WORKING WITH VISION MONDAY 2016
The Vision Monday Group is a multi-media 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.
WHO’S WHO AT VISION MONDAY

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

- Overall editorial direction of Vision Monday and its print publication, VMail, e-newsletters, VisionMonday.com and special events including VM Global Leadership Summit and dba LIVE Event
- General corporate and company news, industry developments and business trends, financial news
- Frame and sunwear companies, practice management programs, spectacle lens and contact lens companies, managed care, wholesale laboratories, research
- Editor of CLICK, an e-blast and web resource section on digital trends

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

- General company news, industry developments and business trends
- Professional associations news and features
- Editor, International Vision Expo Dailies
- Oversees editorial content and online postings for VisionMonday.com
- Deadline queries and operational questions for Vision Monday print and VMail

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

- Spectacle lenses and lens treatments, processing and technology developments and corporate news
- Wholesale laboratory developments and trends, lab management systems, financial news
- Editor of weekly VMail Technology and EYE², VM's coverage of wearables and leading edge tech eyewear trends

JAMIE WILSON, Assistant Editor
212-274-7176
jwilson@jobson.com

- Independent retailers and ECPs, including optical boutique/eyecare practice news and trends including local events, community outreach and store openings
- VM print feature departments, including Local Diary, Trending, In/Store, HearSay and Endpage
- Social media coordinator for Vision Monday's Twitter and Facebook properties, @VisionMonday and Facebook.com/VisionMonday

Contact Executive Editor Mary Kane at mkane@jobson.com.

- Frames, sunwear, fashion accessories—products, marketing initiatives, companies and brand licenses
- Retail buying and merchandising trends
- Editor of weekly VMail ProductWatch
- Editor, Style.Pages; Editor, High Visibility on VisionMonday.com
- Oversees social media efforts @VisionMonday, Facebook.com/VisionMonday and LinkedIn
Vision Monday’s 14×/year print 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
- Cover Topic
- Style.Pages
- Launches
- Lab
- End.Page

dba – Doing Business in Optical’s Local Markets

EYE® Vision Technologies to the Next Power

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)
VMail Extra
An essential read, VMail Extra is issued 3 days a week, including VMail Extra, VMail Headlines and Breaking News as it happens. Every Monday, Wednesday and Friday morning, VMail delivers the latest industry news and need-to-know information to your inbox.

To be featured in VMail Extra, please contact Marge Axelrad at maxelrad@jobson.com and Mary Kane at mkane@jobson.com
Deadline:
10 a.m. ET on Tuesdays, Thursdays and Fridays

VMail ProductWatch
Lively briefings on frame, sun, spectacle lens and contact lens line additions. This weekly newsletter is a morning staple for successful retailers looking for the latest in brand merchandise—every Tuesday.

To be featured in VMail ProductWatch, please contact Mary Kane at mkane@jobson.com
Deadline:
Online deadlines are rolling

VMail Technology
Essential updates on lens processing equipment, software, diagnostic and web tech developments. Fans of technology will enjoy this insightful and important weekly update—every Thursday.

To be featured in VMail Technology, please contact Andy Karp at akarp@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.

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®.
dba - Doing Business in Optical's Local Markets

Vision Monday's e-newsletter, dba, profiles business challenges for regional/local leading retailers/optometric practices with Q&As, insights on staffing and recruitment, marketing and buying, operations and managed care. dba e-blasts twice a month and also has a companion department in print VM and a special resource section on VisionMonday.com

CLICK Here!

Vision Monday's CLICK, is a special resource section of VisionMonday.com, which covers Digital and Systems Intelligence for Savvy Eyecare Practices. Content highlights are delivered via twice-a-month e-blasts.

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

EYE² - Vision Technologies to the Next Power

EYE² special reports which go beyond current VMail Technology intros to keeps tabs on what's just on the horizon to transform eyewear and vision care tech.

Editorial Contact: Andy Karp, Group Editor, Lenses & Technology, akarp@jobson.com.

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VisionMonday.com Hits the Refresh Button

Vision Monday’s revamped and re-energized website, VisionMonday.com reflecting 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 now encompasses more graphics and new homes 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. The new 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 issues. 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 OR online at http://visionmonday.com/VMVideo/tabid/480/Default.aspx and select “submit video”

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, .webe, .zip (non-video formats)

SIZE LIMIT: 1 GB (1000 MB)

Encoding Recommendations:


In addition, please provide us with:

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

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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 print and VMail ProductWatch 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:
- High resolution headshot of exec/designer with quote
- One or two hi res images of frames, P.O.P. material or advertising campaign

**SECOND LOOKS**

*focusses on significant innovations in established/existing collections*

(appears in VMail ProductWatch e-blasts only)

**INFORMATION REQUIRED:**

Product highlights—what makes this collection stand out in terms of:
- Overall design influence/aesthetic
- Material highlights of one or two key pieces
- Technology
- Price range to the dispenser

Artwork: (at least one of the following)
- Frame imagery, P.O.P. and/or advertising

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**FOR ANY QUESTIONS, PLEASE CONTACT:**

- **Mary Kane,** Executive Editor, Vision Monday
  (mkane@jobson.com)
- **Marge Axelrad,** Sr VP/Editorial Director
  (maxelrad@jobson.com)

**P.O.P & READERS/ACCESSORIES**

*provides information on a brand/supplier's updates to P.O.P./merchandising materials and reader and accessories collections.*

(appears in VMail ProductWatch e-blasts only)

**INFORMATION REQUIRED:**

- What’s new about the collection’s P.O.P, advertising or marketing
- How the accounts can obtain the new materials
- Info on reader or accessory offerings – design details, distribution, etc.

Artwork:
- POP material, advertising still, frame image

**ONLINE ONLY FEATURES:**

*High Visibility and Style.*

*FILES* features companies, products and collections that are raising brand awareness through strategic partnerships, sponsorships, consumer advertising campaigns and tie-ins to prominent events.

**INFORMATION REQUIRED:**

- Who, what, when, where, why on events including names of key execs/celebs attending
- Event sponsorship or sports sponsorships
- Charity involvement
- Honors, awards
- Photo of ad stills, key execs or celebs in eyewear/at event, product “in the field”

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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 Technology 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

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**FOR ANY QUESTIONS, PLEASE CONTACT:**

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

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The Vision Monday Show Dailies are exclusively offered at both International Vision Expo East and International 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)