



2024 EDITORIAL CALENDAR

20/20@50

FIVE DECADES OF INSPIRATIONAL VISION

## January

Space Close: 11/29/23

Ad Due: 12/05/23

### Independent Eyewear: The Surge Strengthens

Independence as an answer for vendors AND retailers

### Interviews with Key Independent Retailers and Vendors

**EyeVote:** EyeVote winners join editor picks for eyewear, sunwear, lenses, equipment and all categories as detailed by 20/20's unique position as the main source of new product information in the optical arena.

**L&T:** Prescribing and Fitting Prism Lenses

### 20/20@50: Declarations of Independence

20/20 celebrates the start of its 50th anniversary with a detailed look back and forward at how it has helped shape the role of both independent retailers and vendors in eyewear.

### CE: Prism Fundamentals and More

This course covers prism basics, lens prism, decentration, prism thinning and contour prism. (ABO and NCLE)

### Pro to Pro Tips: 3 Innovations in Myopia Management

Learn about new developments in spectacle lenses, contact lenses and orthokeratology used to manage the increased incidence of childhood myopia.

### Partnership Opportunities\*

Sponsorship of the Independent Eyewear MarketPulse Survey

Single Page Product Features: **What's Right Now**

Partnership Still Life Feature: **Independent Eyewear**

You Should Be Selling: **Independent Eyewear**

## February

Space Close: 12/22/23

Ad Due: 01/03/24

### The Growing Power of Women's Eyewear and Sunwear

### Her New Way to Work in Glasses

**L&T:** The Art and Science of Frame Repair, Adjustment and Refurbishment

### 20/20@50: A Look at Women's Eyewear

View eyewear through her eyes and witness how it has evolved, as we share the covers and coverage 20/20 delivered shaping the dramatic face of women's eyewear.

### CE: Emerging Presbyopes – The PAL Adaptation Sweet Spot

This course addresses the ease of adaptation when introduced to PALs early. It explains Minkwitz Theorem with lateral distortion increasing with add power and shorter corridors, and touches on free-form personalized designs' ability to minimize distortions with optimization and compensation.

### Pro to Pro Tips: 3 Things to Know About How Frames Are Made

When you know about frame materials and how frames are made, you can tell the brand story that relates to the consumer's individuality, social status, fashion statement and desire for quality.

### Partnership Opportunities\*

Single Page Product Features: **What's Right Now**

Partnership Still Life Feature: **Women's Eyewear**

You Should Be Selling: **Women's Eyewear**

## March

Space Close: 01/25/24

Ad Due: 01/31/24

### Eyewear and Sunwear as The Ultimate Accessory in 2024... and Beyond

The state and style and art and tech of eyewear and sunwear circa 2024

### Still Life Feature of Trends in Detail

**L&T:** Dispensing Myopia Management Spectacle Lenses

### The 20/20@50 Special Issue

Fifty years of impact. Witness a true celebration of the most memorable issues, trends, partnerships, covers and interviews as portrayed by the special editions of 20/20 at Expo East.

### CE: Year-Round Sun Protection for Year-Round UV

This course covers the UV hazard to ocular tissue and the types of UV eye protection available: photochromic, polarized, color enhanced sun lenses and even clear lenses with 100 percent UV protection.

### Pro to Pro Tips: 3 Things to Know for Early Presbyopes

Learn about how screen time and multitasking have changed visual demands, the different psychologies of emerging emmetropic and ametropic presbyopes, and personalized solutions for each.

### Partnership Opportunities\*

Partnership Still Life Feature: **Expo Eyewear Debuts**

Single Page Product Features: **What's Right Now**



## March 15 What's BRAND New

Space Close: 02/08/24

Ad Due: 02/14/24

### ONWARD: Industry Leaders Interviewed

#### Seller's Guide

Updates on the Best-Selling Eyewear and Sunwear by Category

#### Onward

Opti Leaders Address What's New for 2024: Interviews and Quotes

#### 20/20@50 via What's Brand New:

Take a look back with 20/20 and the What's Brand New issue covers, and view the long history of collaborations in this partnership of communication.

#### L&T:

The L&T Expo East Scouting Report

#### CE: Dopamine and Light's Effect on Emmetropization and Axial Length

This course discusses new product Dopavision's MyopiaX-1 (in clinical trial) using light to activate dopamine to control myopia progression.

#### Partnership Opportunities\*

Advertising/Advertorial Spread in What's BRAND New

Sponsorship of the L&T Scouting Report

You Should Be Selling by Category: Women's Eyewear;

Men's Eyewear; Sunwear

## April

Space Close: 03/08/24

Ad Due: 03/14/24

### Sport Eyewear is Your Goal and Gold

Making 2024 the year optical takes back Sport Eyewear

### Athleisure Eyewear Grows Anew

L&T: Understanding Prism Thinning

#### 20/20@50: A Look at Sport Eyewear

Witness sport eyewear advance before your eyes via the brands, celebrities, endorsements and the continual coverage 20/20 has mastered over the years.

#### CE: Sharply Focused on Sports Performance Eyewear

This course discusses visual challenges and their effects on sports performance, and the sport eyewear that address them.

### Pro to Pro Tips: 3 Ways Eyewear Can Improve Sports Performance

Learn about the visual skills athletes rely on and how innovations in sport eyewear can enhance those skills, including depth perception, contrast sensitivity and color perception.

#### Partnership Opportunities\*

Partnership Still Life Feature: Sport Eyewear

Sponsorship of the Sport Eyewear MarketPulse

Single Page Product Features: What's Right Now

You Should Be Selling: Sport Eyewear

## May

Space Close: 04/05/24

Ad Due: 04/11/24

### Modern Man Redefined

Men's eyewear and sunwear for 2025

### Special Second Feature: The Latest in High-Tech Frames

L&T: The Premium Lens MarketPulse Survey

#### The 20/20@50 A Look at Men's Eyewear

View the signature 20/20 trend setting over the past 50 years that shaped and continues to impact the look and attitude of modern men and their eyewear.

#### CE: How We See – From Emmetropization to Presbyopia

This course will cover early eye development, refraction and color vision, the emmetropic or normal eye versus the ametropic abnormal eye, and age-related changes that lead to presbyopia.

### Pro to Pro Tips: 3 Things Men Want in Eyewear

Learn how to market to the modern man from Millennials to Boomers, through frames with function, fit and style.

#### Partnership Opportunities\*

Partnership Still Life Feature: Men's Eyewear

Single Page Product Features: What's Right Now

Sponsorship of the L&T Premium Lens MarketPulse Survey

Sponsorship of the Frames Materials MarketPulse Survey

You Should Be Selling: Men's Eyewear



## June

Space Close: 05/09/24

Ad Due: 05/15/24

### Sunwear IS EyeArt

#### Second Feature: The Style and Tech Details of Sunglasses

**L&T:** Single Vision Lens Update

#### 20/20@50: SunVision

Look back at the sunwear styles that have stood the test of time and appreciate the ongoing and growing role of eyewear's ultimate fashion accessory through this compilation of fashion history.

#### CE: Polarized Lenses for Fighting Glare

This course covers the blinding glare experienced when sunlight reflects off horizontal surfaces such as pavement or bodies of water. It will also explain how polarized lenses block horizontal reflection and will give a brief history of Edwin Land, the inventor of polarized sunglasses.

#### Pro to Pro Tips: 3 Ways to Manage Light Sensitivity

Learn about how light interacts with the eye and solutions for light-sensitive patients, including sunglasses, photochromic and blue light attenuating lenses.

#### Partnership Opportunities\*

Partnership Still Life Feature: **SunVision**

Single Page Product Features: **What's Right Now**

Sponsorship of the **Sunwear MarketPulse Survey**

You Should Be Selling: **Sunwear**

## July

Space Close: 06/06/24

Ad Due: 06/12/24

### The Ultimate Partners Issue

#### Ultimate Partners Advertorial

#### Fashion and Lifestyle Branded Eyewear Newly Defined and Refined

#### KidzBiz Special Supplement

**L&T:** Understanding and Applying Position of Wear Measurements

#### 20/20@50: A Look at Children's Eyewear and KidzBiz

20/20's yearly special KidzBiz magazine tracks the history and future of children's eyecare and eyewear with this venerated look back at the tips and trends that have grown and progressed over the years.

#### CE: Filling the Modern Eyewear Consumer's Wish List

This course delves into consumer psychology and how it differs generationally. It will also cover the impact of digital browsing on in-store experience and how millennials want it all from virtual showrooms to the personal experience of working face-to-face in store.

#### Pro to Pro Tips: 3 Tips for Owning an Optical

Learn about the three keys to owning an optical: Why, What and How. Why will patients choose you? What will differentiate your practice from the competition? How will you determine your inventory selection?

#### Partnership Opportunities\*

SPECIAL ON FACE PLACEMENT: **Fashion and Lifestyle Brands**  
Placement in **Ultimate Partners**

Single Page Product Features: **What's Right Now**

You Should Be Selling: **Fashion and Lifestyle Brands**

Sponsorships of the **Children's Eyewear MarketPulse Survey**  
in 20/20 and KidzBiz

## KidzBiz Supplement

Space Close: 05/27/24

Ad Due: 06/02/24

#### CE: Glasses and Contacts for Kids – Good for Vision for Mental Health and More (ABO and NCLE)

This course will describe the positive effects of corrected vision on children to support both social and academic development. It will cover the need to involve the child in the frame or contact lens selection. They have style, and they should be the ones to choose.

## 50th Anniversary Celebration

Space Close: 07/05/24

Ad Due: 07/11/24

In celebration of 50 years of 20/20, our special anniversary issue will feature five decades of inspirational vision, evolving style, innovative tech, leadership in education, the progressive interaction of pros with pros, and the communication witness to the ongoing evolution of the modern optical arena.

## September

Space Close: 07/26/24

Ad Due: 08/01/24

### The Style and Status of Eyewear Set for 2025

The best trend setting in eyewear and sunwear

**L&T:** Wholesale Lab Usage MarketPulse Survey

### 20/20@50: A Look at Trend Setting in Eyewear

Celebrate with us via the mega trends in eyewear's historic past and a new look at what trends 20/20 will be setting in the future.

### CE: Specialty Lens Options

This course addresses specialty lenses for driving and night driving, computer lenses, therapeutic lenses (ophthalmic and contacts) and other task-specific lens options.

### Pro to Pro Tips: 3 New Developments in Contact Lenses

Learn about the latest in contact lenses for dry eye, myopia control and smart lenses.

### Partnership Opportunities\*

Partnership Still Life Feature: **Eyewear and Sunwear Circa 2025**

Single Page Product Features: **What's Right Now**

Sponsorship of the **Wholesale Lab Usage MarketPulse Survey**

## September 15 What's BRAND New

Space Close: 08/08/24

Ad Due: 08/14/24

### ONWARD: Industry Leaders Interviewed

### What's BRAND NEW for 2025

### The Seller's Guide

### Top Categories in Eyewear and Sunwear

**L&T:** The L&T Expo West Scouting Report

### 20/20@50: Optical Leaders Look Back and Forward

The editors of 20/20 go deep chatting with eyewear vendors, retailers, optical pros and lifestyle tastemakers all impacted by eyewear as that ultimate accessory.

### CE: Seeing Double: Binocular Vision

This course will cover amblyopia, strabismus and binocular disorders, their visual and physiological effects, and how they are treated with prism, patching, etc.

### Partnership Opportunities\*

Advertising/Advertorial Spread in **What's Brand New**

Sponsorship of the **L&T Scouting Report**

Sponsorship of the **Onward Interview Feature**

You Should Be Selling: **By Category**

## October

Space Close: 09/13/24

Ad Due: 09/19/24

### The Proud State of Sustainable Eyewear

**L&T:** Become an Eyewear Verification Expert

### 20/20@50: A Look at Eyewear Tech, Materials and Sustainability

Take part in the newest wave of concerns and care as "greening" in the optical arena comes of age and assumes increasingly responsible attitudes toward a sustainable new approach.

### CE: Seeing Through a Diabetic Lens

This course describes the changes that occur in a diabetic crystalline lens and the impact on vision, and the visual fluctuations linked to sugar levels.

### Pro to Pro Tips: 3 Facets of Sustainable Eyewear

Learn about sustainability in the eyecare industry (including contact lenses), what consumers expect for sustainability in eyewear and how to meet those expectations.

### Partnership Opportunities\*

Partnership Still Life Feature: **Sustainable Eyewear**

Sponsorship of the **Environmental Sustainability MarketPulse Survey**

Single Page Product Features: **What's Right Now**

You Should Be Selling: **Sustainable Eyewear**



## A New Look at Luxury and High-End Eyewear

The Editors of 20/20 detail and set trends for the newest in Luxury Eyewear and Sunwear

**L&T:** Essential PD Measurement Techniques

## 20/20@50: A Look at Eyewear as The Ultimate Accessory

Witness how we have defined luxury over the past five decades, through our covers and coverage with a special take on the signature 20/20 "Artist of the Frame" features throughout the years.

## CE: Visual Multitasking – Eyeglasses That Do More Than Correct Vision

This course discusses smart glasses and how we use our watches and phones for functions such as texting, email, internet browsing, music, etc. There is no holding back progress, especially where convenience is involved.

## Pro to Pro Tips: 3 Illuminations: Photopic, Mesopic, and Scotopic Vision

Learn about vision challenges in these three levels of illumination, and lenses and treatments that enhance vision and comfort in each environment.

## Partnership Opportunities\*

Sponsorship of the **Luxury Eyewear MarketPulse Survey**

Single Page Product Features: **What's Right Now**

Partnership Still Life Feature: **Eyewear Trends in 2025**

You Should Be Selling: **Luxury Eyewear**

### \* Contact Victoria Garcia for product submission deadlines:

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**20/20** publishes ABO and NCLE accredited continuing education courses online and in every print issue. CE sponsorship opportunities are available. The CE can be on a wide variety of topics, including the ones below. Or they can be Product Spotlight ABO or NCLE accredited course; a unique way to feature your products and/or services in our print publications and online at 2020mag.com. Sponsorship opportunities are also available for our Pro to Pro feature articles. Contact your sales representative for further information regarding pricing, packages and availability.

- Color Enhancing Lenses
- Lens Material Options
- Slowing Myopia Progression
- Kids and Myopia
- Normal Eye Development
- Ocular Regenerative Medicine
- Sun Protection - Eye
- Kids, Sports and Eye Protection
- Fashion Frame Manufacturing
- Optical Illusions
- Sport Performance Eyewear
- The Early Presbyope
- Biologics
- Making the Blind See
- Golf Lenses
- Light the Eye and the Brain
- Binocular Vision
- Scleral Contact Lenses
- Dry Eye Disease
- Blue Light
- Three Pillars of Eyewear
- Photopic Vision
- LMS and LDS: The Lab
- The Art of Display
- Progressive Lens Fitting
- Improvements in PAL Tech
- Optical Families
- The Optician/Owner Perspective
- Breakthrough Technologies
- Therapeutic Contacts
- Then and Now (Frames or Lenses)
- The Luxury Consumer



# Our Team

## 20/20 @50

**20/20** online is the ECP's on-the-go, mobile-optimized source for industry news, trends and information. 2020mag.com's new website features bold photography, articles formatted for easy reading, quick navigation and convenient search to discover top trends, Pro to Pro stories and ABO/NCLE-approved CE courses. Eyecare professionals rely on 20/20 for eyewear, sunwear and lens products, fashion and eyewear style trends, retailing and dispensing information, lenses and technology information, market research studies, and education and training. The Pro to Pro section in each issue integrates education and training articles as well as ABO/NCLE-approved Continuing Education courses. 20/20 is most influential in purchasing decisions for optical frames, sunwear, lenses and accessories.

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