

*working with*

2024

**20/20**

*including* **LT**



*20/20*@  
**50**





As the leading trade publication in the optical industry, 20/20 delivers a wealth of products including our print magazine, 2020mag.com, digital editions, special supplements, e-blasts and social media communications. 20/20 delivers high quality editorial insight on the issues that impact optical retailing and dispensing in categories such as eyewear, sunwear, accessories, retail displays, lenses and technology.

This guide is your reference to working with the 20/20 edit team, including a descriptive listing of editorial products, departments, materials, editors and contact information.



Christine Yeh



Andrew Karp



Victoria Garcia



Jillian Urcelay

## Upfront

*What's Hot in optical on a variety of levels from celebrity sightings to merchandising to marketing in an exciting front-of-the magazine section delivering stories and mini-features meant to keep pace with the interests and concerns of all optical retailers.*

(Contact Christine Yeh, cyeh@jobson.com for all Upfront details.)

### FEATURED MONTHLY HIGHLIGHTS INCLUDE:

- Hall of Frames (celebrities in eyewear) - Victoria Garcia, vgarcia@jobson.com
- Street Seen
- What Eye Hear - Jillian Urcelay, jurcelay@jobson.com
- L&T Marketing - Andrew Karp, akarp@jobson.com
- Inside the Frame - Jillian Urcelay, jurcelay@jobson.com

## Features

*Everything you need to know about frames, sunwear and fashion as it relates to optical dispensing.*

- **EYEWEAR PRODUCT FEATURES:** Trends and upcoming frame products as photographed by 20/20.  
(Contacts: Victoria Garcia, vgarcia@jobson.com; Jillian Urcelay, jurcelay@jobson.com)
- **MARKETPULSE:** An authoritative look at an industry issue or product category, bolstered by 20/20's exclusive MarketPulse research results.  
(Contact: Christine Yeh, cyeh@jobson.com)
- **SUCCESSFUL RETAIL STRATEGIES:** Profiles of the best in optical retailing – the stores and their stories.  
(Contact: Jillian Urcelay, jurcelay@jobson.com)





## NEW PRODUCTS

Including What's New, What's Next and New Products

(Contacts:

Victoria Garcia,

vgarcia@jobson.com;

Jillian Urcelay,

jurcelay@jobson.com)

### What's New

Full page on a new collection or product launch.

**NEEDED:** High-resolution images (.jpg or .tiff format) and press releases with product information about the collection, including shapes, material, target market, price ranges and special features.

**DEADLINE:** Two months prior to publication.

### What's Next

Half page treatment of a line extension or new direction/refocusing of an existing collection or product line.

**NEEDED:** High-resolution images (.jpg or .tiff format) depicting model/image shot and press releases with product information about the collection, including shapes, material, target market, price ranges and special features.

**DEADLINE:** Two months prior to publication.

### New Products

Product spotlight featuring an array of single individual new products.

**NEEDED:** High-resolution images (.jpg or .tiff format) of product, new styles, etc., press release about how the collection has been refocused/redirected (e.g., lower price points, new target market, added sunwear collection, etc.), information on styles shown: color, sizes, materials.

### Fashion Shoot

Photography shot both on model and as still life.

**NEEDED:** Actual product as requested; a variety of choices is vital.

(Contacts: Victoria Garcia, vgarcia@jobson.com; Jillian Urcelay, jurcelay@jobson.com)





# 20/20 DIGITAL & ONLINE

## 2020MAG.COM

The newly redesigned 2020mag.com provides online access to 20/20's renowned editorial coverage and receives a monthly average of over 43,000 visits. Features include Web-exclusive content, current articles, links to digital issues, archive search, Continuing Education courses and videos.

## 2020MAG.COM VIDEO

2020mag.com Video hosts powerful edit and advertising media energized with visual messages, giving visitors special access to enriching resources that bring optical stories to life.

## 20/20 ON SOCIAL MEDIA

20/20's presence on Facebook, Instagram and Twitter drives readers daily to the insights and features of 2020mag.com, and invites readers to experience minute-by-minute behind the scenes coverage with the 20/20 editorial team in a manner and consistency unmatched by any medium in the optical community.

## 20/20 DIGITAL EDITION

20/20 print is available in digital format. Readers can view the entire issue online page by page, zoom in on articles and ads, access live Web links and download their favorite articles.

## PRO TO PRO

20/20 is the leader in Continuing Education among ECPs and the newest level starts with Pro to Pro: tips and trends for an educated YOU. Pro to Pro is a monthly e-newsletter delivering what those in the know need to know in order to lead in the new future of optical. Claim the horizon by seeing what's happening now, ahead of the competition. Pro to Pro is delivered to over 50,000 subscribers and includes multiple monthly sponsorship banner positions.

## L&T

*Lenses & Technology for Vision Care Professionals*

### FEATURES INCLUDE:

- RxPertise
- Tech Explorer
- Artist of the Lens
- Lens and Lab Reports

(Contact Andrew Karp akarp@jobson.com for specific and detailed information on the contents of all features in L&T)

### L&T – WHAT'S NEW, WHAT'S NEXT AND NEW PRODUCTS

- A special section of L&T exclusively devoted to New Products in the Lens and Equipment segment of the optical industry
- See requirements for What's New, What's Next and New Products in 20/20 as same details apply to L&T

(Contact: Andrew Karp akarp@jobson.com)

# 20/20 Editorial

## CHRISTINE YEHL, EXECUTIVE EDITOR

212-274-7011 | cyeh@jobson.com

- Manages 20/20's editorial deadlines and features
- Writes features and market "beats" including retailing and fashion
- Editorial point person for Upfront

## ANDREW KARP, GROUP EDITOR, LENSES & TECHNOLOGY

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- Secures lens samples and a variety of lens equipment for photo shoots
- Develops and writes features on ophthalmic lens manufacturing, marketing, fabrication, processing, distribution and dispensing
- Monitors market trends in ophthalmic lenses, treatments, designs and materials
- Writes monthly column about lens and tech topics

## VICTORIA GARCIA, FASHION EDITOR

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- Feature Writer
- Co-manages all Instagram, Facebook, Twitter and social media
- Co-manages all information for new products
- Manages product reviews
- Assists at photo shoots
- Video contact for 2020mag.com

## JILLIAN URCELAY, FEATURE EDITOR

212-274-7104 | jurcelay@jobson.com

- Feature Writer
- Co-manages product reviews
- Co-manages all information for new products
- Co-manages all Instagram, Facebook, Twitter and social media
- Assists at photo shoots

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