

WORKING WITH VISION MONDAY

2024



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The 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.



Jobson Medical Information LLC ("JMI"), the publisher of Vision Monday®, reserves the right to publish any submitted material in whichever JMI publications, newsletters, or other products JMI considers appropriate, including, without limitation, the print and/or electronic editions of Vision Monday®, VMail® Extra, VMail® Headlines, and the print and electronic editions of 20/20®.

WHO'S WHO AT VISION MONDAY



MARGE AXELRAD,
SR VP/Editorial
Director
917-685-6628
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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.



DANIEL BREEMAN,
Senior Editor
973-978-7764
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Daniel concentrates on news and feature coverage in the retail and eyecare professional areas, including retail and private equity-backed expansion, ECP buying and alliance groups, managed vision care and contact lens and ophthalmic pharmaceutical companies. Contact Daniel at dbreeman@jobson.com.



MARY KANE,
Executive Editor
973-715-9210
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
914-843-6214
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.



GWENDOLYN PLUMMER,
Senior Associate Editor
516-965-8356
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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.

VM regularly provides our readers with news and feature coverage of national and regional optical retailers, managed vision care organizations, private equity expansion, alliance group coverage. We monitor developments in online optical retailing, e-commerce and other industry issues. VM regularly covers new contact lens, software and technology launches in *VMAIL LaunchPad*. Please contact *VM's Marge Axelrad* maxelrad@jobson.com and *Mary Kane* mkane@jobson.com.

VISION MONDAY MAGAZINE

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

Going Green

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

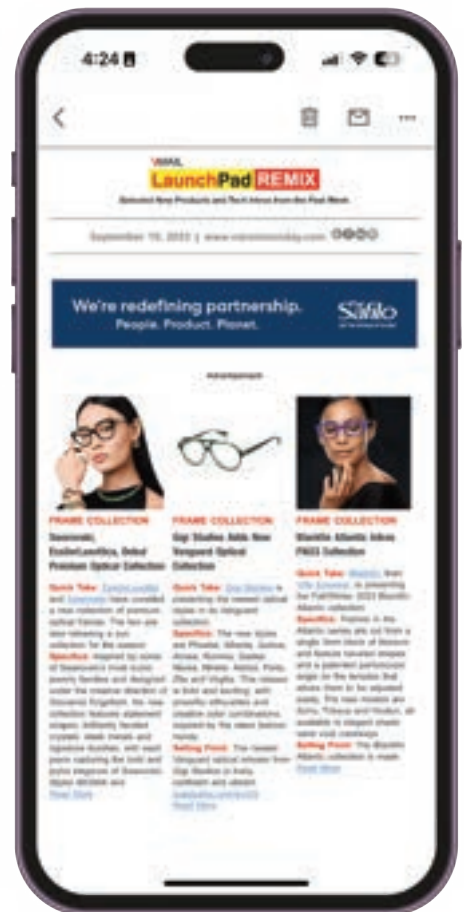
VMAIL is the award-winning, trusted, and authoritative voice in the optical industry. **VMAIL** delivers optical industry news and information to ECPs six days a week, including **VMAIL Weekend** every Saturday. **VMAIL recently incorporated new sections and topics**, including **LaunchPad**, which will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

To be featured in Daily VMAIL, please contact Marge Axelrad at maxelrad@jobson.com and Mary Kane at mkane@jobson.com

Deadline:
10 a.m. ET on Monday through Friday

To be featured in LaunchPad in daily VMAIL please contact Gwendolyn Plummer at gplummer@jobson.com and Mary Kane at mkane@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

VM's Going Green

Sustainability Trends and Tactics for ECPs

VM's Going Green provides twice monthly content on Sustainability Trends and Tactics for ECPs.

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

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 & 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:

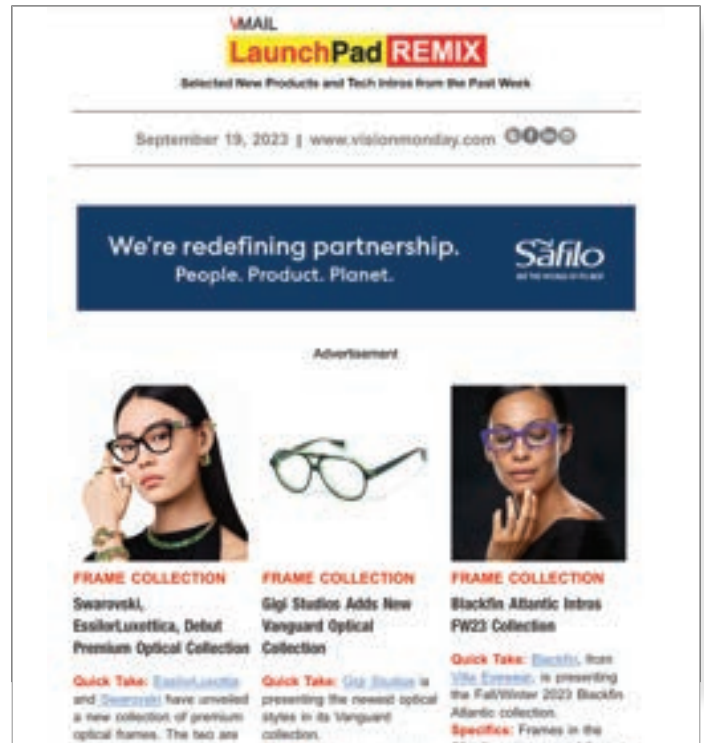
- Number of styles and design highlights
- Materials
- Technology

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 rest 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

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VM LENSES, TECHNOLOGY & 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 *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 & 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

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



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