

The job market for eyecare professionals



SERVICES

eyebizz Jobs is one of the most prestigious online platforms for recruiting opticians, sales and key account professionals, as well as executives in the optical industry. Our mission is to connect talents with companies and young entrepreneurs, making the market more efficient.

With our extensive reach and presence on all relevant media channels, such as our website eyebizz.de, jobs.eyebizz.de, social media platforms like LinkedIn, Facebook, and Instagram, as well as Xing and YouTube, we offer you an excellent opportunity to find the right candidates for your open positions. Moreover, eyebizz reaches practically all opticians and manufacturers in Germany, Austria, and the German-speaking Switzerland with its high-quality magazine.

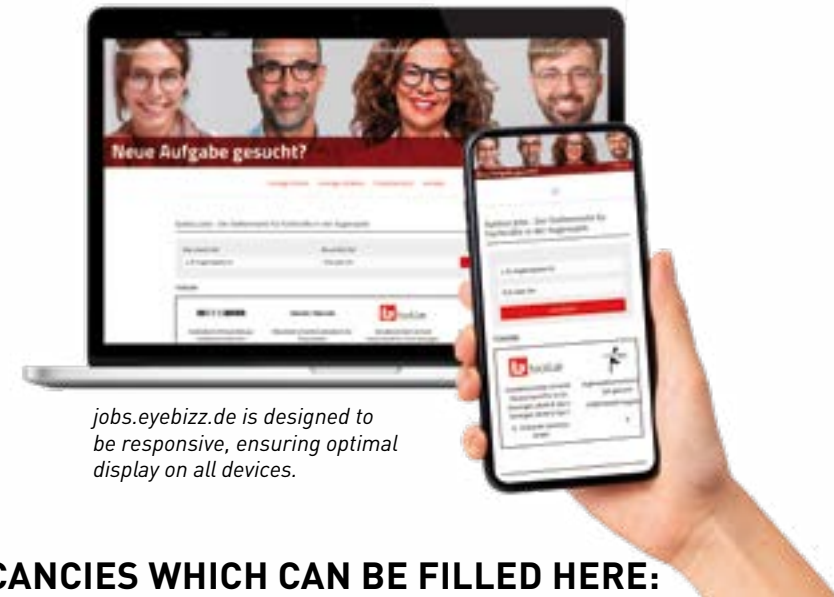
Trust eyebizz Jobs when it comes to successfully filling your career offerings and finding the right employees for your company.

**New Package: Eyebizz Buzzer - Regional Talent Search
for optician stores with free Google Boost**

eyebizz Jobs now offers Eyebizz Buzzer, providing a way to find qualified personnel in your region. You can now tailor the reach of your job postings to your business specifically.

The included Google Boost ensures a top placement on Google, equipped with an intelligent algorithm and up to 900 relevant keywords. Duration is 30 days, with a radius of 30 km around the desired location.

Eyebizz Buzzer is exclusively available to opticians at a sensational introductory price of 490 euros



jobs.eyebizz.de is designed to be responsive, ensuring optimal display on all devices.

VACANCIES WHICH CAN BE FILLED HERE:

AUGENOPTIKER / AUGENOPTIKERMEISTER (M/W/D)

PRODUKTIONSMITARBEITER / FEINMECHANIKER / OPTIKER BRILLENFERTIGUNG (M/W/D)

AUGENOPTIKERGESELLE -/ MEISTER (M/W/D) FÜR BERATUNG, VERKAUF UND SERVICE

FREIER HANDELSVERTRETER (M/W/D)

FEINOPTIKER (M/W/D) IM BEREICH SCHLEIFEN AUSSENDIENSTMITARBEITER (M/W/D)

MITARBEITER IM AUSSENDIENST (M/W/D)

SENIOR EYEWARE DESIGNER (M/W/D) WERKSTATTOPTIKER (M/W/D)

GEBIETSLEITER (M/W/D) OPTOMETRIST (M/W/D)

MARKETING MANAGER AUGENOPTIKERMEISTER ALS NIEDERLASSUNGSLEITER (M/W/D)

PRODUKTMANAGER (M/W/D) BRILLENGLAS

SALES REPRESENTATIVE (M/W/D) ACCOUNT MANAGER BAYERN (M/W/D)

QUALITÄTSPRÜFER OPTIK (M/W/D) PATENTREFERENT (M/W/D)

ONLINE MARKETING MANAGER (M/W/D)

BRILLEN- UND STILBERATER (M/W/D)

GEBIETSREPRÄSENTANT (M/W/D)

PRODUCT PORTFOLIO OVERVIEW

ONLINE

- **eyebizz.de**
25,576 Unique User
46,852 Visits
- **Social Media**
3,431 Facebook Follower
3,672 LinkedIn Follower
2,637 Instagram Follower
2,754 Xing Follower
118 youtube Follower
14,809 Pinterest Follower

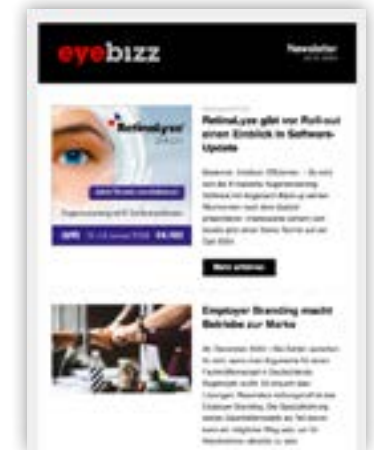
Publisher data



NEWSLETTER

- **Reach:** over 6,300 subscribers
- **Frequency:** eyebizz kompakt informs its readers and subscribers every Wednesday from 9:00 a.m.

Publisher data



PRINT

- 6 issues per year
- **Circulation:**
12,000 Actual circulation (IVW proofed)



EVENTS

Optics Conference by eyebizz 2024

June 15 to 16 Dorint Kongresshotel Mannheim
The knowledge platform for ophthalmic optics

The **eyebizz Optics Conference** is the new, neutral information platform for the ophthalmic optics industry. In 2024, the Optics Conference will focus not only on **myopia management** on a new key topic that will become even more relevant in the future: **Eye health and screening**. All topics provide a deep insight into the current state of research and science, but also an overview of the technology for the most important optometric services and the associated opportunities for opticians.

www.optics-conference.de



ONLINE JOB ADS + ADD ONS

CONTAINMENTS:

- Appears for 60/90/120 days in mobile optimized online job market
- Logo display in the search results list
- Personal contact person
- Promotion in the weekly newsletter eyebizz kompakt 6300 subscribers
- Above-average interaction rates

Please note that only one position can be advertised per job ad.
A placement is possible 24/7 via the self-entry tool at: <https://bit.ly/3nBU80e>

FORMATS AND PRICES

Online job advertisement	Duration	Prices*
Online job advertisement	60 days	590.- €
	90 days	+ 100.- €
	120 days	+ 200.- €
TOPJOB <i>Attention Boost: Prominent placement above all other jobs and in the TOPJOB slider</i>		+ 99.- €
Refresh <i>renewed positioning at top of hit list after 30 days</i>		+ 49.- €
Social Media Push (facebook / Instagram / LinkedIn) depending on the availability		+ 199.- €
Google Boost <i>Google placement at the top, with an intelligent algorithm and up to 900 relevant keywords. Duration 30 days, radius 30 km around the desired location</i>		+ 290.- €
Discounts and reduced rates		Price*
Discounts <i>Discount per advert on listed price (refers to a period of 12 months from booking on listed price)</i>		
3 ads	16 %	10 ads 26 %
5 ads	21 %	20 ads 39 %
Flatrate <i>Unlimited number of job advertisements for 6 months, Duration 60 days</i>		1,990.- €
Job Ad Eyebizz Buzzer incl. Google Boost <i>Exclusive for opticians in specialty stores</i>	60 days	490.- €
	90 days	+ 100.- €
	120 days	+ 200.- €



ALL IN ONE!

Our recommendation at the best price:
Job Ad Online Classic
90-day term with TOPJOB,
Refresh and Social Media Push
instead of 937.- € for **795.- €**



*Prices in euro plus VAT/sales tax.
The general terms and conditions of the publisher apply. Prices for job advertisements are not discountable. 15 % brokerage commission only applies to third party placements and is only granted to registered advertising intermediates.
The general terms and conditions can be seen here: www.ebnermedia.de/ebvm/agn



ONLINE + PRINT

You can also use eyebizz as a print magazine with 12,200 copies distributed for your job vacancies. This not only appeals to all industry participants who may only be latently searching, but also creates more attention for your brand and your company at a price-worthy thousand contact price (CPM).

We all unconsciously trust a company more if it is known to us and we have seen it more often. This trust puts you in a better position to attract demanding and motivated employees.

Prices stated are surcharges on the placement of an online job ad to the price of 590.- €

Advertisement	Formats	Price Print*
	200 x 248	+ 1,390.- €
1/1 page		
	97 x 248	+ 590.-
1/2 page upright		

Advertisement	Formats	Price Print*
	97 x 118	+ 390.- €
1/4 page upright		
	200 x 58	+ 390.- €
1/4 page landscape		

Type Area Formats, all dimensions in mm (width x depth)



DATES OF PUBLICATION 2024:

Issue	Dates of Publication	Advertising Deadline	Printing Deadline
02/2024	22.02.24	03.02.24	08.02.24
03/2024	18.04.24	31.03.24	05.04.24
04/2024	27.06.24	26.05.24	31.05.24
05/2024	22.08.24	04.08.24	09.08.24
06/2024	17.10.24	29.09.24	04.10.24
01/2025	12.12.24	24.11.24	29.11.24

Quotas

Discount per advertisement on the listed price (refers to a period of 12 months from booking on the listed price)

3 jobs	16 %
5 jobs	21 %
10 jobs	26 %
20 jobs	39 %

* The prices quoted are surcharges on the placement of an online job advertisement.

Prices in Euro plus VAT/sales tax. The general terms and conditions of the publisher apply. The prices for job advertisements are not discountable. 15% commission is only payable for the placement of third party orders and is only granted to registered advertising agents. You can download the GTC here: www.ebnermedia.de/ebvm/agn

JOBNETWORK

BY **EBNER** MEDIA GROUP

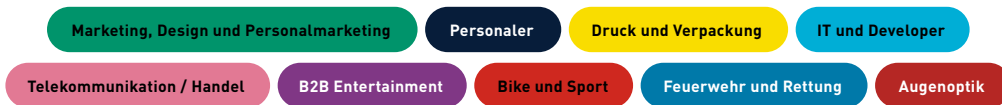
Das Netzwerk der starken Fach-Stellenmärkte



JOBNETWORK by Ebner Media Group is the direct access to the professionals of the respective industry. We use it to network our specialist job markets and thus offer the opportunity for ideal combinations.

One example: You can find marketing specialists from the optics industry via jobs.eyebizz.de. With a combined advertisement in the W&V (Werben & Verkaufen) job market, you can also find marketing specialists who are (still) working in a different industry, but are definitely suitable for your industry and your company.

Target groups:



It's so easy to significantly increase the reach of your job advertisement!

You can find further information at [ebnerjobs.de](https://www.ebnerjobs.de)

We offer an advertisement in a second job market from our JOBNETWORK from **199.- €** plus VAT.

GOOD MORNING HR

Dein wöchentliches Update zu Themen rund um HR



Our weekly HR newsletter provides you with the latest trends and developments in HR and employer branding branding free of charge.

Subscribe now at:
goodmorninghr.de

TECHNICAL DATA

PRINT

- Printing process:** Sheet offset
- Colors:** Euro Scale
- Data submission:** per e-mail
- Data formats:**
- PDF/X-3 (1.5) (printable)
 - Indesign, Illustrator, Photoshop from Version CS5.5
 - EPS, JPG und TIFF

DIGITAL DATA TRANSFER:

- All fonts must be submitted
 - Color space always CMYK, never RGB
 - TIF data (CMYK or gray scale) always at a ratio 1:1 at 300 dpi
 - EPS data (pixels) > see TIF
 - EPS data (vector) > fonts in character paths converted or integrated into the file
 - Apple: compressed data: Stuffit or ZIP
 - PC: compressed data: ZIP
- Resolution:** 300 Pixel/Inch; 118 Pixel/cm
- e-mail:** dispo.jobs@ebnermedia.de
- Extra charges:** Changes to data submitted are subject to costs calculated

ONLINE ONLY

HTML: max. width 1,000 px, all files in in a ZIP file. The index file (index.html) and all graphic files in the root directory (not in a subfolder)

or

PDF: preferably a one-page PDF with embedded links

or

Text file: docx or txt file with the corresponding with the appropriate markings, Enumerations, attachments (image(s), logo), possibly incl. special company font (otherwise a Google font will be used)



SOCIAL MEDIA PUSH / GOOGLE BOOST

For Social Media Push / Google Boost
no additional files are required

Sales



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