THE PARTNERSHIP ISSUE
AN EXCLUSIVE LOOK AT THE UNIQUE PROFESSIONAL AND PERSONAL RELATIONSHIPS IN OUR SHARED OPTICAL UNIVERSE

EYEWEAR’S CONNECTION TO FASHION AND LIFESTYLE BRANDING
YOUR BOND OF CHILDREN AND THEIR EYEWEAR
THE ECP MARKETPULSE ON THE STATE OF KIDS’ EYEWEAR
NEW INROADS IN AMBYOPIA TREATMENTS
A SPECIAL INITIATIVE: ULTIMATE PARTNERS IN OPTICAL
CONTINUING EDUCATION: ACTIVE EYE DEFENSE

DEREK LAM FROM MODO
January

A New Year for Eyewear in 2022: Opportunity vs Crisis
The Editors of 20/20 detail and set trends for the newest eyewear and sunwear.

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: The Best Progressive is Two Pairs of Progressives

PARTNERSHIP OPPORTUNITIES:
Single Page Product Reviews: What’s Right Now
Vendor Eyewear in Stills Predicting Eyewear’s Best Products for 2022
CE & Featured Article

February

The Annual Women’s Issue: What SHE Wears
Women and the Eyewear They Work In

L&T: Update on Myopia Control Lenses

PARTNERSHIP OPPORTUNITIES:
Single Page Product Reviews: What’s Right Now
Still life product placement focused on Women’s Eyewear
Sponsorship of The Sustainable and Greening MarketPulse
CE & Featured Article

March

The State, Style and Status of Eyewear and Sunwear in 2022
The most extensive and comprehensive look at the state and style and art and tech of eyewear and sunwear circa 2022.

Special Made in America Eyewear Preview and Report

L&T: Separate But Unequal: Optimizing Binocular Vision

PARTNERSHIP OPPORTUNITIES:
Sponsorship of the Independent Eyewear MarketPulse
Vendor Eyewear in Stills: Market Month Eyewear Debuts
CE & Featured Article

What’s Brand New March

ONWARD: What’s BRAND New for 2022
Seller’s Guide: Updates on the Best-Selling Eyewear and Sunwear by Category
Optical Leaders Address What’s New for 2022: Interviews and Quotes

L&T: The Karp L&T Scouting Report

PARTNERSHIP OPPORTUNITIES:
Advertising/Advertorial Spread in What’s BRAND New
Sponsorship of the Seller’s Guide by Category: Women’s; Men’s; Sunwear
Sponsorship of the L&T Scouting Report
CE & Featured Article
April

Space Close: 3/16/22  Ad Due: 3/22/22

Sports Masters
20/20’s take on why Sport Eyewear might be your best asset
Special Athleisure Eyewear Preview

L&T: When Prentice’s Rule Becomes Unruly

PARTNERSHIP OPPORTUNITIES:
Still Life Product Placement: Sport Eyewear
Sponsorship of the Sport Eyewear MarketPulse
Single Page Product Reviews: What’s Right Now
CE & Featured Article

May

Space Close: 4/14/22  Ad Due: 4/20/22

The Powerful Stance of INDEPENDENT EYEWEAR
The Promising Future of Independence for Vendors AND Retailers
Special Independent Eyewear Retailer Photo Shoot

L&T: The Premium Lens MarketPulse Survey

PARTNERSHIP OPPORTUNITIES:
Still Life Product Placement: Independent Eyewear
Sponsorship of the L&T Premium Lens MarketPulse Survey
CE & Featured Article

June

Space Close: 5/12/22  Ad Due: 5/18/22

The Absolute Best in Sunwear

Main Feature: SunVision - A Sponsored Sun-on-Face Edit Photo Shoot
Second Feature: Edit Picks and Trends Still Life

L&T: The Punch List of Optician Fixes

PARTNERSHIP OPPORTUNITIES:
Placement in the SunVision On-Face Feature
Sponsorship of Sunwear MarketPulse
CE & Featured Article
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**July/August**

- The PARTNERSHIP Issue
- Ultimate Partners Advertorial
- Fashion and Lifestyle Branded Eyewear Newly Defined and Refined
- Children’s Eyewear

**L&T: Understanding Today’s Progressives**

**PARTNERSHIP OPPORTUNITIES:**
- Placement in Ultimate Partners
- Single Page Product Reviews: What’s Right Now
- Still Life Product Placement: Fashion and Lifestyle Brands
- Sponsorship of Children’s Eyewear MarketPulse Survey in 20/20 and KidzBiz
- CE & Featured Article

**September**

- 20/20 Looks to 2023
- Trendsetting eyewear and sunwear in this new opti-universe
- Special First Look Product Presentation

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

**PARTNERSHIP OPPORTUNITIES:**
- Vendor Eyewear in Stills: Market Month Eyewear and Sunwear Debuts
- Sponsorship of Wholesale Lab Usage MarketPulse
- CE & Featured Article

**What’s Brand New September**

- ONWARD: What’s BRAND NEW for 2023
- The Seller’s Guide
- Top Categories in Eyewear and Sunwear
- L&T: The Karp L&T Scouting Report

**PARTNERSHIP OPPORTUNITIES:**
- Advertising/Advertorial Spread in What’s Brand New
- Sponsorship of L&T Scouting Report
- CE & Featured Article
October

The Future of Luxury Eyewear
Special Second Feature: Sustainable Eyewear
L&T: Filtering Blue Light: Attenuation vs. Reflection

PARTNERSHIP OPPORTUNITIES:
Still Life Product Placement in Luxury and/or Sustainable
Sponsorship of the Sustainable MarketPulse Survey
Sponsorship of the Luxury MarketPulse
Single Page Product Reviews: What's Right Now
CE & Featured Article

November/December

The Modern Man Issue
Men's eyewear and sunwear for 2023 and beyond.
Special Second Feature: The Latest in High Tech Frames
L&T: Spotlight on Lens Designers

PARTNERSHIP OPPORTUNITIES:
Single Page Product Reviews: What's Right Now
Vendor Eyewear in Stills focused on Men's Eyewear and/or High Tech Frames
CE & Featured Article

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 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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