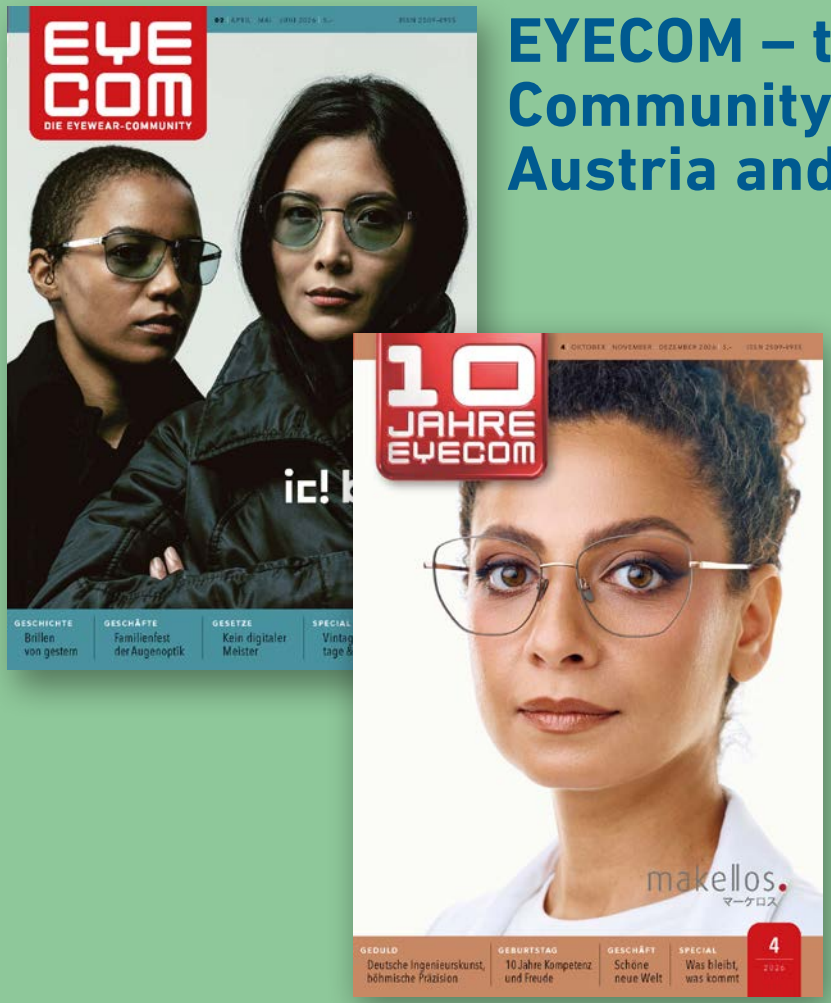
Delivery of digital data by e-mail or download link to anzeigen@eye-com.net. For trimmed adverts, 3 mm per outer edge must be added.
Please send us only the advert to be used, named with customer name, issue number and format. Optimum image resolution 300 dpi. PDF: PDF X4, colours in CMYK Euroscale (not in RGB mode).

Data archiving

All data is archived, unchanged repetitions are therefore generally possible. A data guarantee is not given.

EYECOM is sent free of charge to almost all independent opticians in Germany, Austria and German speaking Switzerland. So your advertising messages reach your target group exactly without scatter loss.

The publisher reserves the right to reject advertisements that do not comply with the concept of the magazine.



EYECOM – the Eyewear Community in Germany, Austria and Switzerland.

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