

# VISION MONDAY

MARCH 23, 2009 | VOL.23 NO.4 | \$15 | WWW.VISIONMONDAY.COM  
THE OPTICAL INDUSTRY'S LEADING NEWS MAGAZINE

## The New 'Chic-onomics'

Retailers talk to VM about frame dispensing, buying decisions and consumers' needs—043

» **STYLE.PAGES**  
VM's new feature kicks off with five recession-proof trends—044

» **VM EXCLUSIVE:**  
How's Biz? Retailers and ODs stay strong in recession battle—016

colors in optics, Ltd.  
1.866.393.3374 INFO@COLORSINOPTICS.COM  
See you at VEE Booth #2836

ECCA Chairman/CEO

YOUNGER OPTICS  
David Rips  
CEO of Younger Optics

Vice President and Managing

» VSP, Zeiss expand 'Reveal' PA  
» CE, show floor exhibits headlin  
» SECO OD attendance remains st

## WORKING WITH

# VISION MONDAY

# 2009

## VISION MONDAY: A DELIVERY MODEL FOR BUSINESS NEWS

Vision Monday covers the people, the companies and the issues of the optical industry with the combined power of:

- **INTERNET - High-frequency delivery of optical news**
  - VMail Headlines
  - VMail EXTRA
  - Business Essentials e-newsletter
  - Lab Advisor
- **WEB ACCESS – Changing headlines into valuable content**
  - [www.visionmonday.com](http://www.visionmonday.com)
- **VISION MONDAY NEWSMAGAZINE PRINT EDITION - More in-depth analysis and features, special reports**
  - VisionMonday – Print

We have developed this guide to Working with VM to help members of the eyewear/eyecare industry communicate with us whenever they have news to share or suggestions for stories.

To supplement our own reporting, we encourage companies to e-mail or mail us formal press releases.

We are also open to informal communication through phone calls or e-mails to our Editorial Team.

If you have questions, do not hesitate to contact us to discuss options and procedures for news coverage:

### **MARGE AXELRAD**

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 Vision Monday and Jobson Optical  
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### **MARY KANE**

Executive Editor  
 Vision Monday  
 212-274-7010  
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## INTERNET: HIGH FREQUENCY DELIVERY OF OPTICAL NEWS

VMail Headlines and VMail EXTRA are HTML e-mail newsletters delivered twice-weekly, on Monday and Thursday mornings.

When important news happens, a special Breaking VMail goes out immediately.



- **VMAIL HEADLINES**, featuring headlines only, is free to registrants.
- **VMAIL EXTRA**, featuring full text of headlines + concise stories, is subscription-based.
- A PDA edition of VMail is also available.

### EDITORIAL DEADLINES:

For Monday's VMail EXTRA; Noon (ET), the prior Friday

For Thursday's VMail EXTRA; Noon (ET) the previous Wednesday.

VMail does not contain visuals/images.

**NOTE:** Any news submitted to VM will be automatically considered for each of our news vehicles.

It is not necessary to submit information separately for each.

### SUBMISSION FORMAT:

Please email as a Microsoft Word RTF file, transmitted in the body of an email or as an attachment.

**TO SUBMIT NEWS FOR VMAIL**, please email your VM Editorial Contact (see following pages) or email to the following:

[mkane@jobson.com](mailto:mkane@jobson.com)

(Mary Kane, VM Executive Editor)

Direct phone: 212-274-7010

[maxelrad@jobson.com](mailto:maxelrad@jobson.com)

(Marge Axelrad, VP/Editorial Director)

Direct phone: 212-274-7029

## VALUABLE ELECTRONIC NEWSLETTERS



Lab Advisor is issued during the middle of each month

### **LAB ADVISOR- A Monthly Update for Optical Laboratory Owners and Managers**

#### **DOLLARS & SENSE:**

Expert financial advice and analysis from Jason A. Meyer, managing director, HPC Puckett & Co., which specializes in mergers and acquisitions of wholesale optical laboratories.

#### **THE Rx FILES**

A close-up look at how labs are using their technical expertise to process challenging and unusual Rx jobs.

#### **FOCUS ON...**

A monthly spotlight on managers and staff who play a key role in the success of their lab.

#### **NEWS TO USE**

Practical information about new sales and marketing programs and current market trends.

#### **LAB NOTES**

The latest news about the optical laboratory business.

#### **OPERATING STRATEGIES**

Viewpoints and ideas from Bob Niemiec, president of Optinova Solutions, a consulting firm specializing in operations improvement, new technology assessment and mergers and acquisitions, primarily in the optical industry.

#### **TECH TALK**

Helpful tips and “how to” information about ophthalmic lens processing technologies and techniques.

#### **HR CORNER**

Human resource information and advice from Hedley Lawson, Jr., editor of Business Essentials, Jobson’s e-newsletter for eyecare professionals and managing partner of Aligned Growth Partners, a strategic, operational and organizational consulting and executive search firm.

#### **BUYING GROUP AND LAB ASSOCIATION NEWS**

An update on the activities and programs of laboratory buying groups and associations.

#### **NEW PRODUCTS**

Snapshots of new lens products and lens processing equipment.

VALUABLE ELECTRONIC NEWSLETTERS

# BUSINESS ESSENTIALS

Business  
Advisor is  
issued on the  
first Tuesday  
of each month

**BUSINESS ESSENTIALS-** A Monthly Update on Day-to-Day Management Issues for Optical ECPs and Retailers

**IT’S YOUR BUSINESS:**

A column by human resource expert and BE editor, Hedley Lawson

**FROM THE TOP:**

Quarterly themes exploring top line people, management and business issues

**PEOPLE MANAGEMENT:**

Practice advice about how to handle, hiring, training, HR issues

**ASK THE EXPERTS:**

Q&A with knowledgeable experts about specific management challenges

**RULES & REGULATIONS:**

Updates on key employer/employee legislation, benefits and policies.

**MONEY MATTERS:**

Advice and information to help ECPs make important management policy.

**RESOURCE CORNER:**

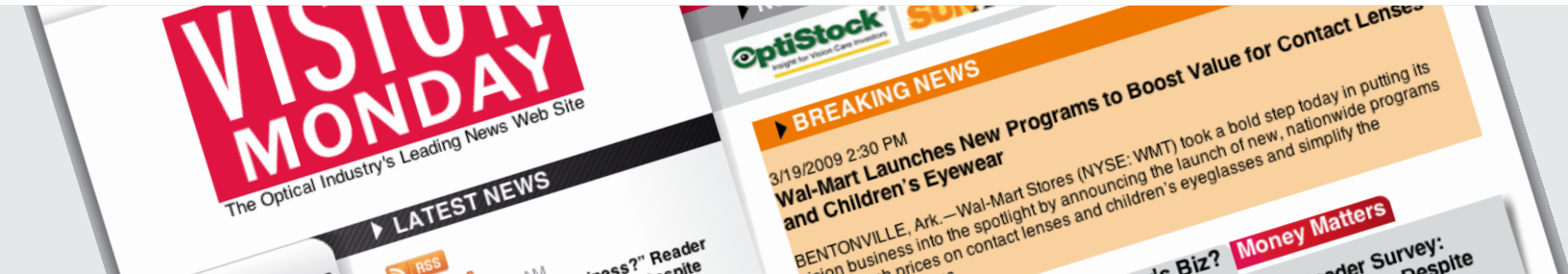
Easy reference to web resources about HR policies and rules.



# CLICK

**CLICK** provides ECPs and retailers with everything they need to know to build and grow connections with patients. It’s a monthly briefing for eye care professionals on what’s happening with web technology and internet-based business trends to help them grow and improve their presence online. Click is designed specifically to provide practical insights and ideas about the latest website features, tools and web-based applications being implemented throughout the optical industry, helping businesses to run more efficiently. Click is published monthly and reaches an audience of over 42,000.

## WEB ACCESS



## Changing headlines into valuable content—[www.visionmonday.com](http://www.visionmonday.com)

All the exclusive features and content of Vision Monday's print edition is posted online the date of the print issue. Vision Monday's dynamic new Digital Edition is a complete e-version also online.

VM's valuable Archives feature Vision Monday signature features, department reports and news dating back several years. Users can search archives by name, topic or date.

### ONLY ON THE WEB FEATURES

VM posts special Only on the Web Features and is constantly posting new materials.

**NOTE:** Any news submitted to VM will be automatically considered for each of our news vehicles. It is not necessary to submit information separately for each.

VISION MONDAY NEWSMAGAZINE— PRINT EDITION



More in-depth analysis and features, special reports  
 In today's market, more issues cut across all sectors of the business.

- Managed care affects each O, big retailers, products, distribution and bottom line
- Gaining a better understanding of the consumer is paramount
- Building connections between eye exams and eyewear purchases is growing
- Group purchasing clout is a priority for buyers
- Technology is changing the way eyecare and eyewear business is done
- Training and education about patient care, products and systems is essential
- Buying decisions are not just about product

VM IN 2009 REFLECTS THESE CHANGES

- The Optical Industry's Leading Newsmagazine
- VM covers the news and puts it in perspective
- Topical
- Organized for an Interconnected Industry and Profession
- Re-prioritizing areas of interest to optical retailers, ecps and labs, VM readers

*Note: Content of print VM is different and distinct from VMail News and exclusive VM.com features.*

SUBMISSIONS:

- VM accepts mailed press releases and photos.
- In addition, VM prefers electronic submissions of press releases and images.
- If sending information electronically, please send as a Microsoft Word RTF file, transmitted as an e-mail attachment or copied into the body of the e-mail.
- IMAGES/PHOTOS: Try to include a photograph with every news release.

We prefer to receive DIGITAL art, which should be a minimum of 300 dpi, with the image at least 5 inches wide. Send as a JPEG, TIFF or EPS file; do not send art as a Text file. Each image should be clearly identified.

## MAJOR DEPARTMENTS AND SECTIONS

- **THIS MONTH IN VM**

- TOC
- What's Online
- Column

- **NEWSMAKERS** (spotlights and updates on retail and supplier companies, key management changes)

- **IN THE NEWS**

- Scene and Heard (photos and reports from industry events)
- Action/Reaction (industry comments on news developments)

- **COVER STORY**

- (Eyewear B to B, 50 Most Influential Women, Top 50 U.S. Optical Retailers, etc.)
- See [Visionmonday.com](http://Visionmonday.com) for Media Kit and Editorial Calendar.

- **EXAM LANES** (features/updates about eye care providers, eye care delivery)

- Managed Care Updates and Provider Panel News
- Corporate OD Networks
- Professional Events Calendar
- Practice Profiles
- On The Horizon

- **RETAIL DISPENSARY** (features/updates about products, trends)

- What's Selling marketing programs, POP programs and other
- Collection Launches media projects
- Line Extensions - **BOLDFACE** - eyewear and sunwear worn by celebrities
- **HIGH VISIBILITY** - short items about new - **NEW: Style.Pages**

- **INSIDE THE LAB**

- Leading Labs and Lab Groups
- Lab Marketing Programs
- Technologies and New Launches and InLine

- **BUSINESS ESSENTIALS**

- Column on management training, HR and business challenges for ECPs

- **OPINION/COMMENTARY**

- **BALANCE SHEET**

- Financial News
- Barometer



## RETAIL DISPENSARY— FRAMES, SUNWEAR, ACCESSORIES

The following is designed to help our contacts in the Frame, Sunwear and Accessories areas understand our new requirements.

### FOR ANY QUESTIONS, PLEASE CONTACT:

- Marge Axelrad, Sr VP/Editorial Director (maxelrad@jobson.com)
- Deirdre Carroll, Senior Editor, Frames, Sunwear & Accessories (dcarroll@jobson.com)
- Mary Kane, Executive Editor, Vision Monday (mkane@jobson.com)

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**LAUNCHES** spotlights a new collection with quotes from key company executives. It delves into the aesthetic and functional aspects of the line and gets beyond product descriptions to its business and marketing positioning. This section appears in the Retail Dispensary section of VM. Articles will include descriptions of the fashion aspects, technological features, and materials used in the frames. The articles will also discuss the collection's targeted position in the market, price points, target demographic, why it is being released now, how it will be supported by POP/advertising, and the new direction that it represents for the supplier. *Deadlines for receiving press kits, conducting interviews and receiving artwork is four weeks prior to VM print date.*

### FOR THIS TYPE OF ARTICLE PLEASE SUBMIT:

- **Product highlights and characteristics--** what makes this collection stand out in terms of:
  - Style (overall design influence/aesthetic, eyeshape, frame color, texture, embellishments)
  - Materials
  - Technology
- **Philosophy**
  - Timing
  - Niche
  - Target demographic
  - Channels of distribution
  - Marketing angle (including POP and advertising)
  - How it fits into/diverges from your current product mix
- **Price range to the dispenser or ECP**
- **Artwork headshots of exec quoted in story (also) plus one or two of the following:**
  - logo for collection, POP material, advertising still, detail shot of patented technology)\*

## RETAIL DISPENSARY— FRAMES, SUNWEAR, ACCESSORIES

**SECOND LOOK** focuses on significant innovations in existing collections with quotes from key executives. This section appears in the Retail Dispensary section of VM. Examples would include: a new ophthalmic grouping from a collection that previously only offered sunwear (or vice versa), the introduction of a new material like titanium into a collection, the addition of a men's grouping into a collection that was women's only, the debut of a sub branded product or the launch of a proprietary technology.

*Deadlines for receiving press kits, conducting interviews and receiving artwork is four weeks prior to VM print date.*

### FOR THIS TYPE OF ARTICLE WE'LL BE LOOKING FOR:

- What's new about the collection (based on examples listed above)
- Product highlights--what makes this collection stand out in terms of:
  - Description of the collection in terms of overall design influence/aesthetic
  - Materials
- Technology
- Price to the dispenser for the collection and new grouping
- Artwork at least one of the following:
- Logo for collection, POP material, advertising still, detail shot of patented technology)

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**HIGH VISIBILITY** features companies, products and collections that are raising brand awareness through strategic partnerships, sponsorships, consumer advertising campaigns and tie-ins to prominent events.

High Visibility is in a brief, running ellipse (...) format.

### FOR THIS SECTION WE'LL NEED THE FOLLOWING INFORMATION:

- Description of ad campaign including a sentence on the philosophy behind it, where it will appear and any other initiatives launched in conjunction to support it.
- Description of events, how it ties into the eyewear brand/company and all necessary details (time, place, etc.), including names of key execs/celebs in attendance.
- At least one photo of ad stills, key execs/celebs at events, atmosphere shots, etc.

## RETAIL DISPENSARY— FRAMES, SUNWEAR, ACCESSORIES

**BOLD FACE** explores the cult of celebrity and the styles, trends and brands that stars show off in movies, at events and living their daily lives.

Bold Face is in a brief, running ellipse (...) format.

### FOR THIS SECTION WE'LL NEED THE FOLLOWING INFORMATION:

- The name of celebrity.
- Style number and brand of eyewear being worn.
- Photo of celebrity in frame with usage rights and a description of where the celebrity was spotted if possible.

### STYLE.PAGES

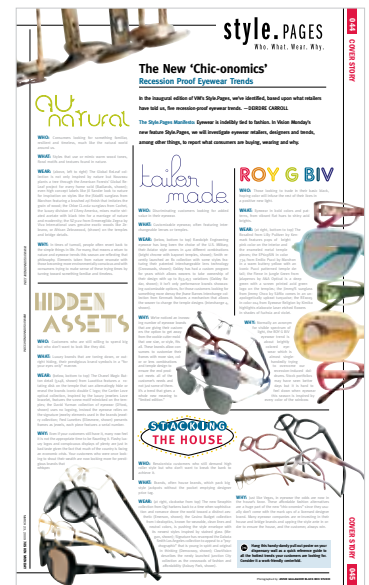
Eyewear is indelibly tied to fashion. In Vision Monday's new monthly feature Style.Pages, we will investigate eyewear retailers, designers and trends, among other things, to report what consumers are buying, wearing and why.

Style.Pages follows a who, what, wear, why format. It has purposely been designed to allow for flexible coverage of eyewear style and fashion trends as reflected by the fashion world at large or as reported to VM by eyewear retailers. It will also investigate the influence of designers, in the eyewear industry and out, on eyewear styling, as well as profiling eyewear retailers with unique product mixes, distinct retail philosophies or high-concept design locations.

### FOR THIS SECTION WE'LL NEED THE FOLLOWING INFORMATION:

- Style.Pages is highly visually-driven, as such photos are a must. High quality images of retail locations, headshots, frame images, P.O.P, merchandising and advertising imagery, runway shots and even architectural or home design imagery may all qualify.
- Interviews with retailers or designers.

*Deadlines for conducting interviews and receiving artwork is four weeks prior to VM print date.*



## SUBMISSIONS

### LEAD TIMES FOR FEATURE SUBMISSIONS:

VM's print edition is issued 14 times a year, once mid-month with two issues in March and in September. Generally, features require a 4-6 week lead time prior to issue date.

A number of factors contribute to how we decide on story placement in the print issue of VM, and these also determine whether a story runs on our Web site or in VMail.

### SOME FACTORS INCLUDE

- Its overall implications in terms of the optical industry
  - Whether it may be indicative of a larger trend
  - What the news means to the market or the individual company involved
  - The story's timeliness
- 

### TOPICS FOR FEATURES AND NEWS ANALYSIS COVERAGE:

- Major corporate reorganizations
- Joint ventures, partnerships, acquisitions
- Top executive appointments or departures
- Community-service initiatives
- Education and training initiatives
- The launch of major corporate advertising or marketing programs
- Major new product launches or collection repositionings
- Opening of new facilities/stores
- Significant financial developments or results

## SUBMISSIONS

### VM's EDITORIAL TEAM:

VM's experienced editors are dedicated to monitoring and analyzing key sectors of the optical business.

All editors contribute to all feature departments and sections listed above.

Submissions can be geared to 'beat' areas of responsibilities.

A guide to those responsibilities follows:

#### MARGE AXELRAD, SR VP/EDITORIAL DIRECTOR

212-274-7029

maxelrad@jobson.com

- General corporate and company news, industry developments and business trends.
- Frame companies, practice management programs, spectacle lens and lens equipment companies, wholesale laboratories.

#### MARY KANE, EXECUTIVE EDITOR

212-274-7010

mkane@jobson.com

- General company news, industry developments and business trends.
- Professional associations news and features.
- Deadline queries and operational questions.

#### ANDREW KARP, GROUP EDITOR, LENSES & TECHNOLOGY

212-274-7080

akarp@jobson.com

- Spectacle lenses and lens treatments, processing and technology developments, wholesale laboratory developments and trends, lab management systems, practice management systems.

#### CATHY CICCOLELLA, SENIOR EDITOR

941-923-5206

cciccolella@jobson.com

- Optical retail, ecps, chains and mass merchants, companies, executives and programs.
- Managed vision care companies, programs and provider developments.
- Professional associations
- Contact lenses

#### DEIRDRE CARROLL, SENIOR EDITOR

212-274-7076

dcarroll@jobson.com

- Frames, sunwear, fashion accessories.
- Retail buying and merchandising trends.

For an Editorial Calendar for Vision Monday and deadlines, please email us at the addresses above or at [visionmonday@jobson.com](mailto:visionmonday@jobson.com) or visit [www.visionmonday.com](http://www.visionmonday.com).