



Consumers

What Do ECPs Need to Know?

Alliances & Buying Groups Step Up Their Game

Amid Challenges for Independents, Alliances and Buying Groups Offer New Programs

Private Equity and Practices

As Deal-Making Pace Slows, Buyers and S...



2024 EDITORIAL CALENDAR

Challenge

Equity and Inclusion

Retail and Healthcare: UPENDED!

Compelling Speaker Roster Probes Critical Issues Facing ECPs



Made in

American Eyewear Makers and ECPs



Is Learning to Click

Change in the Eyewear Dispensary

Sustainability

A Changed World Adjusts Priorities as Optical



January/February

Space Close: 01/16/24

Ad Due: 01/22/24

COVER TOPIC: The Consumer NOW

A look ahead, examining consumer attitudes, by age groups/segments/lifestyles. What are their new priorities? What's anticipated in 2024? PLUS a fun "calendar" of events, special months in the year ahead e.g. Olympics, major movies, cultural events, eclipse and others.

Special Features:

LEARNING Redefined: How can we look at new Learning Systems and explore how they are effecting change in the market? How are Training and Teaching programs developing? What's on Tap for 2024?

VM's Exclusive LAB Report: Views of the Optical "Lab-Scape"

March (Preview Vision Expo East NYC – March 15-17)

Space Close: 02/05/24

Ad Due: 02/09/24

COVER TOPIC: Cultivating LUXURY

VM speaks to ECP/retail leaders and major luxe brands in this sector of the eyewear market. Who are today's luxury customers? How have they changed? What's advancing the "luxury experience?" What's working?

Vision Expo East Show Dailies

Space Close: 02/19/24

Ad Due: 02/26/24

The ONLY official daily publication at International Vision Expo East in New York

April (2024 VM Leadership Summit Special Digital Section)

Space Close: 03/26/24

Ad Due: 04/01/24

COVER TOPIC: PRIVATE EQUITY AND PRACTICE TRANSITIONS What Has Changed?

SPECIAL Digital SECTION (distributed by end of April):

2024 VM Leadership Summit Special Digital Recap + Videos of NY March 13 Event

Special Features:

VM's Exclusive LAB Report: Views of the Optical "Lab-Scape"

May

Space Close: 04/23/24

Ad Due: 04/29/24

COVER TOPIC: How Is Climate Change Impacting Vision and Vision Care?

VM takes the environmental issues to those who are experiencing weather crises and reports on new attitudes among consumers about sustainability. This will be tagged "Going Green" but, we will approach the topic in a new way, speaking with retailers, ECPs and major suppliers.

Special Feature:

REMOTE EYE EXAMS and TeleOptometry: Where is the traction now in remote eye exams? VM talks with optical retailers and ECP groups from across the country about how they're solving patient access and forging new optometry career paths to learn how they're working.

June

Space Close: 05/28/24

Ad Due: 06/03/24

COVER TOPIC: VM's Annual 2024 Top 50 U.S. Optical Retailers Report



Special Feature:

A feature inspired by the 2024 VM Leadership Summit:
APPLYING AI in Optical: What are ECPs Already Doing with AI? Clinical/Retail/Manufacturing/Supply Chain/Marketing/Management/HR

July/August

Space Close: 07/01/24

Ad Due: 07/08/24

COVER TOPIC: 22nd Annual VM's Most Influential Women in Optical

Special Features:
ULTIMATE PARTNERS
KIDZBIZ

VM's Exclusive LAB Report: Views of the Optical "Lab-Scape"

July/August KidzBiz Supplement

Space Close: 05/27/24

Ad Due: 05/31/24

Supplement is bound into the July/Aug issue of 20/20 and poly-bagged into the July/Aug issue of Vision Monday

September (Preview Vision Expo West – Sept 19-21)

Space Close: 08/12/24

Ad Due: 08/16/24

COVER TOPIC: What's Changing in Smart Eyewear?

An Update examining new ideas, combos, messaging for the next generation of Smart Eyewear

Vision Expo West Show Dailies

Space Close: 08/23/24

Ad Due: 08/30/24

The ONLY official daily publication at International Vision Expo West in Las Vegas

October

Space Close: 10/01/24

Ad Due: 10/07/24

What's New in Mobile Eyecare?

How mobile is being employed, who it's reaching, tech and new ideas to bring eyecare "home" to patients as well

Advancing Professional Diversity: Momentum and Challenges

VM talks with NOA, BlackEyecare Perspective, Latinos en Optometry, OAA, AOA, ASCO. What's being done to advance multicultural identity in the profession and attract students to optometry?

Special Features:

VM's Lab Report: View the Optical "Lab-Scape" through VM's lens

November/December

Space Close: 10/29/24

Ad Due: 11/04/24

COVER TOPIC: Human Capital: The Optical

Workforce Now What new jobs are being created or lost? What are the new optometric/optician/business career paths? How are recruitment methods changing? What's the profile of different components of the eyecare profession? In-office staff?

Special Features:

VM and 20/20's 2024 EYEVOTE



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. *The Independent Eye* and the new *Going Green* are special e-blasts. *The Independent Eye* features the success stories of independent ECPs while *Going Green* reports on sustainability trends and tactics for 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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