

# Media Kit 2022

JOBSON...EMPOWERING VISIONARY LEADERSHIP.

**VM**  
VISION MONDAY  
MARCH 2022  
VOL. 35 / NO. 3 / 515  
VISIONMONDAY.COM



VM SUMMIT – Vision Monday kicks off ‘Micro Chats on Macro Trends’ video series. —6



## Sustainability Rising

A Changed World Adjusts Priorities as Optical Ups Its Awareness of the Environment



For the last 46 years, Jobson’s renowned brands have been the eyecare practitioner’s **most trusted source of information**. As the industry’s news, education and information leader, Jobson has dedicated our efforts to partner with customers to grow the ophthalmic market and to provide innovative marketing solutions for your products and services.

2021 has continued to bring many challenges and uncertainty, forcing us all to be creative, resourceful and strong to help our colleagues and our industry find positive ways to move forward. Our team has remained dedicated to bringing our readers, your clients, information, direction, resources, and education in order to meet these challenges.

Jobson’s multi-channel advertising and marketing packages, including influential print media, strategic digital advertising, custom content development tools, high impact live and virtual events, and education and training initiatives, **provide powerful solutions to reach, engage and influence the eyecare practitioner**. Together, we share an exciting vision for the future of our industry as we work in partnership to strengthen your brands and marketing messages.

In a recent study conducted by E-Marketer, B2B digital ad spending saw incredible growth from 4.9% of the market to 5.7%. B2B’s are expected to continue to see an increase in digital ad investments, and this growth has been consistent with our digital offerings.\* Even with the market growth in digital spending, our print products remain strong, with the majority of our readers still preferring the print format.

In 2022, we believe Jobson’s products and services will maintain their position as the first and prime information choice of your customer base. With an abundance of print and digital marketing opportunities, which include among others 20/20 Magazine, 2020mag.com, Vision Monday, VisionMonday.com, VMail, Review of Optometric Business, Women In Optometry, Review of Myopia Management and Frames Data, we can offer you a powerful and impactful marketing mix tailored to your key messages and your distinct core audiences. We pride ourselves on our leadership position in readership, reach and influence with our print, digital and multi-platform (print/digital/virtual & live) education offerings. We strongly believe this rich and diverse mix of communication tools provides you with the greatest value for your investments.

Jobson has proven its ability to adapt and create innovative resources to meet the everchanging market needs, and we look forward to working with you to apply these resources to your marketing and communication needs. Please feel free to reach out to me to discuss ways we can work together to move the market forward in 2022!



Marc Ferrara

CEO, Information Services Division  
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\*B2B share of US digital ad spending jumped in 2020, but will it keep climbing?," E-Marketer

# 20/20

**20/20** is the industry leader in reach, readership and results. With the largest circulation in the optical arena and full market reach, *20/20* is the number one influencer in purchasing decisions for frames, sunwear, spectacle lenses and retail displays.

# VM

VISION MONDAY

**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.

# PRO TO PRO

*Pro to Pro*, a monthly feature in 2020mag.com, highlights optical education and training and news for optical Pros by optical Pros. Hear from many optical Pro voices on a myriad of topics, including our advice column, *Ms.Specs in the City*, as well as optical dispensing experts on everything from Lens Technology, Frame Fashion, Troubleshooting and more.

# VMAIL

*VMAIL* is the essential e-newsletter for the optical industry professional, delivering the latest news six days a week including Saturday. *VMAIL* covers news, trends, reports, store openings, product launches, up-to-date eyecare news and new technology - all delivered directly to ECPs' inboxes.

# VM SHOW DAILIES



The Vision Expo Show Dailies are the only official show publication exclusively offered at both Vision Expos East and West. The Show Dailies provide live coverage of show news, events, product launches, seminar highlights and more each day of the show.

# Jobson OPTICAL RESEARCH

Jobson Optical Research is the leading source of business intelligence in the optical industry. With several decades of experience and a deep understanding of the optical marketplace, the Jobson Optical Research team are experts in survey techniques and research methodologies. The research products and services are easy to interpret and span a variety of topics to fit every need and every budget.

# Leadership in the Digital Space

20/20 and Vision Monday online are the ECP's on-the-go, mobile-optimized sources for industry news, trends and information. 2020mag.com's website features bold photography, articles formatted for easy reading, quick navigation and convenient search to discover top trends, *Pro to Pro* stories and ABO/NCLE approved CE courses. VisionMonday.com is an award-winning website featuring the top news and events you need to know to stay informed in the ever-changing world of optical.

## Digital Newsletters

**VMAIL** The essential e-newsletter for the optical industry professional. It delivers the latest industry news and emerging trends from key sectors of the optical business directly to the inboxes of over 60,000 subscribers six days a week, including **VMAIL Weekend** on Saturdays and **VMAIL LaunchPad Remix** on Tuesdays.

**20/20 PRODUCTS NEWSLETTER**



Every Week 20/20 delivers an exclusive Digital Newsletter

detailing aspects of 20/20 Magazine's New Products section. Each week in the month is devoted to a special arena within the New Products Section: What's New, What's Next, New Products, L&T New Products.

**SOCIALeyes WITH 20/20**

This special newsletter will be deployed

every Friday to our 20/20 list recapping all the happenings on our social platforms. 20/20's Editorial Team will feature items including most liked, Instagram takeovers, video interviews, *Pro to Pro* items and special "editor's picks" of some of our favorite accounts.

**20/20's Peek**

A weekly digital newsletter providing web-exclusive content and exclusive videos giving a behind-the-scenes look at the products in eyewear, sunwear, lenses and equipment.



Providing virtual ways to stay connected, the Online Optical Events newsletter

is delivered weekly. ECPs are kept up to date on virtual events, webinars, conferences and more.

**RxPertise**

Lenses & Tech Group Editor Andrew Karp

introduces Eyecare Professionals to the best stories of the month including the unique and highly regarded RxPertise features, the best of *Pro to Pro*, Continuing Education initiatives, marketing missives in the world of optics and insider dispensing details.

**20/20 SPECULATING**

A bi-weekly listicle digital newsletter where 20/20's team of experts deliver a list illustrating the Top Trends in optical fashion today.

## Vision Monday Print & Digital Packages

### VM **CLICK**

**Vision Monday's CLICK** reports the exciting developments in Digital and Systems Intelligence for savvy eyecare practices. **CLICK** covers social media, optical e-commerce and 'omnichannel' retailing.

### style.PAGES

VM's Home for All Things Trend, Style & Celebrity

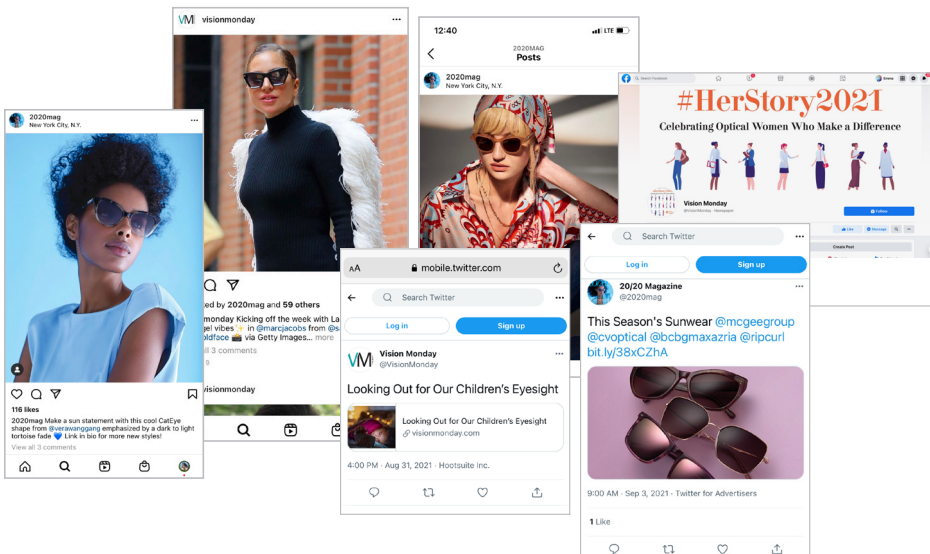
The multimedia **style.PAGES** package is a premium advertising space that can help maximize exposure of eyewear brands to readers.

VM **THE INDEPENDENTeye** *The Independent Eye* highlights fresh ideas, tactics and the themes and designs which inspire independents and showcases independent ECPs around the country.

**20/20 and Vision Monday social platforms** allow us to connect with our readers unlike ever before. Our strong presence on sites such as Facebook, Twitter and Instagram complement our online presence, providing a new way to drive traffic to our digital products while reinforcing your advertising message. By following our social media activities, readers are the first to see what's trending in the optical industry. They get a behind-the-scenes look at the latest in eyewear and technology, watch videos, see what others are saying, share their own opinions and more.

## Sponsored Content

Available for *20/20* and *Vision Monday*, #PartnerPost is a sponsored content program allowing sponsors the ability to craft a tailored message to effectively reach a wide audience of eyecare professionals and/or consumers in a unique and engaging way.



## DIGITAL REACH

# 20/20

2020mag.com

**131K pageviews**  
per month

**39K users**  
per month

**55K sessions**  
per month

**54K email recipients**

@2020mag

**18.1K**  
followers

**16.3K**  
likes

**37.6K**  
likes

# VM

VISION MONDAY

VisionMonday.com

**115K pageviews**  
per month

**51K users**  
per month

**83K sessions**  
per month

**50K email recipients**

@VisionMonday

**19,002**  
followers

**8,036**  
likes

**3,939**  
followers

**7,143**  
followers

\*Data from Google Analytics as of September 2021

# Education and Training



20/20 Pro to Pro is the go-to source for ECPs on new technology, products, dispensing tips and industry/optical information. This unique peer-to-peer forum allows information to be exchanged in a variety of ways: as print or online articles and CE Courses, video, narrated, interactive, self-paced SCORM modules, in-person events and more.

Partnering with 20/20 to provide expert education and training helps ECPs deliver better patient care. They gain in-depth knowledge about your new products and technology and how it benefits their customer. The Pro to Pro brand is an invaluable tool for industry professionals who need this essential information and CE accreditation. More than 75,000 exams are processed annually by 20/20's Pro to Pro. It is the leading test processor of CE credits in the industry.

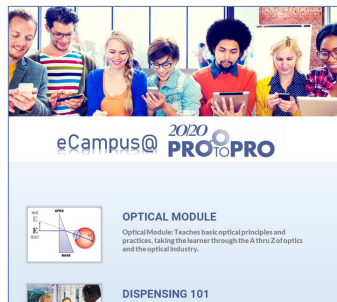
Bi-weekly e-Newsletters are sent out to the highly engaged Pro to Pro audience, keeping readers updated on what is current on the education channel. More than half of 20/20's website traffic is driven by Pro to Pro continuing education.

## Grants and Sponsorship



Make an impact. In every issue of 20/20, a CE and/or Pro to Pro article, can be sponsored. Sponsored CE courses produce to up to 5,000+ test takers annually. Survey respondents chose continuing education as the number one most trusted source to learn about new products and technologies. CE is a great way to reach opticians, para-optometrists and contact lens fitters. Your courses are promoted through eblasts and newsletters.

## LMS Education Portals



The Learning Management System service includes branded education portals that provide optical training modules and custom content to teach and train your staff. Learners can track and manage all their work to build expertise. Pro to Pro can also create expertly curated content for your existing LMS and your customers on new products. And ABO and NCLE CE course accessibility can be included.

## Customized Live Education and Training



Jobson can assist in crafting live events for your company. These events are customizable in areas such as: staff/sales training, and/or educational lectures on new products and technology. These unique sponsorship opportunities allow you to reach a specific segment of the market to enhance your advertising and marketing message by identifying and addressing key industry topics. They can be ABO or NCLE accredited courses.

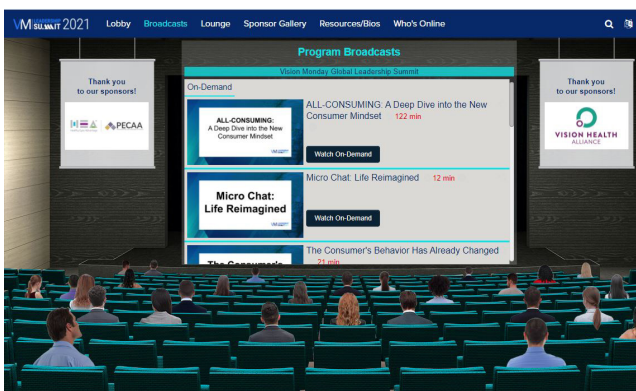
## CE Webinars



Jobson can execute live or simulated live CE webinars. This includes aggressive promotional efforts through email and social media promotion. Reach thousands across the country, anytime of the year. Have your expert or Master Optician and Director of Education, Deborah Kotob, ABOM, present your product spotlight CE course virtually to a live audience.

# Events

Although the landscape of live events has changed, they still remain one of the best ways to gain new customers, strengthen current customer relationships, and communicate your brand messaging. The pandemic opened up new opportunities for virtual events with interactive platforms, educational webinars and unique video conversations that still provide memorable attendee experiences. Successfully managing content development, targeting and recruiting the right attendees, venue selection and budgeting are all critical for a well-produced event, helping to build and establish brand leadership.



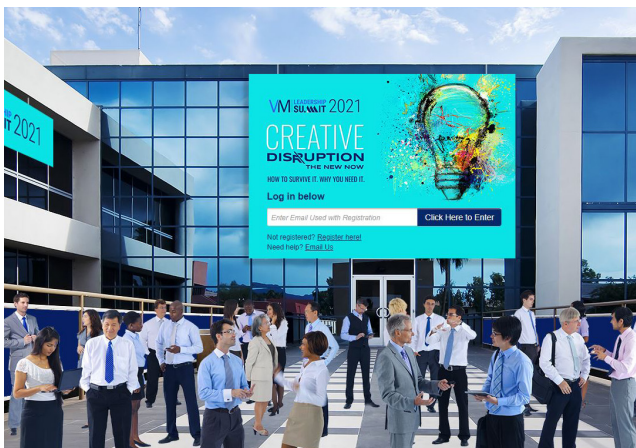
## Jobson | Event Services

Our expert event team can provide all event services for live and virtual meetings, webinars, video meeting events, small group meetings to a large corporate function, and everything in between...planned to perfection! Let the team behind the **Vision Monday Global Leadership Summit** partner on your next live or virtual experience.



### Services include:

- Conceptualization
- Custom Content Development
- Custom Virtual Platform Design and Production
- Premier Speakers
- ABO approved CE Meetings
- Sales Training
- Sourcing of Strategic Partners
- Invitation & Website Design
- Registration Services
- On-Site Management
- Lead Generation
- Attendee Surveys



# Jobson

## 20/20 VM VISION MONDAY Frames Data<sup>™</sup>

**J** JOBSON  
INTERACTIVE

Jobson OPTICAL  
RESEARCH

Review  
of Optometric  
Business

Review  
of MYOPIA  
MANAGEMENT

**ECP**  
BUSINESS SERVICES  
Understand. Manage. Grow.

**WO**  
WOMEN IN OPTOMETRY<sup>®</sup>



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