Rising to the Challenge
Optical Companies Address Diversity, Equity and Inclusion

Indie Impact—For many Indie ECPs, Indie brands are the selling point.

Read more on page 14.
<table>
<thead>
<tr>
<th>Month</th>
<th>Space Close:</th>
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<tbody>
<tr>
<td>January/February</td>
<td>1/12/22</td>
<td>1/19/22</td>
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**Click Goes Brick**
The Top Online Players: Their Brands, Their Investments, Their Stores.

**SPECIAL FEATURE**
- SIZES! Special Fits Grow in Frames: Petite, Cultural, Big Man, and more.
- SPECIALIZATION ADDRESSES THE RISE OF MEDICAL OPTOMETRY: How Practices Transition To This Approach And Build Visibility With Such Specialties As Myopia Management, Neuro Vision, Contact Lenses, & Sports Vision
- VM's Lab Report: View the optical "lab- scape" through VM's lens.

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<tr>
<th>Month</th>
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<tr>
<td>March</td>
<td>2/24/22</td>
<td>3/2/22</td>
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**New WAYS to PAY**
We’ll explore the many new consumer/patient payment options out there being adopted by ECPs and optical retailers.

**SPECIAL FEATURE**
- Smart Eyewear Reemerges

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<th>Month</th>
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<tr>
<td>April</td>
<td>3/31/22</td>
<td>4/6/22</td>
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**Vision Expo East - Show Dailies**
The ONLY official daily publication at International Vision Expo New York - April 1-3, 2022

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<tr>
<th>Month</th>
<th>Space Close:</th>
<th>Ad Due:</th>
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<tr>
<td>May</td>
<td>4/28/22</td>
<td>5/4/22</td>
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**Patient Experience NEW SOLUTIONS NOW**
How Are Digital Tools Offering Ways to Provide new Efficiencies, Experiences and Sales to Help Retailers and ECPs Reach Patients and Consumers Where They are – both ONLINE and IRL.

**SPECIAL FEATURE**
- ECP Alliances and Buying Groups
- SUSTAINABILITY Takes Hold Across Products, Brands, and Companies.
<table>
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<tr>
<th>June</th>
<th>Space Close: 6/2/22</th>
<th>Ad Due: 6/8/22</th>
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<tbody>
<tr>
<td>VM's 2022 Top 50 Optical Retailers Report</td>
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**SPECIAL FEATURE**

**PRESBYOPIA – Rethinking it, Anticipating New Technologies and Emerging Products, Including Lenses, Treatments, Eyedrops and More.**

**SPECIAL FEATURE**

Athleisure Eyewear/Sunwear. How are sport inspired lifestyle products evolving?

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<th>July/August</th>
<th>Space Close: 7/7/22</th>
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<tr>
<td>COVER TOPIC: 20th Anniversary of VM's Most Influential Women in Optical</td>
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</table>

**SPECIAL FEATURE**

IMMERSION: New Approaches to ECP + Executive Training and Learning. We’ll look at New Modules, Academies and Subject Areas.

**SPECIAL FEATURE**

Ultimate Partners Advertorial

**SPECIAL FEATURE**

VM’s Lab Report: View the optical “lab-scape” through VM’s lens.

**SPECIAL FEATURE**

Kidz Biz

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<th>September</th>
<th>Space Close: 8/11/22</th>
<th>Ad Due: 8/17/22</th>
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<tr>
<td>Vision Expo West PREVIEW – September 15-17</td>
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Made in USA

**SPECIAL FEATURE**

Smart CLs Redefine Vision

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<tr>
<th>October</th>
<th>Space Close: 9/22/22</th>
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<tr>
<td>Diversity and Inclusion:</td>
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How are ECPS Reaching Multicultural Patients, Tracking Products Targeting Multicultural Customers and Groups (LatinX, Black, Asian, other).

**SPECIAL FEATURE**

Myopia Management

**SPECIAL FEATURE**

VM’s Lab Report: View the optical “lab-scape” through VM’s lens.

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<th>Ad Due: 11/9/22</th>
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<td>SOCIAL PURPOSE and THOSE WHO GIVE BACK</td>
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**SPECIAL FEATURE**

EyeVote Readers’ Choice Awards

**SPECIAL FEATURE**

Rx SAFETY – New Products/Solutions
**Our Team**

*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.

**EDITORIAL AND DESIGN**

**Marge Axelrad**  
SR. VP/EDITORIAL DIRECTOR  
212-274-7029 · maxelrad@jobson.com

**Mary Kane**  
EXECUTIVE EDITOR  
212-274-7010 · mkane@jobson.com

**Andrew Karp**  
GROUP EDITOR, LENSES & TECHNOLOGY  
212-274-7080 · akarp@jobson.com

**Mark Tosh**  
SENIOR EDITOR  
212-274-7015 · mtosh@jobson.com

**Gwendolyn Plummer**  
SENIOR ASSOCIATE EDITOR  
212-274-7021 · gplummer@jobson.com

**Jonathan Klemstine**  
DESIGN DIRECTOR  
212-274-7032 · jklemstine@jhihealth.com

**Kevin Baker**  
WEB EDITOR  
201-623-0885 · kbaker@jobson.com

**SALES**

**Marc Ferrara**  
CEO, INFORMATION SERVICES DIVISION  
Jobson Medical Information  
212-274-7062 · mferrara@jobson.com

**Dennis Murphy**  
VICE PRESIDENT, SALES  
Jobson Optical Group  
516-524-2966 · dmurphy@jobson.com

**James DeMatteis**  
DIRECTOR OF DIGITAL PRODUCTS  
REGIONAL SALES MANAGER  
212-274-7083 · jdematteis@jobson.com

**Amanda Churchill**  
REGIONAL SALES MANAGER  
760-310-7145 · achurchill@jobson.com

**Samantha Armstrong**  
REGIONAL SALES MANAGER  
914-450-0609 · sarmstrong@jobson.com

**MARKETING**

**Nancy Ness**  
VICE PRESIDENT, MARKETING  
Jobson Optical Group  
212-274-7103 · nness@jobson.com

**Andrew Merclean**  
ASSOCIATE MARKETING MANAGER  
amerclean@jobson.com

**Emma Lower**  
MARKETING SPECIALIST  
elower@jobson.com