ACCESSING THE EDIT TEAM IN PRINT AND 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.

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

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, cyeh@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)
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

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• Develops and writes features and story presentations

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• Monitors market trends in ophthalmic lenses, treatments, designs and materials
• Writes monthly column about lens and tech topics

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