20/20 VM
JOBSON
EMPOWERING VISIONARY LEADERSHIP
2019 Media Planner

Jobson Optical Group
395 Hudson Street, 3rd Floor
New York, NY 10014
212-274-7101
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—provide solutions to reach and engage with ECP’s to strengthen your brand messages and marketing objectives.

In partnership—Jobson and you—we share an exciting vision for the future.

20/20

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.

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.

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.

VMail

VMail is the essential e-newsletter for the optical industry professional. Delivering the latest news 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 Expos 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 survey techniques and research methodologies. The research products and services are easy to interpret and span a variety of topics to fit every need and every budget.

NEW FOR 2019

20/20 Peek - A weekly digital newsletter providing web-exclusive content giving readers a behind-the-scenes look at the product and trends that make up 20/20’s coverage of the latest developments in spectacle lenses.

20/20 Speculating – A bi-weekly listicle digital newsletter. 20/20’s team of experts provide a “Top” list illustrating the top trends in optical fashion today.
JULY

EYEWEAR FEATURE:
The HotSpot of Value-Able Eyewear ($35 to $59 Wholesale)
Kidbiz Supplement

LENSES & TECHNOLOGY FEATURE:
Using Centration Charts: The Key to Fitting PALS
• Failing to use centration charts when fitting PALS is the root cause for patient problems. The cure: Use this graphic mapping technique for fitting, troubleshooting and staff training.

SEPTEMBER

EYEWEAR FEATURE:
Controlling Myopia in Children

LENSES & TECHNOLOGY FEATURE:
What’s New in Photochromics

OCTOBER

EYEWEAR FEATURE:
The Ever Increasing Power and Potential of Independent Eyewear

LENSES & TECHNOLOGY FEATURE:
The Increasing Impact of Sunwear on the Optical Arena

DECEMBER

EYEWEAR FEATURE:
Controlling Myopia in Children

LENSES & TECHNOLOGY FEATURE:
The Power of Dynamic Demos

Unique Branding Opportunities:
Tailored Advertising/Advertorial Spread
Unique Branding Opportunities:
Full Page Product Highlight: Fashion and Independent Brands for Women

Unique Branding Opportunities:
Selling the Top Categories in Eyewear, Sunwear and Accessories

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### Editorial Calendar 2019

<table>
<thead>
<tr>
<th>JANUARY</th>
<th>Ad Close: 12/21</th>
<th>Ad Due: 1/2</th>
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</table>
| MegaTrend: SCREENTIME  
Digital Eye Strain and Patient, Product Solutions  
SPECIAL FEATURE: ON THE HORIZON  
20 Trends Leading Up to the Year 2020 | | |

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<thead>
<tr>
<th>FEBRUARY</th>
<th>Ad Close: 1/16</th>
<th>Ad Due: 1/23</th>
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</table>
| MegaTrend: PERSONALIZATION  
New technology and digital capabilities are bringing customization to new levels.  
• This special feature will span: 3D, measuring, made-to-order, knowledge of customer’s individual preferences/needs.  
SPECIAL FEATURE: SOCIAL INFLUENCERS*  
For Brands, Among ECPs  
‘Exclusive sponsorship opportunity’ | | |

<table>
<thead>
<tr>
<th>MARCH</th>
<th>Ad Close: 2/13</th>
<th>Ad Due: 2/20</th>
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| VISION EXPO EAST PREVIEW  
SPECIAL REPORT: MILLENNIAL MINDSET*  
Examining Attitudes Toward Experience, Brands, Buying  
‘Exclusive sponsorship opportunity’  
SPECIAL FEATURE: THE NEWCOMERS*  
‘Exclusive sponsorship opportunity’ | | |

<table>
<thead>
<tr>
<th>MARCH SHOW DAILIES</th>
<th>Ad Close: 2/28</th>
<th>Ad Due: 3/6</th>
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</table>
| Vision Expo Dailies  
• The only official show publication, provides live coverage of show news, events, product launches, seminar highlights and more, every day of Expo. | | |

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<thead>
<tr>
<th>APRIL</th>
<th>Ad Close: 3/21</th>
<th>Ad Due: 3/27</th>
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</table>
| MegaTrend: The Customer’s PATH TO PURCHASE  
Defining it, leveraging it, using data to make decisions, helping customers to navigate choices  
SPECIAL REPORT: VM GLOBAL LEADERSHIP SUMMIT 2019 HIGHLIGHTS | | |

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<tr>
<th>MAY</th>
<th>Ad Close: 4/18</th>
<th>Ad Due: 4/24</th>
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| VM’s Exclusive Top 50 U.S. Optical Retailers Report and Analysis*  
‘Exclusive sponsorship opportunity’  
SPECIAL REPORT: MADE IN USA REVISITED | | |

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<tr>
<th>JUNE</th>
<th>Ad Close: 5/15</th>
<th>Ad Due: 5/21</th>
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| MegaTrend: TELEHEALTH - What’s Next?  
SPECIAL FEATURE: BEST IN CLASS*  
ODs and Opticians  
‘Exclusive sponsorship opportunity’ | | |

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<tr>
<th>JULY</th>
<th>Ad Close: 6/18</th>
<th>Ad Due: 6/24</th>
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</table>
| VM’s 17th Annual Most Influential Women in Optical  
SPECIAL REPORT: MILLENNIAL MINDSET  
Examining Attitudes Toward Experience, Brands, Buying  
‘Exclusive sponsorship opportunity’ | | |

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<tr>
<th>AUGUST</th>
<th>Ad Close: 7/18</th>
<th>Ad Due: 7/24</th>
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| MegaTrend: PRACTICE TRANSITIONS  
Private Equity, The Latest in OD and MD Consolidation, Practice Paths and New Models  
KidzBiz Supplement | | |

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<tr>
<th>SEPTEMBER</th>
<th>Ad Close: 8/21</th>
<th>Ad Due: 8/27</th>
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</table>
| VISION EXPO WEST PREVIEW  
SPECIAL REPORT: THE MODERN LAB*  
‘Exclusive sponsorship opportunity’ | | |

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<tr>
<th>OCTOBER</th>
<th>Ad Close: 9/26</th>
<th>Ad Due: 10/2</th>
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| MegaTrend: HARNESSING DATA AROUND THE PATH TO PURCHASE  
From AI to Instruments to Enriching Patients’ Experience | | |

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<tr>
<th>NOVEMBER</th>
<th>Ad Close: 10/17</th>
<th>Ad Due: 10/23</th>
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| Boomer Vision = Booming Opportunity  
• Aging Eyes’ vision care, vision correction solutions abound | | |

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<tr>
<th>DECEMBER</th>
<th>Ad Close: 11/19</th>
<th>Ad Due: 11/25</th>
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| Social Purpose  
EyeVote  
• Our 11th Annual EyeVote Report—readers choose their favorite products & services | | |
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

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 60,000 subscribers six days a week, including VMail Weekend on Saturdays.

20/20 & Vision Monday Digital Reach

<table>
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<tr>
<th>20/20mag.com</th>
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<tbody>
<tr>
<td>3.1M pageviews a year</td>
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<tr>
<td>160K pageviews per month</td>
</tr>
<tr>
<td>33K unique visitors per month</td>
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<tr>
<td>50K visits per month</td>
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<tr>
<th>VisionMonday.com</th>
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<tbody>
<tr>
<td>98K pageviews per month</td>
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<tr>
<td>35K unique visitors per month</td>
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<td>60K visits per month</td>
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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.

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

20/20 and Vision Monday social platforms allow 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 digital 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
Available for 20/20 and Vision Monday, this 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.
Readership

In July 2018, Jobson Optical Research conducted a readership survey to understand what content readers want to see and which format they prefer. Respondents were contacted via email and 411 responses were recorded. 64% were female respondents, and Opticians/dispensers accounted for 60%. The age range was varied, with 36% being under the age of 45; 22% between the age of 45-54; 31% between the ages of 55-64; and 8% 65+.

The preferred format for reading information about the optical industry is print.

57.2% said they prefer print, 23% web and 25% email

Over half said they make business decisions based on stories/information they read in Vision Monday, VisionMonday.com and VMAIL.

53.4% answered yes, while 46.6% answered no

58.8% answered yes, while 41.2% answered no

¾ said they relay information from 20/20 magazine to their customers and patients.

75.4% answered yes, while 24.6% answered no
Education and Training

20/20 Pro to Pro is the go-to source for ECPs on new technology, products, and industry/optical information. This unique peer-to-peer forum allows information to be exchanged in a variety of ways: as print or online articles, video, narrated, interactive, self-paced SCORM modules, in-person events and more.

Partnering with 20/20 to provide expert education and training helps ECPs deliver better patient care. They gain in-depth knowledge about your new products and technology and how it benefits their customer. 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.

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.

Grants and Sponsorship

In every issue of 20/20, a Pro to Pro section is available for sponsorship, emphasizing practical skills opticians, para-optometrics 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