20/20

THE FUTURE OF EYEWEAR IN 2020 (2/20/20)
Our editors celebrate 2020 with the best eyewear for your future.

THE EYEVOTE: Eyewear 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: Lenses for the Youngest Eyes: Visual assessment and prescription lenses for infants. Pro to Pro: Contacts for Infants

PARTNERSHIP OPPORTUNITIES: Single Page Product Reviews or Corporate Initiative Debuts
What’s Right Now

MARCH


ULTIMATE VISION: The State and Status of Eyewear and Sunwear in 2020 (2/20/20)
The most extensive and comprehensive look at the state and style, art and tech of Eyewear and Sunwear circa 2020.

L&T: The Business of Rx: How to leverage the power and profitability of your in-office lab.
Pro to Pro: Frame Display and the Sunglass Saks (Sunglasses are a boutique fashion item and need to be visually merchandised accordingly)

PARTNERSHIP OPPORTUNITIES: Sponsorship of The Sunwear MarketPulse Survey

WHAT’S BRAND NEW FOR 2020
L&T: The Karp L&T Scouting Report

PARTNERSHIP OPPORTUNITIES: Advertising/Advertorial Spread in What’s Brand New
Sponsorship of the L&T Scouting Report

APRIL

WHAT’S RIGHT NOW
Single Page Product Reviews or Corporate Initiative Debuts
What’s Right Now

MAY

THE ULTIMATE SUNWEAR ISSUE
Independent Eyewear Manufacturers and Independent Retailers make their say.

PRO TO PRO:

AOA 6/20–6/23

THE OPTI-PRO’S POV ON SUNWEAR
Independent retailers and the 20/20 edit team deliver the goods and the ideas that go with delivering the best in Sunwear to consumers.

Pro to Pro: Creating prism in a stock single vision lens and why

PARTNERSHIP OPPORTUNITIES: Single Page Product Placement: eyewear’s Enduring Classic Styles
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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