2021 EDITORIAL CALENDAR
**JANUARY/FEBRUARY**

**SPACE CLOSE:** 1/13/21  **AD DUE:** 1/20/21

*Learning How Brick Can Click:*

**New Technologies Escalate Change in the Eyewear Dispensary**

A special report will look at the latest in Virtual TryOn and Virtual Fits, new ideas in recreating frame, lens and CL product features with patients, how technology tools are being used. Plus, a special spotlight on the latest initiatives and programs of major E-commerce players.

**Special Feature:** VM's LAB Report: View the optical “lab-scape” through VM's lens

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**MARCH**

**SPACE CLOSE:** 2/25/21  **AD DUE:** 3/3/21

**Sustainability Rising:**

**A Changed World Adjusts Priorities to Support Environmentally Aware Issues Across Companies, Brands, Manufacturing**

VM speaks to companies committing to sustainable goals, new products shaped with recycled materials, and to ECPs and optical retailers who are seeing consumers respond to these choices.

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**APRIL**

**SPACE CLOSE:** 4/1/21  **AD DUE:** 4/7/21

**Smarter, Better, Faster:**

**What's Working in Tech to Improve Speed Service and Turnaround?**

We’ll examine why it’s important to ECPs’ and Retailers’ success in 2021 and how it helps create a ‘Next Level’ patient experience

**Special Feature:** Private Equity and Practice Transitions

**Special Feature:** VM's LAB Report: View the optical “lab-scape” through VM's lens

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**MAY**

**SPACE CLOSE:** 4/29/21  **AD DUE:** 5/5/21

**VISION EXPO EAST - June 2-5 – ORLANDO SHOW PREVIEW**

**Diversity & Inclusion:** An update on the vision industry’s exploration and commitment to revisiting diversity and inclusion issues throughout the professions and across its businesses. We will speak to major companies, retailers, ECPs and suppliers about their own initiatives and provide an update from The Vision Council’s Diversity & Inclusion Survey and Task Force.

**Special Feature:** How Are Major Retailers Changing UP The Customer Experience?

We’ll look at new designs, new graphic looks, new prototypes, the customer journey through the purchase

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**JUNE**

**SPACE CLOSE:** 6/2/21  **AD DUE:** 6/9/21

*NEW TIMING: VM's Signature Report: The Top 50 U.S. Optical Retailers in the U.S.*

We’ll examine retailers’ perspectives emerging from the challenging environment of 2020 and executives’ views of 2021 priorities.

VM’s signature, annual ranking of the top-ranked groups in the U.S. market will portray a picture of the this important component of the market, featuring a look at The Top 10, and more new features taking account of the unprecedented 2020 business climate.

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**UPDATED:** 03/16/21

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# VM 2021 Editorial Calendar

**JULY/AUGUST**  
SPACE CLOSE: 7/15/21  
AD DUE: 7/21/21

**VM’s 15th Annual ‘Most Influential Women in Optical’ Honors**  
We select from VM reader nominations for achievers in the Executive Suite, Mentors, Rising Stars, Innovators, and Above and Beyond for this high-profile signature feature  
- Special Feature: Alliance and Buying Groups’ Latest Programs  
- Special Feature: VM’s LAB Report: View the optical “lab-scape” through VM’s lens  
- Special Feature: Kidz Biz

**SEPTEMBER**  
SPACE CLOSE: 8/25/21  
AD DUE: 8/31/21

**VISION EXPO WEST - Sept. 22-25 - SHOW PREVIEW**  
The COVID Conundrum: A Closer Look at Optical’s ‘New Normal’  
VM talks to ECPs, retailers, suppliers about lessons learned in 2021.  
- practice metrics and improved ‘capture’ rates?  
- telehealth adoption, what’s here to stay, what’s emerging?  
- practice trends, new structures, new teams, new priorities?  
- dispensary technology, what’s essential, what are the new ‘nice to haves’?  
- new frames, spectacle lens, contact lens product trends  
- Special Feature: Made in USA Eyewear

**OCTOBER**  
SPACE CLOSE: 9/30/21  
AD DUE: 10/6/21

**SPECIALIZATION ADDRESSES The RISE OF MEDICAL OPTOMETRY (in partnership With Review of Optometric Business)**  
How are changes in the general health care landscape furthering opportunities for the practice of medical optometry? VM will examine how practices transition to this approach and how they can build visibility among other health care colleagues and practices in their community. Specialties including Myopia Management, Neuro Vision, Contact Lenses, Sports Vision and others will be included.  
- Special Feature: VM’s LAB Report: View the optical “lab-scape” through VM’s lens

**NOVEMBER/DECEMBER**  
SPACE CLOSE: 11/8/21  
AD DUE: 11/12/21

**EYEVOTE 2021**  
The Special Report Based on the Feedback from VM and 20/20 Readers about Products, Brands, Services  
- Special Feature: Integrated Care MDs and ODs - How It Works Now

*UPDATED: 03/16/21  
VISIONMONDAY.COM*
**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.

**Vision Monday online** and **VMAIL** are optical retailers’ and ECPs’ leading, influential online and on-the-go, mobile-optimized sources for industry news, trends, features and information. **VMAIL**, issued daily, tracks all the important news, and showcases leading stats and other must-know info. **VMAIL Weekend** takes a lighter, feature focus with voices from the field and enables readers to catch up on news from the week. **CLICK** and **The Independent Eye** are special e-blasts and feature tracking digital developments and the success stories of independent ECPs.

**VisionMonday.com** is an award-winning website, a compendium of resources including posts of **VM’s** signature reports, top news, multimedia and business trends to help readers stay informed in the ever-changing world of optical.