**January**

**Eyewear Onward in 2023 Facing Frames**
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: Managing Myopia with Ophthalmic Lenses**

**Pro to Pro Tips:** 3 Lens Performance Enhancements

**PARTNERSHIP OPPORTUNITIES:**
- Single Page Product Reviews: *What's Right Now*
- Vendor Eyewear in Stills: *It's All in the Details*
- You Should Be Selling: *Eygear Debuts*

**February**

**She Rules in Eyewear and Sunwear**

**Her New Way to Work in Glasses**

**L&T: Frame Styling and the High Myope**

**Pro to Pro Tips:** 3 Easy Ways to the Consumer’s Heart

**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*
- You Should Be Selling: *Women's Eyewear*

**March**

**The Supreme Status of Eyewear and Sunwear in 2023**
The state and style and art and tech of eyewear and sunwear circa 2023

**Still Life Feature of Trends in Detail**

**L&T: The Layout and Ordering of Advanced Lenses**

**Pro to Pro Tips:** Taking Lenses to Go Beyond Vision Correction

**PARTNERSHIP OPPORTUNITIES:**
- Sponsorship of the *Independent Eyewear MarketPulse Survey*
- Vendor Eyewear in Stills: *Expo Eyewear Debuts*

**What’s BRAND New March**

**ONWARD:** What's BRAND New for 2023 and 2024

**Seller’s Guide:** Updates on the Best-Selling Eyewear and Sunwear by Category

**Onward:** Opti Leaders Address What's New for 2023: Interviews and Quotes

**L&T:** The Karp L&T Scouting Report

**What’s BRAND New Pro Tips**

**PARTNERSHIP OPPORTUNITIES:**
- Advertising/Advertorial Spread in *What's BRAND New*
- You Should Be Selling by Category: *Women; Men; Sunwear*
- Sponsorship of the *L&T Scouting Report*
**April**

**Sport Eyewear’s Giant Opportunity**
Making 2023 the year optical takes back Sport Eyewear

**Athleisure Eyewear Grows Anew**

**L&T: Sunwear Performance: The Relationship of Rx and Wrap Angle**

**Pro to Pro Tips:** 3 Ways Sport Eyewear Is a Practice Builder

**PARTNERSHIP OPPORTUNITIES:**
Still Life Product Placement: Sport Eyewear
Sponsorship of The Sport Eyewear MarketPulse Survey
Single Page Product Reviews: What’s Right Now
You Should Be Selling: Sport Eyewear

**Space Close:** 3/16/23  **Ad Due:** 3/22/23

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**May**

**Independent Eyewear Surges in 2023**
Independence as an answer for vendors AND retailers

**Interviews with Key Independent Retailers and Vendors**

**L&T: The Premium Lens MarketPulse Survey**

**Pro to Pro Tips:** 3 Ways Brand Recognition = Consumer Confidence

**PARTNERSHIP OPPORTUNITIES:**
Still Life Product Placement: Independent Eyewear
Sponsorship of the L&T Premium Lens MarketPulse Survey
You Should Be Selling: Independent Eyewear

**Space Close:** 4/13/23  **Ad Due:** 4/19/23

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**June**

**Sunwear As Eyewear’s Finest Solution**

**Second Feature:** The Style and Tech Details of Sunglasses

**L&T: Handling Difficult Edging Challenges**

**Pro to Pro Tips:** 3 Ways Sun Brands Create Customers for Life

**PARTNERSHIP OPPORTUNITIES:**
Placement in the SunVision Still Life Feature
Sponsorship of Sunwear MarketPulse Survey
You Should Be Selling: Sunwear

**Space Close:** 5/18/23  **Ad Due:** 5/24/23
### July/August Double Issue

**Space Close:** 6/28/23  
**Ad Due:** 7/5/23

- **The Ultimate Partners Issue**
- **Ultimate Partners Advertorial**
- **Fashion and Lifestyle Branded Eyewear Newly Defined and Refined**
- **Children's Eyewear**
- **KidzBiz Supplement**

**L&T:** Progressive Lenses: Fixed vs. Variable Corridors and Insets  
**Pro to Pro Tips:** 3 Ways to Fight Screen Fatigue

**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
- You Should Be Selling: Fashion and Lifestyle Brands

### July/August KidzBiz Supplement

**Space Close:** 6/23/23  
**Ad Due:** 6/29/23

Supplement is bound into the July/Aug issue of 20/20 and poly-bagged into the July/Aug issue of *Vision Monday*

**What You Get:**
- One full page ad supplied by the advertiser
- A full photo shoot page by the 20/20 team to be placed in the unique editorial environment of the supplement
- One 1/8 page 20/20 editorial product spotlight in the KidzBiz supplement

**Additional Digital Exposure:**
Both 2020mag.com and visionmonday.com will have online landing pages featuring the KidzBiz Digital Edition

### September

**Space Close:** 7/27/23  
**Ad Due:** 8/2/23

- **The Style of Eyewear for 2024**
- The best trend setting in eyewear and sunwear
- **Special First Look Product Presentation**
- **L&T:** Wholesale Lab Usage MarketPulse Survey
- **Pro to Pro Tips:** 3 Ways to Improve Night Vision

**PARTNERSHIP OPPORTUNITIES:**
- Vendor Eyewear in Stills: Eyewear and Sunwear Circa 2024
- Sponsorship of Wholesale Lab Usage MarketPulse Survey

### What's BRAND New September

**Space Close:** 8/10/23  
**Ad Due:** 8/16/23

- **ONWARD:** The Most Important Optical Players Interviewed
- **What's BRAND NEW for 2024**
- **The Seller’s Guide**
- **Top Categories in Eyewear and Sunwear**
- **L&T:** The Karp L&T Scouting Report

**What's BRAND New Pro Tips**

**PARTNERSHIP OPPORTUNITIES:**
- Advertising/Advertorial Spread in What's Brand New
- Sponsorship of L&T Scouting Report
- Sponsorship of the Onward Interview Feature
- You Should Be Selling: By Category
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

October

The Impact of Sustainable Eyewear for 2024
Special Second Feature: The New Dominance of Luxury Eyewear
L&T: What Makes a Great Pair of Glasses?
Pro to Pro Tips: 3 Lens Options to Make Colors Pop

PARTNERSHIP OPPORTUNITIES:
Still Life Product Placement in Luxury and/or Sustainable
Sponsorship of the Sustainable MarketPulse Survey
Sponsorship of the Luxury MarketPulse Survey
Single Page Product Reviews: What's Right Now
You Should Be Selling: Luxury Eyewear

November/December Double Issue

The Modern Man Issue
Men's eyewear and sunwear for 2024
Special Second Feature: The Latest in High-Tech Frames
L&T: Task Specific Eyewear Solutions
Pro to Pro Tips: 3 Ways to Give Back

PARTNERSHIP OPPORTUNITIES:
Single Page Product Reviews: What's Right Now
Vendor Eyewear in Still focused on Men's Eyewear and/or High Tech Frames
You Should Be Selling: Men's Eyewear
Our Team

20/20 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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