

2018

working with
20/20
including **LT**

**ACCESSING THE
EDIT TEAM** IN
PRINT, ONLINE AT
2020MAG.COM
AND ON
SOCIAL MEDIA
@ 2020MAG FOR
FACEBOOK, TWITTER
AND INSTAGRAM.





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-blast 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.



JAMES SPINA



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, cveh@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

FEATURES

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

- **EYEWEAR PRODUCT FEATURES:** Trends and upcoming “hot” frame products as photographed by *20/20*.
(Contacts: **Victoria Garcia**, vgarcia@jobson.com; **Jillian Urcelay**, jurcelay@jobson.com)
- **FASHION FOCUS, SUNDAY, SPORT PAGE:** Hottest trends in eyewear.
(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: **James Spina**, jspina@jobson.com)
- **SUCCESSFUL RETAIL STRATEGIES:** Profiles of the best in optical retailing — the stores and their stories.
(Contact: **Christine Yeh**, cveh@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: Actual product samples.

Deadlines are 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).

Deadlines are two months prior to publication.

- **NEW PRODUCTS**

An array of single individual new products.

WHAT WE NEED

- **WHAT'S NEW**

Actual samples of product (several styles).

- **WHAT'S NEXT**

High-resolution images (.jpg or .tiff format) depicting: model/image shots, related P.O.P., “mood” shots (e.g., designer runway shots, boutique shots, merchandising), photo of designer/celebrity, special features (if applicable), press release about the collection, including shapes, material, target market, philosophy, price ranges and P.O.P. presentation, special features, correct information on styles shown: color, sizes, materials.

- **NEW PRODUCTS**

High-resolution images (.jpg or .tiff format) of product, merchandising, 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 FOCUS, SUNDAY AND SPORT PAGE**

Product samples showing requested trend.

- **FASHION SHOOT**

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

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

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 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

2020’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.

20/20 EDITORIAL

JAMES SPINA, Senior Vice President, Editor-in-Chief

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- Oversees 20/20 editors on story treatments, themes and editorial emphasis; day-to-day management of editors
- Develops and writes features and story presentations

CHRISTINE YEH, Executive Editor

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- 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, Senior Associate Editor

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

JILLIAN URCELAY, Associate Editor

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- Feature Writer
- Co-manages product reviews
- Co-manages all information for new products
- Assists at photo shoots

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