

2022

# Editorial Calendar



M A Y 2 0 2 2  
VOL. 35 / NO. 5 / \$15  
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.

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## 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

### Vision Expo East PREVIEW Issue

### 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

### 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** (REVISED AS OF 4/19/22)

**Space Close:** 6/2/22

**Ad Due:** 6/8/22

VM's Exclusive and Signature 2022 Top 50 U.S. Optical Retailers Report

**SPECIAL FEATURE**

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

**SPECIAL FEATURE**

NEW CAREER PATHS TAKE HOLD - STAFFING and RECRUITMENT TRENDS. How are ECPs and leading retailers rising to this challenge and creating new paths forward?

**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

**July/August - KidzBiz Supplement**

**Space Close:** 6/24/22

**Ad Due:** 6/30/22

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

**September**

**Space Close:** 8/11/22

**Ad Due:** 8/17/22

Vision Expo West PREVIEW Issue

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.

## EDITORIAL AND DESIGN

### Marge Axelrad

SR. VP/EDITORIAL DIRECTOR  
212-274-7029 · maxelrad@jobson.com

### Mary Kane

EXECUTIVE EDITOR  
212-274-7010 · mkane@jobson.com

### Andrew Karp

GROUP EDITOR, LENSES & TECHNOLOGY  
212-274-7080 · akarp@jobson.com

### Mark Tosh

SENIOR EDITOR  
212-274-7015 · mtosh@jobson.com

### Gwendolyn Plummer

SENIOR ASSOCIATE EDITOR  
212-274-7021 · gplummer@jobson.com

### Jonathan Klemstine

DESIGN DIRECTOR  
212-274-7032 · jklemstine@jhihealth.com

### Kevin Baker

WEB EDITOR  
201-623-0885 · kbaker@jobson.com

## SALES

### Marc Ferrara

CEO, INFORMATION SERVICES DIVISION  
Jobson Medical Information  
212-274-7062 · mferrara@jobson.com

### Dennis Murphy

VICE PRESIDENT, SALES  
Jobson Optical Group  
516-524-2966 · dmurphy@jobson.com

### James DeMatteis

DIRECTOR OF DIGITAL PRODUCTS  
REGIONAL SALES MANAGER  
212-274-7083 · jdematteis@jobson.com

### Amanda Churchill

REGIONAL SALES MANAGER  
760-310-7145 · achurchill@jobson.com

### Samantha Armstrong

REGIONAL SALES MANAGER  
914-450-0609 · sarmstrong@jobson.com

## MARKETING

### Nancy Ness

VICE PRESIDENT, MARKETING  
Jobson Optical Group  
212-274-7103 · nness@jobson.com

### Andrew Merclean

ASSOCIATE MARKETING MANAGER  
973-255-7586 · amerclean@jobson.com

### Emma Lower

MARKETING SPECIALIST  
elower@jobson.com