

2021 EDITORIAL CALENDAR



VM 2021 EDITORIAL CALENDAR

JANUARY/FEBRUARY

SPACE CLOSE: 1/13/21

AD DUE: 1/20/21

Learning How Brick Can Click:

New Technologies Escalate Change in the Eyewear Dispensary

A special report will look at the latest in Virtual TryOn and Virtual Fits, new ideas in recreating frame, lens and CL product features with patients, how technology tools are being used. Plus, a special spotlight on the latest initiatives and programs of major E-commerce players.

Special Feature: VM's LAB Report: View the optical "lab-scape" through VM's lens

MARCH

SPACE CLOSE: 2/25/21

AD DUE: 3/3/21

Sustainability Rising:

A Changed World Adjusts Priorities to Support Environmentally Aware Issues Across Companies, Brands, Manufacturing

VM speaks to companies committing to sustainable goals, new products shaped with recycled materials, and to ECPs and optical retailers who are seeing consumers respond to these choices.

Special Feature: Diversity and Inclusion, What's the Change? Who are the Voices?

We examine some of the new and legacy companies taking another look at where they and the industry stand on raising awareness and programs for diversity and inclusion.

APRIL

SPACE CLOSE: 4/1/21

AD DUE: 4/7/21

Smarter, Better, Faster:

What's Working in Tech to Improve Speed Service and Turnaround?

We'll examine why it's important to ECPs' and Retailers' success in 2021

Special Feature: Private Equity and Practice Transitions

Special Feature: VM's LAB Report: View the optical "lab-scape" through VM's lens

MAY

SPACE CLOSE: 4/29/21

AD DUE: 5/5/21

VM's Signature Report: The Top 50 U.S. Optical Retailers in the U.S.

The annual ranking of the top groups in the U.S. market and examination of others moving up the chart, Featured Look at The Top 10, and more.

Special Feature: How Are Major Retailers Changing UP The Customer Experience?

We'll look at new designs, new graphic looks, new prototypes, the customer journey through the purchase

JUNE (in partnership/collaboration with ROB)

SPACE CLOSE: 5/26/21

AD DUE: 6/2/21

Specialization Addresses Medical Optometry's Rise

In partnership With Review of Optometric Business

How are changes in the general health care landscape furthering opportunities for the practice of medical optometry, we'll examine how practices transition to this approach and how they can build visibility among other health care colleagues and practices in their community.

Special Feature: Alliance and Buying Groups' Latest Programs

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JULY/AUGUST

SPACE CLOSE: 7/15/21

AD DUE: 7/21/21

VM's 15th Annual 'Most Influential Women in Optical' Honors

We select from VM reader nominations for achievers in the Executive Suite, Mentors, Rising Stars, Innovators, and Above and Beyond for this high-profile signature feature

Special Feature: VM's LAB Report: View the optical "lab-scape" through VM's lens

Special Feature: Kidz Biz

SEPTEMBER

SPACE CLOSE: 8/25/21

AD DUE: 8/31/21

The COVID Conundrum: A Closer Look at Optical's 'New Normal'

VM talks to ECPs, retailers, suppliers about...

- practice metrics and improved 'capture' rates?
- telehealth adoption, what's here to stay, what's emerging?
- practice trends, new structures, new teams, new priorities?
- dispensary technology, what's essential, what are the new 'nice to haves'?
- new frames, spectacle lens, contact lens product trends

Special Feature: Made in USA Eyewear

OCTOBER

SPACE CLOSE: 9/30/21

AD DUE: 10/6/21

MYOPIA MANAGEMENT

Awareness Builds, The Latest in Solutions and Services, How this Practice Specialty is Growing

Special Feature: VM's LAB Report: View the optical "lab-scape" through VM's lens

NOVEMBER/DECEMBER

SPACE CLOSE: 11/8/21

AD DUE: 11/12/21

EYEVOTE 2021

The Special Report Based on the Feedback from VM and 20/20 Readers about Products, Brands, Services

Special Feature: Integrated Care MDs and ODs - How It Works Now



UPDATED: 11/2/20

VISIONMONDAY.COM

Vision Monday (VM) identifies the trends, covers the topics and shapes the conversations important to eyecare professionals and leading optical retailers. **Vision Monday** reports on key sectors of the optical business through signature editorial features, product launches, event coverage and more.

Vision Monday online and **VMAIL** are optical retailers' and ECPs' leading, influential online and on-the-go, mobile-optimized sources for industry news, trends, features and information. **VMAIL**, issued daily, tracks all the important news, and showcases leading stats and other must-know info. **VMAIL Weekend** takes a lighter, feature focus with voices from the field and enables readers to catch up on news from the week. **CLICK** and **The Independent Eye** are special e-blasts and feature tracking digital developments and the success stories of independent ECPs.

VisionMonday.com is an award-winning website, a compendium of resources including posts of **VM's** signature reports, top news, multimedia and business trends to help readers stay informed in the ever-changing world of optical.

MARKETING

Nancy Ness

Vice President, Marketing
Jobson Optical Group
212-274-7103 · nness@jobson.com

Hannah Haley

Marketing Manager
Jobson Optical Group
212-274-7091 · hhaley@jobson.com

Daniel Donovan

Marketing Intern
ddonovan@jobson.com

SALES

Marc Ferrara

CEO, Information Services Division
Jobson Medical Information
212-274-7062 · mferrara@jobson.com

Dennis Murphy

Vice President, Sales
Jobson Optical Group
516-524-2966 · dmurphy@jobson.com

James DeMatteis

Director of Digital Products
Regional Sales Manager
212-274-7083 · jdematteis@jobson.com

Amanda Churchill

Regional Sales Manager
760-310-7145 · achurchill@jobson.com

EDITORIAL AND DESIGN

Marge Axelrad

Sr. VP/Editorial Director
212-274-7029 · maxelrad@jobson.com

Mary Kane

Executive Editor
212-274-7010 · mkane@jobson.com

Andrew Karp

Group Editor, Lenses & Technology
212-274-7080 · akarp@jobson.com

Mark Tosh

Senior Editor
212-274-7015 · mtosh@jobson.com

Gwendolyn Plummer

Associate Editor
212-274-7021 · gplummer@jobson.com

Jaleesa Baulkman

Web Editor
646-256-6731 · jbaulkman@jobson.com

Jonathan Klemstine

Design Director
212-274-7032 · jklemstine@jhihealth.com