

FROM THE PUBLISHERS OF
2020 VM

JOBSON

**EMPOWERING
VISIONARY
LEADERSHIP**

Media Planner 2018

Empowering Visionary Leadership

For the last 40 years, Jobson's renowned brands have been the ECP's most trusted source of information. Jobson's multi-channel advertising and promotional packages—including influential print media, custom content marketing, strategic digital advertising, high-impact live events and education/training initiatives—create powerful communication platforms for your brand messages and marketing objectives. 20/20 and Vision Monday possess the largest reach, leadership, and influence in the optical industry, allowing our readers to choose where, when, and how they want to engage with your brand through a consistent experience across all of our platforms. 20/20 and Vision Monday are industry leaders because of the continued investment we make in our brands portfolio and our team. **In partnership—Jobson and you—we** share an exciting vision for the future.

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.



PRO TO PRO

Pro to Pro is an all-encompassing education and training entity that resides on the newly designed 2020mag.com. *Pro to Pro* now includes all former Opticianry Study Center topics in addition to the Opticians Handbook. *Pro to Pro* is the go-to source for ECPs on new technology, products, and information as well as fast and easy ways to adapt what is new.

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.





VMAIL **Extra**

VMail is a unique news service that has proven to be the most trusted authoritative voice in the industry. *VMail* is delivered 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.

The Vision Expo Show Dailies are the only official show publication exclusively offered at both International Vision Expo 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 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 surveying techniques and research methodologies. The research products and services are easy to interpret and range over a variety of topics to fit every need and every budget.

Women In Optometry (WO) is a print, online business and lifestyle publication that targets, inspires and educates the fast-growing female OD segment. The relatable and unique first-hand experience on professional and lifestyle topics include new practice ownership models, building for growth, balancing other interests with career, mid-career transitions and so much more.



Review of Optometric Business (ROB) is a business-to-business web site with a uniquely exclusive focus on the business side of optometric practice beneath the *Review of Optometry* brand umbrella. It is the one-stop online destination for all practice management and business advisory information for today's practicing optometrists.

Jobson | Event Services

Jobson Live Events capture attention, build relationships, and drive positive business outcomes. The talented Event Services team can plan anything from a small cocktail gathering to a cross country tour with hundreds of attendees and everything in between. Services include custom content development, speaker procurement, venue selection, invitation & website design, on-site management, lead generation and many more offerings all housed under one roof. Let the team behind the Vision Monday Global Leadership Summit plan your next live experience.

Digital Opportunities

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 new 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.

▼ **VMail** is 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 50,000 subscribers six days a week, including *VMail Weekend* on Saturdays.

20/20 & Vision Monday Digital Reach



3M pageviews
a year



610K unique visitors
a year



1M visits
a year



55K email subscribers

2020mag.com



160K pageviews
per month



30K unique visitors
per month



45K visits
per month

VisionMonday.com



86K pageviews
per month



32K unique visitors
per month



52K visits
per month

More than eight-in-ten U.S. adults now get news on a mobile device (85%), compared with 72% in 2016 and slightly more than half in 2013 (54%), according to a Pew Research Center survey conducted in March 2017.*

Rise in portion of adults turning to mobile devices for news...
% of U.S. adults who ever get news on a mobile device



*Pew Research Center, 2017

Vision Monday Print & Digital Packages



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.



Vision Monday's dba examines the critical role of the leading U.S. optical retailers and reports on their staffing and recruitment, marketing and buying, operations and managed care approaches.



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

Social Media

There are 2.8 billion active social media users worldwide*

20/20 and Vision Monday social allows us to connect with our readers unlike ever before. Our growing presence on sites such as Facebook, Twitter and Instagram complement our online presence, providing a new way to drive traffic to our electronic 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.

#PartnerPost

Now available from *20/20* and *Vision Monday*, the new #PartnerPost social media sponsored content program allows 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.

*Hootsuite, 2017



17,000
followers



13,777
likes



19,000
followers



1,279
followers



16,500
followers



6,604
likes



1,487
followers



1,279
followers

Data as of August 2017

20/20 & Vision Monday Have a Combined Reach of Over 125,000 ECPs

20/20

Eyecare professionals rely on **20/20** for eyewear, sunwear and lens products, fashion and eyewear style trends, retailing and dispensing information, lenses and technology information, market research studies, and education and training. The *Pro to Pro* section in each issue integrates education and training articles as well as ABO/NCLE-approved Continuing Education courses. As the only optical publication with a BPA Unit Audit, **20/20** is most influential in purchasing decisions for ophthalmic frames, sunwear, lenses and accessories.

VM











VISION MONDAY

Vision Monday is unique in the optical industry as the definitive source for optical news and industry-defining trends. Its signature reports and authoritative in-depth stories offer valuable insights and cater to the needs of key opinion makers among ECPs and optical retailers. **VM's** pointed distribution, targeting the 40% of the market that generates 80% of the business, reaches those leaders via its distinctive print, digital, web platforms and live events.

VM

VISION MONDAY

Now with 4,428 Digital Subscriptions

| | | |
|--|--|--------|
| Optometrists |  | 10,986 |
| Opticians |  | 10,328 |
| Ophthalmologists |  | 1,287 |
| Retail Managers (not opticians) |  | 480 |
| Lab Wholesalers/Distributors |  | 426 |
| Retail Owners (not optometrists) |  | 331 |
| Executives at Chain HQ |  | 307 |
| Lab/Distribution Executives |  | 129 |
| Regional Retail Managers |  | 95 |
| Optical Product Buyers at Chain HQ |  | 77 |



Source: publisher's statement, June 2017, subject to the BPA pending audit. Member since: May 1987. BPA is a third party auditor for trade publications.

TOTAL QUALIFIED SUBSCRIBERS

24,446

22%
INCREASE
FROM
DEC. 2016

20/20

Now with 4,038 Digital Subscriptions



Source: publisher's statement, June 2017, subject to the BPA pending audit. Member since: May 1977. BPA is a third party auditor for trade publications.



20/20 Unit File (Identified by Unit Retail Location/Store)



(SEE NOTE 1)

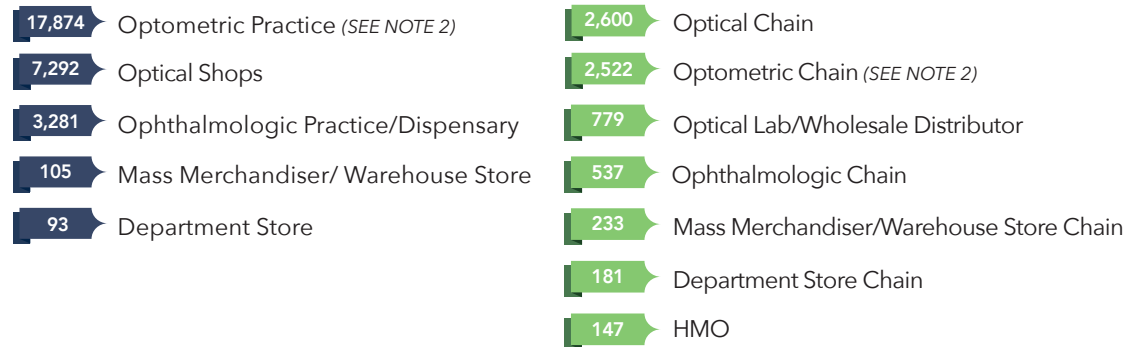


(SEE NOTE 3)

Note 1: Independent represents companies with 1-3 locations.

Note 2: Optometric Practice includes optometric practice, optometric group practices, multi-discipline practices, OD affiliated with retail location and refractive surgery/laser center.

Note 3: Chain represents companies with 4 or more locations.



TOTAL UNIT FILE

35,644

| ISSUE DATE | BONUS DISTRIBUTION | THE YEAR IN EYEWEAR | SPECIAL FEATURE | SUPPLEMENTS | LENS & TECHNOLOGY FEATURES | AD CLOSE DATE | MATERIAL DUE DATE |
|--------------|---|---|--|--------------------------------------|--|---------------------------|----------------------------|
| JANUARY | | The Power of Sunwear <ul style="list-style-type: none"> What's Trending in Sunwear, Sport Sun and Athleisure Sun | What's Right Now? | | Lens Makeover How to create great looking lenses. | December 4 th | December 8 th |
| FEBRUARY | MIDO February 24 th -26 th | Special-EYEzed Eyewear <ul style="list-style-type: none"> Featuring the Best in Petite, Large Sized Frames, and World Fit | Boutique and High-End in Eyewear: A Formula for Retail Success | | Filling a Progressive Lens Rx Correctly Providing a tolerance range for yoked prism and vertical imbalance will enable the lab to make more comfortable PALs and reduce adaptation problems and remakes. | January 3 rd | January 9 th |
| MARCH | SECO: Feb 28 th - March 4 th Vision Expo East: March 16 th -18 th | 20/20 Expo East Issue: The Latest in Eyewear and Sunwear <ul style="list-style-type: none"> 20/20's Top 10 Eyewear Trends for Expo 20/20's Top Ten Sunwear Trends for Expo A Galleria of Eyewear and Sunwear Independents | Sunwear MarketPulse | | Balancing Form and Function For any Rx, choosing the lens material, curve and frame often creates a conflict between achieving the best cosmetics and the best optics. Balancing form and function will create a win-win for your patient. | January 31 st | February 6 th |
| MARCH 15 | Vision Expo East March 16 th -18 th | What's Brand New <ul style="list-style-type: none"> Eyewear Designers on the Art of Sunwear Artist of the Frame | Advertorial Created by 20/20 Editors | | L&T Vision Expo Scouting Report | February 14 th | February 21 st |
| APRIL | | Sport Sun + Eyewear: Optical's Lucrative (and most neglected?!) Opportunity <ul style="list-style-type: none"> Top Trends in Sport Eyewear Branding | Athleisure Eyewear Sport Eyewear MarketPulse | SUNVISION | How to Be a Better Partner for Your Lab Giving your prescription lab the complete Rx information it needs will ensure that the lens you ordered meets your expectations. | March 8 th | March 14 th |
| MAY | | 20/20's Modern Man <ul style="list-style-type: none"> Trends in Men's Sunwear Men and Their Relationship with Independent Eyewear | Optical Brands for Men Annual L&T Lens Survey | PROTECTING EYES FROM SCREENS AND SUN | Designing Lenses for Larger Frames Learn techniques that will solve the dispensing problems posed by today's big frames. | April 5 th | April 11 th |
| JUNE | AOA June 20 th -24 th | The Complete Eyewear Package <ul style="list-style-type: none"> Frame and Lens Combos Selling by Style, Color, Materials, Quality, Tech, Price and Generation | | SUNVISION | Marrying Lens to Frame: The State of the Art in 2018 A review of the tools, techniques, edgers, lens designs and materials that allow the important marriage of lens to frame to not only last, but thrive. | May 2 nd | May 8 th |
| JULY | | Value Redefined as Valuable Eyewear <ul style="list-style-type: none"> Brick & Mortar Solution Built on Pricing, Quality and the Service to Back it Up Made in America | What's Right Now? Valuable Eyewear MarketPulse | KIDZBIZ PACKAGE | Why Presbyopes Need More Than One Pair of Glasses Understanding the vision needs of presbyopic patients will help you recommend the best lenses for them. | June 1 st | June 6 th |
| AUGUST | | Children's Eyewear <ul style="list-style-type: none"> Kids and Sunwear A Special Look at Tweens | Childrens Eyewear MarketPulse | | Using Virtual Reality Lens Demonstrators Several companies now offer virtual reality eyewear. Find out how to make the most of these devices. | July 5 th | July 11 th |
| SEPTEMBER | Vision Expo West September 27 th -29 th Silmo Sept. 28 th -Oct. 1 st | The Sunwear Issue <ul style="list-style-type: none"> A First Look at Sunwear Trends for 2019 Trending Forecast: 20/20's Top Eyewear & Sunwear Trends Looking Ahead to the Year 2020 | Annual L&T Lab Survey | | Choosing the Best Design and Material for the 'Invisible Man' Eyeglasses are increasingly delivered via online sellers, ECPs will need to choose lens, materials and frames for a wearer that may never see. | August 2 nd | August 8 th |
| SEPTEMBER 15 | Vision Expo West September 27 th -29 th | The Expo West Seller's Guide Debut of What's Brand New <ul style="list-style-type: none"> Selling the Top Categories in Eyewear, Sunwear and Accessories Children's Eyewear at Expo | Advertorial Created by 20/20 Editor Sponsorships for Eyewear by Category Independent MarketPulse | | L&T Vision Expo Scouting Report | August 15 th | August 21 st |
| OCTOBER | | Eyewear and Lenses by Lifestyle <ul style="list-style-type: none"> Optical Solutions for Every Lifestyle | | | Dispensing Activity-Specific Lens Designs Determine which new lens technologies are most beneficial to your patients. | September 6 th | September 12 th |
| NOVEMBER | AAO November 7 th -10 th | The Complete Women's Eyewear Story <ul style="list-style-type: none"> Trends in Women's Sunwear Women and Their Relationship with Independent Eyewear | Optical Brands for Women | | When Eye Exams Grow Legs How small independent practices can take advantage of new mobile technology (i.e., smartphones or portable devices that can perform refraction/visual acuity/photoscreening) to better serve patients. | October 4 th | October 10 th |
| DECEMBER | | The Education Issue <ul style="list-style-type: none"> The Best in Pro to Pro and CE | Special EyeVote Photo Feature | | Achieving Eyeglass Nirvana Learn how to troubleshoot tricky dispensing problems so your patients can achieve "eyeglass nirvana." | October 30 th | November 5 th |



| ISSUE DATE | BONUS DISTRIBUTION | COVER TOPICS AND OTHER FEATURES | SUPPLEMENTS | AD CLOSE DATE | MATERIAL DUE DATE |
|--------------------------|---|---|--------------------------------------|----------------------------|----------------------------|
| JANUARY | | <ul style="list-style-type: none"> • A to Z - A guide to what to watch for in product, stores, tech, pop culture, e-commerce, social media, brands, cultural events and more in 2018 • BRICK & CLICK: How ECPs Are Making It Work + How New Players Are Redefining It | | December 22 nd | January 3 rd |
| FEBRUARY | MIDO February 24 th -26 th SECO March 1 st -3 rd | <ul style="list-style-type: none"> • Presbyopia Solutions: New Frontiers (New PALS, Surgery, pharma solutions) • The 'Super' Practices - Who Are They and How do They Run? | | January 17 th | January 24 th |
| MARCH | Vision Expo East March 16 th -18 th | <ul style="list-style-type: none"> • Vision Expo East Preview • Social Influencers – The Rise of the 'New' Celebrities | | February 14 th | February 21 st |
| VISION EXPO EAST DAILIES | Vision Expo East March 16 th -18 th | <ul style="list-style-type: none"> • The Vision Expo East Show Dailies The only official show publication, provides live coverage of show news, events, product launches, seminar highlights and more, every day of Expo. | | February 22 nd | February 28 th |
| APRIL | | <ul style="list-style-type: none"> • THE NEWCOMERS – What Does It Take? • New Frame and Sunwear Companies + A Dedicated Special Content Section • What's Next for ECP ALLIANCES? | SUNVISION | March 22 nd | March 28 th |
| MAY | | <ul style="list-style-type: none"> • VM's Annual 2018 Top 50 U.S. Optical Retailers Special Report | PROTECTING EYES FROM SCREENS AND SUN | April 18 th | April 25 th |
| JUNE | AOA June 22 nd -24 th | <ul style="list-style-type: none"> • Kids' Eyewear: Capturing the Imagination of the Next Generation • Best in Class 2018 | SUNVISION | May 16 th | May 23 rd |
| JULY | | <ul style="list-style-type: none"> • Most Influential Women in Optical • Made In USA Eyewear Revisited | KIDZBIZ SUPPLEMENT | June 13 th | June 20 th |
| AUGUST | | <ul style="list-style-type: none"> • The BUSINESS Issue Must-Do's to Run a Profitable Practice How Independents Can Differentiate Supply Chain and The Bottom Line | KIDZBIZ EDITORIAL & AD PACKAGE | July 18 th | July 25 th |
| SEPTEMBER | Vision Expo West September 27 th -29 th Silmo Sept. 28 th -Oct. 1 st | <ul style="list-style-type: none"> • Vision Expo West Preview • The Modern Lab – A New Special VM Report | | August 22 nd | August 29 th |
| VISION EXPO WEST DAILIES | Vision Expo West September 27 th -29 th | <ul style="list-style-type: none"> • The Vision Expo West Show Dailies The only official show publication, provides live coverage of show news, events, product launches, seminar highlights and more, every day of Expo. | | September 5 th | September 11 th |
| OCTOBER | | <ul style="list-style-type: none"> • The Tech Behind the Practice: From New Software to Dashboards, How ECPs are Using New Tech to Transform Business Decisions | | September 27 th | October 3 rd |
| NOVEMBER | AAO November 7 th -9 th | <ul style="list-style-type: none"> • New Lens Dispensing Technologies: Fitting, Measuring, Demonstrating • Special Rx Safety Report | | October 18 th | October 24 th |
| DECEMBER | | <ul style="list-style-type: none"> • Social Purpose – A Growing Consumer Priority The latest on eyewear businesses and brands which support cause-related mission. • EyeVote Readers' Choice Awards | | November 20 th | November 28 th |



Supplements

20/20 and Vision Monday supplements offer unique advertising packages that are dedicated to current market trends. These supplements are distributed to the readership of both *20/20* and *Vision Monday* for maximum exposure and audience reach. Engaging with *20/20* and *Vision Monday* editorial environments deliver ECPs valuable insight on the latest trends and product information. These supplements provide the opportunity to create brand association with current trends and hot topics as well as enrich your brand marketing message. This focused editorial environment will help you reach your target audience.



SunVision delivers up-to-date sunwear product information, including trends, market facts and new products. Published twice a year in March and June, *SunVision* exclusively targets optical dispensers by focusing on the latest merchandising trends and lens technologies. *20/20*'s power of trending and product detailing comes to *SunVision* with content and energy ensuring the most practical and inspiring insight.



Protecting Eyes from Screens and Sun examines protection and prevention through modern lens technology. From preventative medicine to nutrition and exercise, people are discovering new paths to wellness, including choosing lenses that protect their eyes from stress and potentially harmful radiation. In this editorial supplement, *20/20* and *Vision Monday* will examine the visual wellness trend and explain how eyecare practitioners can help their patients by recommending products that protect their eyes and prevent vision and health problems from developing.



KidzBiz gives eyecare professionals the tools they need to dispense kids' eyewear and stay current on the latest trends and products. Children's eyewear is a lucrative market and ECPs have taken note. A special multi-platform advertising package scheduled in July and August, *KidzBiz* delivers valuable expertise on the latest trends and product information in children's eyewear.

Education and Training



Pro to Pro is an all-encompassing education and training entity that resides on the newly designed 2020mag.com. *Pro to Pro* now includes all former Opticianry Study Center topics in addition to the Opticians Handbook. It is the go-to source for ECPs on new technology, products, and information as well as fast and easy ways to adapt what is new. This unique Peer to Peer forum allows information to be exchanged in a variety of different ways: as print or online articles, video, narrated self-paced modules, in person events and more. 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*.

When you partner with 20/20 to provide expert education and training to the marketplace, it helps ECPs deliver better patient care. 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.

20/20's Education Issue in December will be entirely dedicated to education and training with many new and exciting *Pro to Pro* advertising opportunities.

Grants and Sponsorship



In every issue of 20/20, a *Pro to Pro* section is available for sponsorship, emphasizing practical skills opticians, para-optometrists and contact lens fitters need to know and employ daily. On average, grants or sponsored CE courses produce about 5,000 test-takers annually, depending on the subject and content.

LMS Education Portals



The Learning Management System includes, branded education portals that provide 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.

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.

Live Events



Jobson | Event Services

Create memorable experiences that strengthen customer relationships, build credibility and increase brand exposure with a live event produced by Jobson. Our event services team can help with anything from invitations for a small group meeting to every detail of a large corporate function planned to perfection. Customized content, engaging speakers, and expert planning guarantee a successful event.

Let the team behind the Vision Monday Global Leadership Summit plan your next live experience.

Jobson provides a full scope of services for all live event needs in the optical industry.

Services include:

- Conceptualization
- Custom Content Development
- Premier Speakers
- Sourcing of Strategic Partners
- Invitation & Website Design
- Registration Services
- On-Site Management
- Lead Generation
- Attendee Surveys

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