

2022

# WORKING WITH VISION MONDAY





**T**he Vision Monday Group is a multimedia platform designed to reach thousands in our industry every day. This platform goes beyond conventional print by offering various digital communications, newsletters, mobile opportunities and

e-blasts. Each vehicle covers news, trends, topics, reports, store openings, product launches and so much more. This useful guide provides you with a brief outline of our editorial products, along with editors' contacts, due dates and deadlines. ■

Vision Monday's editorial team encompasses the most experienced and knowledgeable editors covering the news of the optical industry, dedicated to monitoring and analyzing key sectors of the optical business. Although members of the editorial team have set beats and specific areas of expertise, each VM editor contributes to all editorial products including print, web, weekly newsletters and digital products.



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## WHO'S WHO AT VISION MONDAY



**MARGE AXELRAD,**  
**SR VP/Editorial Director**  
212-274-7029  
maxelrad@jobson.com

Marge oversees the overall editorial direction of *Vision Monday* and its print publication, *VMAIL*, e-newsletters, *VisionMonday.com* and special events including VM Global Leadership Summit. She is also in charge of general corporate and company news, industry developments and business trends, financial news. Marge specializes in frame sunwear companies, practice management programs, spectacle lens and contact lens companies, managed care, wholesale laboratories, and research. Contact Marge at maxelrad@jobson.com.



**MARY KANE,**  
**Executive Editor**  
212-274-7010  
mkane@jobson.com

Mary helps to oversee the editorial coverage of *Vision Monday* and its print publication, *VMAIL*, e-newsletters, *VisionMonday.com* and the Vision Expo Dailies. She also covers general company news, industry developments and business trends, as well as professional associations news and features. She is also responsible for deadline queries and operational questions for *Vision Monday* print editions and *VMAIL*. Contact Mary at mkane@jobson.com.



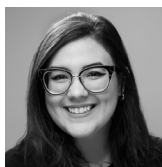
**ANDREW KARP,**  
**Group Editor,**  
**Lenses & Technology**  
212-274-7080  
akarp@jobson.com

Andrew has reported on many facets of the optical industry for *Vision Monday* and *20/20 Magazine* since 1987. He specializes in covering the latest developments in ophthalmic dispensing, spectacle lenses and treatments, lens processing technology, optical laboratories and wearable technology. Andrew writes spectacle lens, equipment and exam instruments, software for *VMAIL LaunchPad*, daily. He helps plan and produce *Vision Monday's* annual Global Leadership Summit. He oversees and manages VM's quarterly VM Lab report. Contact Andrew at akarp@jobson.com.



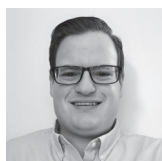
**MARK TOSH,**  
**Senior Editor**  
212-274-7015  
mtosh@jobson.com

Mark covers news and feature coverage of national and regional optical retailers, managed vision care organizations, software systems and technology. He works closely with other members of the VM editorial staff to monitor developments in online optical retailing and other industry issues. Mark covers new contact lens launches in *VMAIL LaunchPad*. He has written much of VM's private equity and alliance group coverage. Contact Mark at mtosh@jobson.com.



**GWENDOLYN PLUMMER,**  
**Senior Associate Editor**  
212-274-7021  
gplummer@jobson.com

Gwen's coverage includes news and developments in frames, sunwear and fashion accessories markets, including product, marketing initiatives, companies and brand licenses. She is the editor of Style.Pages, a monthly print feature exploring fashion trends in eyewear and sunwear as well as its accompanying e-blast. Gwen manages and writes for *The Independent Eye*, a twice-monthly e-newsletter that highlights fresh ideas, tactics and themes which inspire independents and showcases independent ECPs. Gwen also handles *VMAIL LaunchPad*, daily briefings on frames, sunwear and accessories line additions. She also manages *Vision Monday's* social media platforms including Twitter, Facebook, Instagram and LinkedIn. Contact Gwen at gplummer@jobson.com.



**KEVIN BAKER,**  
**Web Content Editor**  
201-623-0885  
kbaker@jobson.com

Kevin is our editorial team Web Content Editor and is responsible for managing the day-to-day posting of content to *VisionMonday.com* and *VMAIL*, along with our e-newsletter deployments.

*Vision Monday's* print and digital editions feature innovative and “signature” reports such as the Annual Top 50 U.S. Retailers, The Most Influential Women in Optical, Top Optical Labs and more.

*Vision Monday* print delivers in-depth stories on the hot topic issues facing the optical industry today reaching those with the most purchasing influence in the optical industry.

## DEPARTMENTS INCLUDE:

Points of View  
Front Lines  
The Independent Eye  
Newsmaker  
Cover Topic  
Style.Pages  
EndPage.  
VM's Lab Report



## SUBMISSION OF 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 measuring 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.

**Deadline:** one month prior to the issue date (see editorial calendar)

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## VMAIL

**VMAIL** is the award-winning, trusted, and authoritative voice in the optical industry. **VMAIL** delivers optical industry news and information to ECPs six days a week, including **VMAIL Weekend** every Saturday. **VMAIL recently incorporated new sections and topics**, including **LaunchPad**, which will report on new products, collections and technology in the marketplace.

To be featured in Daily VMAIL, please contact Marge Axelrad at [maxelrad@jobson.com](mailto:maxelrad@jobson.com) and Mary Kane at [mkane@jobson.com](mailto:mkane@jobson.com)

**Deadline:**

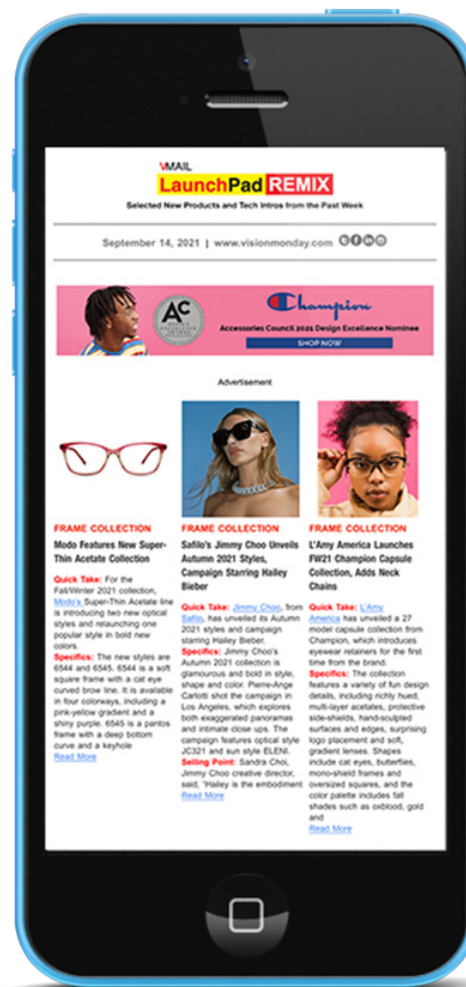
10 a.m. ET on Monday through Friday

To be featured in LaunchPad in daily VMAIL

please contact Andrew Karp at [AKarp@jobson.com](mailto:AKarp@jobson.com) or Gwendolyn Plummer at [gplummer@jobson.com](mailto:gplummer@jobson.com)

**Deadline:**

Online deadlines are rolling



## SUBMISSION FORMAT:

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

Please send images at 300 dpi JPEGs or TIFFS. Deadline: 3 weeks prior to issue date.

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NEW Twice-A-Month **VM** E-Newsletter, To Debut JANUARY 2022

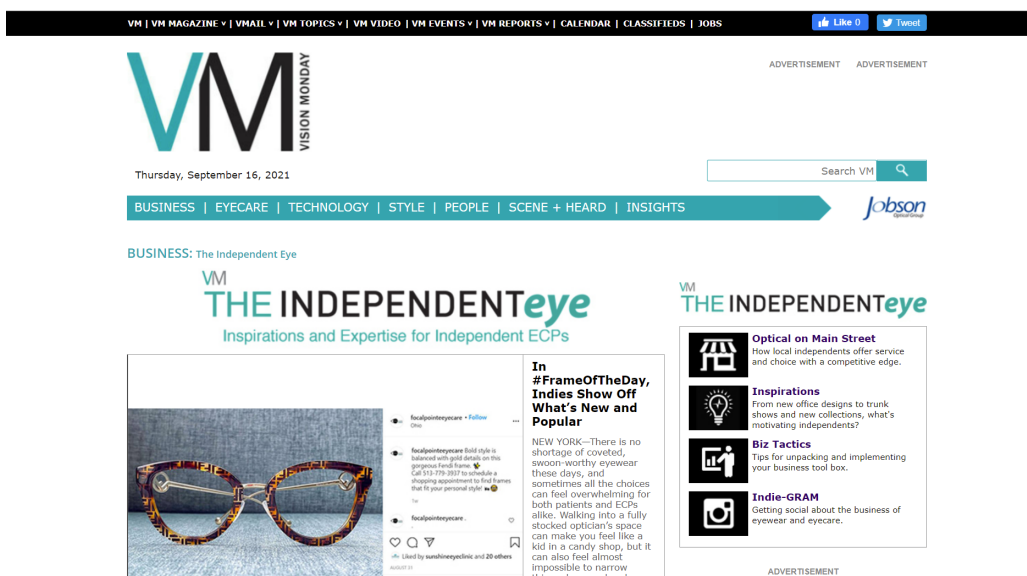
# SOCIAL SKILLS

## SOCIAL SKILLS

Social media platforms are now essential to build patient connections, extending ECPs' and optical retailers' expertise and reach. VM's SOCIAL SKILLS will illuminate new tactics to leverage influence, offer creative ideas for building your social presence and share how ECPs and their partners are showing up online.

**Editorial Contact:** Marge Axelrad, Editorial Director, maxelrad@jobson.com

## THE INDEPENDENT EYE



### Editorial Contact:

Gwendolyn Plummer,  
Senior Associate Editor,  
gplummer@jobson.com

The Independent Eye is a twice-a-month e-newsletter which highlights fresh ideas, tactics and the themes and designs which inspire independents and showcases independent ECPs around the country

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## VisionMonday.com

Vision Monday's website, *VisionMonday.com* reflects a more visual, contemporary feel. Stronger graphics and a sleek clean look have freshened up the viewing experience as we continue to keep our mission clear as the leading news provider to the optical industry.

This new look encompasses more graphics and resource stories for our news and feature stories. We've streamlined the content and added some features including our *Editor's Picks* section, *Featured Videos* and a *Multimedia box* spotlighting data, infographics and slideshows. *VisionMonday.com* continues to highlight the extensive and diverse range of content delivered via the *Vision Monday Group's* digital, live event and print vehicles.

VM's new Digital Edition archives section features issues dating back to over 40 editions. Readers can search the archives by cover story, names, topics, or dates to find *Vision Monday* signature features, department reports and news.



## VM LIKES VIDEO:

To submit your video for editorial consideration, send a zipped file to **Mary Kane** at [mkane@jobson.com](mailto:mkane@jobson.com)

### FORMATS:

**Recommended:** wmv (Windows Media), mp4 (h.264), or mov (Quicktime)

**Accepted:** asf, avi, flv, mov, mpg, mp4, mp3, m4v, m4a, wmv, wma, wav, 3gp

**Not Accepted:** .swf, .ppt, .webex, .zip (non-video formats)

**SIZE LIMIT:** 1 GB (1000 MB)

**Encoding Recommendations:**

<https://vimeo.com/blog/post/the-ins-and-outs-of-video-encoding>

**In addition, please provide us with:**

The Video's Title  
A sentence or two describing the video.

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# VM FRAME AND SUNWEAR COVERAGE REQUIREMENTS

The following is designed to help our contacts in the Frame, Sunwear and Accessories areas understand the type of information we need for coverage.

## LAUNCHES

*spotlights a brand new collection.*  
(appears in VMAIL LaunchPad e-blasts)

### INFORMATION REQUIRED:

Product highlights and characteristics:

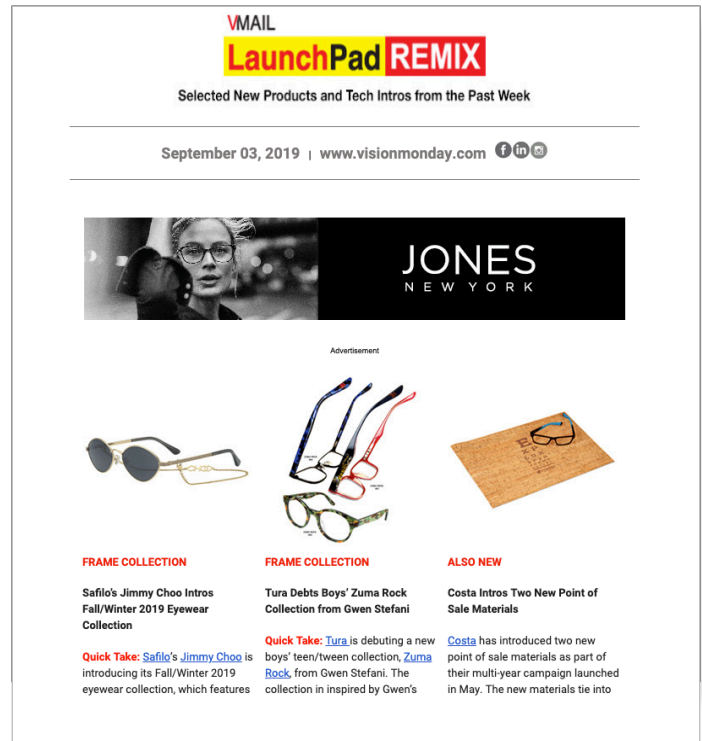
- Number of styles and design highlights
- Materials
- Technology

Philosophy:

- Timing
- Target demographic
- Channels of distribution
- Marketing angle  
(including P.O.P. and/or advertising)
- Price range to the dispenser

Artwork:

- Add one or two hi res images of frames  
(minimum 300 dpi)  
P.O.P. material  
or advertising campaign



## FOR ANY QUESTIONS, PLEASE CONTACT:

- **Gwendolyn Plummer**, Senior Associate Editor,  
(gplummer@jobson.com)
- **Marge Axelrad**, Sr VP/Editorial Director  
(maxelrad@jobson.com)

## SOCIAL MEDIA

f /VisionMonday

t @VisionMonday

i @VisionMonday

in /company/vision-monday-magazine



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# VM LENSES, TECHNOLOGY AND LABORATORY COVERAGE REQUIREMENTS

The following is designed to help our contacts in the Spectacle Lens Products, Lens Processing Technology and Laboratory areas understand the type of information we need for coverage.

## LAUNCHES

(appears in *Vision Monday* print, *VMAIL* e-blasts)

### INFORMATION REQUIRED:

- Description of new product, process or program
  - Explanation of key features and benefits
  - Quote from senior company executive discussing how the product/process/program satisfies customers' needs, and how it expands or complements the company's other product offerings
  - Practical details such as performance stats, test results, prescription range, material availability, colors, size (equipment height, weight, depth)
  - Company website URL and toll-free phone number
- Artwork:
- High resolution image, either a lifestyle or product shot

### FOR ANY QUESTIONS, PLEASE CONTACT:

- **Andrew Karp, Group Editor**, Lenses & Technology  
Vision Monday and 20/20 (akarp@jobson.com)
- **Marge Axelrad**, Sr VP/Editorial Director  
(maxelrad@jobson.com)

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# VISION EXPO EAST AND WEST DAILIES

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



If you have info for the Expo Dailies on giveaways, promotions or celebrity appearances please contact Mary Kane at [mkane@jobson.com](mailto:mkane@jobson.com)

**Deadline:** 4 weeks prior to the show dates  
(see Vision Expo's websites: [visionexpoeast.com](http://visionexpoeast.com) or [visionexpowest.com](http://visionexpowest.com))



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