2020

WORKING WITH VISION MONDAY

MEGATREND: S
Digital Eye Strain Abounds, But Awareness

Stacking Up the Top 5
VM’s Ranking Underscores Expansion

Seeking Solutions
ODs Explore New Options for Practice Ownership and Transition
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®.
MARY KANE,  
Executive Editor  
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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.

MARGE AXELRAD,  
SR VP/Editorial Director  
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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. She is also the editor of CLICK, a twice-a-month e-newsletter. Contact Marge at maxelrad@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. Contact Andrew at akarp@jobson.com.

MARK TOSH,  
Senior Editor  
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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,  
Associate Editor  
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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 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.
Vision Monday’s 12-x/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
Click
The Independent Eye
Newsmaker
Cover Topic
Style.Pages
Launches
Lab Notes
EndPage.

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.

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**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 Tuesdays, Thursdays and Fridays

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**To be featured in LaunchPad**
in daily VMail
please contact Andrew Karp at AKarp@jobson.com or Gwendolyn Plummer at gplummer@jobson.com

**Deadline:**
Online deadlines are rolling

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**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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VM SPECIAL RESOURCE SECTIONS

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.

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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.

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**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:**


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 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

**SOCIAL MEDIA**

For any questions, please contact:
- Gwendolyn Plummer, Associate Editor, (gplummer@jobson.com)
- Marge Axelrad, Sr VP/Editorial Director, (maxelrad@jobson.com)

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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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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)