January/February

**COVER TOPIC: The Consumer NOW**
A look ahead, examining consumer attitudes, by age groups/segments/lifestyles. What are their new priorities? What’s anticipated in 2024? PLUS a fun “calendar” of events, special months in the year ahead e.g. Olympics, major movies, cultural events, eclipse and others.

**Special Features:**
LEARNING Redefined: How can we look at new Learning Systems and explore how they are effecting change in the market? How are Training and Teaching programs developing? What’s on Tap for 2024?

**VM’s Exclusive LAB Report: Views of the Optical “Lab-Scape”**

**Space Close: 01/16/24**  **Ad Due: 01/22/24**

March (Preview Vision Expo East NYC – March 15-17)

**COVER TOPIC: Cultivating LUXURY**
VM speaks to ECP/retail leaders and major luxe brands in this sector of the eyewear market. Who are today’s luxury customers? How have they changed? What’s advancing the “luxury experience?” What’s working?

**Vision Expo East**  **Show Dailies**
The ONLY official daily publication at International Vision Expo East in New York

**Space Close: 02/19/24**  **Ad Due: 02/26/24**

April (2024 VM Leadership Summit Special Digital Section)

**COVER TOPIC: PRIVATE EQUITY AND PRACTICE TRANSITIONS What Has Changed?**
SPECIAL Digital SECTION (distributed by end of April):
2024 VM Leadership Summit Special Digital Recap + Videos of NY March 13 Event

**Special Features:**
VM’s Exclusive LAB Report: Views of the Optical “Lab-Scape”

**Space Close: 03/26/24**  **Ad Due: 04/01/24**

May

**COVER TOPIC: How Is Climate Change Impacting Vision and Vision Care?**
VM takes the environmental issues to those who are experiencing weather crises and reports on new attitudes among consumers about sustainability. This will be tagged “Going Green” but, we will approach the topic in a new way, speaking with retailers, ECPs and major suppliers.

**Special Feature:**
REMOTE EYE EXAMS and TeleOptometry: Where is the traction now in remote eye exams? VM talks with optical retailers and ECP groups from across the country about how they’re solving patient access and forging new optometry career paths to learn how they’re working.

**Space Close: 04/23/24**  **Ad Due: 04/29/24**

June

**COVER TOPIC: VM’s Annual 2024 Top 50 U.S. Optical Retailers Report**

**Special Feature:**
A feature inspired by the 2024 VM Leadership Summit:
APPLYING AI in Optical: What are ECPs Already Doing with AI? Clinical/Retail/Manufacturing/Supply Chain/Marketing/Management/HR

**Space Close: 05/28/24**  **Ad Due: 06/03/24**
July/August

**COVER TOPIC: 22nd Annual VM’s Most Influential Women in Optical**

**Special Features:**
ULTIMATE PARTNERS
KIDZBIZ

VM’s Exclusive LAB Report: Views of the Optical “Lab-Scape”

July/August KidzBiz Supplement

Special Features:
VM’s Exclusive LAB Report: Views of the Optical “Lab-Scape”

**Space Close: 07/01/24**  **Ad Due: 07/08/24**

**Space Close: 05/27/24**  **Ad Due: 05/31/24**

September (Preview Vision Expo West – Sept 19-21)

**COVER TOPIC: What’s Changing in Smart Eyewear?**
An Update examining new ideas, combos, messaging for the next generation of Smart Eyewear

**Space Close: 08/12/24**  **Ad Due: 08/16/24**

Vision Expo West Show Dailies

The ONLY official daily publication at International Vision Expo West in Las Vegas

**Space Close: 08/23/24**  **Ad Due: 08/30/24**

October

**What’s New in Mobile Eyecare?**
How mobile is being employed, who it’s reaching, tech and new ideas to bring eyecare “home” to patients as well

**Space Close: 10/01/24**  **Ad Due: 10/07/24**

**Special Features:**
VM’s Lab Report: View the Optical “Lab-Scape” through VM’s lens

Advancing Professional Diversity: Momentum and Challenges
VM talks with NOA, BlackEyecare Perspective, Latinos en Optometry, OAA, AOA, ASCO. What’s being done to advance multicultural identity in the profession and attract students to optometry?

November/December

**COVER TOPIC: Human Capital: The Optical**
Workforce Now What new jobs are being created or lost? What are the new optometric/optician/business career paths? How are recruitment methods changing? What’s the profile of different components of the eyecare profession? In-office staff?

**Special Features:**
VM and 20/20’s 2024 EYEVOTE

**Space Close: 10/29/24**  **Ad Due: 11/04/24**

WWW.VISIONMONDAY.COM
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. The Independent Eye and the new Going Green are special e-blasts. The Independent Eye features the success stories of independent ECPs while Going Green reports on sustainability trends and tactics for 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
917-685-6628 · maxelrad@jobson.com

Daniel Breeman
Senior Editor
973-978-7764 · dbreeman@jobson.com

Mary Kane
Executive Editor
973-715-9210 · mkane@jobson.com

Andrew Karp
Group Editor, Lenses & Technology
914-843-6214 · akarp@jobson.com

Gwendolyn Plummer
Senior Associate Editor
516-965-8356 · gplummer@jobson.com

Jonathan Klemstine
Design Director
212-274-7032 · jklemstine@jhihealth.com

Kevin Baker
Web Editor
201-623-0885 · kbaker@jobson.com

SALES
Bill Scott
President
Jobson Optical Group
646-831-8873 · bscott@jobson.com

James DeMatteis
Group Publisher
20/20 & Vision Monday
212-274-7083 · jdematteis@jobson.com

Marc Ferrara
Consultant to the President
Jobson Medical Information
212-274-7062 · mferrara@jobson.com

Dennis Murphy
Vice President, Sales
Jobson Optical Group
516-524-2966 · dmurphy@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
973-255-7586 · amerclean@jobson.com

Emma Lower
Sr. Marketing Specialist
elower@jobson.com

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