

Editorial Calendar



VISION MONDAY

M A Y 2 0 2 1
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VISIONMONDAY.COM



Expo Extends Free Registration in Response to Strong Attendee Interest.

Read more on page 14.

Indie Impact—For many Indie ECPs, Indie brands are the selling point.

—46

Rising to the Challenge

Optical Companies Address Diversity, Equity and Inclusion



January/February

Space Close: 1/12/22

Ad Due: 1/19/22

Click Goes Brick

The Top Online Players: Their Brands, Their Investments, Their Stores.

SPECIAL FEATURE

SIZES! Special Fits Grow in Frames: Petite, Cultural, Big Man, and more.

SPECIAL FEATURE

SPECIALIZATION ADDRESSES THE RISE OF MEDICAL OPTOMETRY: How Practices Transition To This Approach And Build Visibility With Such Specialities As Myopia Management, Neuro Vision, Contact Lenses, & Sports Vision

SPECIAL FEATURE

VM's Lab Report: View the optical "lab-scape" through VM's lens.

March

Space Close: 2/24/22

Ad Due: 3/2/22

New WAYS to PAY

We'll explore the many new consumer/patient payment options out there being adopted by ECPs and optical retailers.

SPECIAL FEATURE

Smart Eyewear Reemerges

Vision Expo East - Show Dailies

Space Close: 3/9/22

Ad Due: 3/16/22

The ONLY official daily publication at International Vision Expo New York - April 1-3, 2022

April

Space Close: 3/31/22

Ad Due: 4/6/22

Vision Expo East PREVIEW - April 1-3

New Career Paths Take Hold – Staffing and Recruitment Trends (with exclusive Jobson Research)

How are ECPs and leading retailers rising to this challenge and creating the way forward?

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: 4/28/22

Ad Due: 5/4/22

Patient Experience NEW SOLUTIONS NOW

How Are Digital Tools Offering Ways to Provide new Efficiencies, Experiences and Sales to Help Retailers and ECPs Reach Patients and Consumers Where They are – both ONLINE and IRL.

SPECIAL FEATURE

ECP Alliances and Buying Groups

SPECIAL FEATURE

SUSTAINABILITY Takes Hold Across Products, Brands, and Companies.



June

Space Close: 6/2/22

Ad Due: 6/8/22

VM's 2022 Top 50 Optical Retailers Report

SPECIAL FEATURE

PRESBYOPIA – Rethinking it, Anticipating New Technologies and Emerging Products, Including Lenses, Treatments, Eyedrops and More.

SPECIAL FEATURE

Athleisure Eyewear/Sunwear. How are sport inspired lifestyle products evolving?

July/August

Space Close: 7/7/22

Ad Due: 7/13/22

COVER TOPIC: 20th Anniversary of VM's Most Influential Women in Optical

SPECIAL FEATURE

IMMERSION: New Approaches to ECP + Executive Training and Learning. We'll look at New Modules, Academies and Subject Areas.

SPECIAL FEATURE

Ultimate Partners Advertorial

SPECIAL FEATURE

VM's Lab Report: View the optical "lab-scape" through VM's lens.

SPECIAL FEATURE

Kidz Biz

September

Space Close: 8/11/22

Ad Due: 8/17/22

Vision Expo West PREVIEW – September 15-17

Made in USA

SPECIAL FEATURE

Smart CLs Redefine Vision

Vision Expo West - Show Dailies

Space Close: 8/24/22

Ad Due: 8/31/22

The ONLY official daily publication at International Vision Expo Las Vegas - September 15-17, 2022

October

Space Close: 9/22/22

Ad Due: 9/28/22

Diversity and Inclusion:

How are ECPS Reaching Multicultural Patients, Tracking Products Targeting Multicultural Customers and Groups (LatinX, Black, Asian, other).

SPECIAL FEATURE

Myopia Management

SPECIAL FEATURE

VM's Lab Report: View the optical "lab-scape" through VM's lens.

November/December

Space Close: 11/3/22

Ad Due: 11/9/22

SOCIAL PURPOSE and THOSE WHO GIVE BACK

SPECIAL FEATURE

EyeVote Readers' Choice Awards

SPECIAL FEATURE

Rx SAFETY – New Products/Solutions

Our Team



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.

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