2024 EDITORIAL CALENDAR
# January

**Independent Eyewear: The Surge Strengthens**  
Independence as an answer for vendors AND retailers

**Interviews with Key Independent Retailers and Vendors**

**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&Ts:** Prescribing and Fitting Prism Lenses

**20/20@50: Declarations of Independence**  
20/20 celebrates the start of its 50th anniversary with a detailed look back and forward at how it has helped shape the role of both independent retailers and vendors in eyewear.

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# February

**The Growing Power of Women’s Eyewear and Sunwear**

**Her New Way to Work in Glasses**

**L&Ts:** The Art and Science of Frame Repair, Adjustment and Refurbishment

**20/20@50: A Look at Women’s Eyewear**  
View eyewear through her eyes and witness how it has evolved, as we share the covers and coverage 20/20 delivered shaping the dramatic face of women’s eyewear.

**CE: Emerging Presbyopes – The PAL Adaptation Sweet Spot**  
This course addresses the ease of adaptation when introduced to PALs early. It explains Minkwitz Theorem with lateral distortion increasing with add power and shorter corridors, and touches on free-form personalized designs’ ability to minimize distortions with optimization and compensation.

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# March

**Eyewear and Sunwear as The Ultimate Accessory in 2024... and Beyond**  
The state and style and art and tech of eyewear and sunwear circa 2024

**Still Life Feature of Trends in Detail**

**L&Ts:** Dispensing Myopia Management Spectacle Lenses

**The 20/20@50 Special Issue**  
Fifty years of impact. Witness a true celebration of the most memorable issues, trends, partnerships, covers and interviews as portrayed by the special editions of 20/20 at Expo East.

**CE: Year-Round Sun Protection for Year-Round UV**  
This course covers the UV hazard to ocular tissue and the types of UV eye protection available: photochromic, polarized, color enhanced sun lenses and even clear lenses with 100 percent UV protection.

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**Space Close: 11/29/23**  
**Ad Due: 12/05/23**

**CE: Prism Fundamentals and More**  
This course covers prism basics, lens prism, decenteration, prism thinning and contour prism. (ABO and NCLE)

**Pro to Pro Tips: 3 Innovations in Myopia Management**  
Learn about new developments in spectacle lenses, contact lenses and orthokeratology used to manage the increased incidence of childhood myopia.

**Partnership Opportunities**

- Sponsorship of the Independent Eyewear Market Pulse Survey
- Single Page Product Features: What’s Right Now
- Partnership Still Life Feature: Independent Eyewear
- You Should Be Selling: Independent Eyewear

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**Space Close: 12/22/23**  
**Ad Due: 01/03/24**

**Pro to Pro Tips: 3 Things to Know About How Frames Are Made**  
When you know about frame materials and how frames are made, you can tell the brand story that relates to the consumer’s individuality, social status, fashion statement and desire for quality.

**Partnership Opportunities**

- Single Page Product Features: What’s Right Now
- Partnership Still Life Feature: Women’s Eyewear
- You Should Be Selling: Women’s Eyewear

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**Space Close: 01/25/24**  
**Ad Due: 01/31/24**

**Pro to Pro Tips: 3 Things to Know for Early Presbyopes**  
Learn about how screen time and multitasking have changed visual demands, the different psychologies of emerging emmetropic and ametropic presbyopes, and personalized solutions for each.

**Partnership Opportunities**

- Partnership Still Life Feature: Expo Eyewear Debuts
- Single Page Product Features: What’s Right Now
**March 15 What’s BRAND New**

**ONWARD: Industry Leaders Interviewed**

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

**Onward**
Opt Leaders Address What’s New for 2024: Interviews and Quotes

**20/20@50 via What’s Brand New:**
Take a look back with 20/20 and the What’s Brand New issue covers, and view the long history of collaborations in this partnership of communication.

**L&T:**
The L&T Expo East Scouting Report

**CE: Dopamine and Light’s Effect on Emmetropization and Axial Length**
This course discusses new product Dopavision’s MyopiaX-1 (in clinical trial) using light to activate dopamine to control myopia progression.

**Partnership Opportunities**
- Advertising/Advertorial Spread in What’s BRAND New
- Sponsorship of the L&T Scouting Report
- You Should Be Selling by Category: Women’s Eyewear; Men’s Eyewear; Sunwear

**April**

**Sport Eyewear is Your Goal and Gold**
Making 2024 the year optical takes back Sport Eyewear

**Athleisure Eyewear Grows Anew**

**L&T:** Understanding Prism Thinning

**20/20@50: A Look at Sport Eyewear**
Witness sport eyewear advance before your eyes via the brands, celebrities, endorsements and the continual coverage 20/20 has mastered over the years.

**CE: Sharply Focused on Sports Performance Eyewear**
This course discusses visual challenges and their effects on sports performance, and the sport eyewear that address them.

**Pro to Pro Tips: 3 Ways Eyewear Can Improve Sports Performance**
Learn about the visual skills athletes rely on and how innovations in sport eyewear can enhance those skills, including depth perception, contrast sensitivity and color perception.

**May**

**Modern Man Redefined**
Men’s eyewear and sunwear for 2025

**Special Second Feature: The Latest in High-Tech Frames**

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

**The 20/20@50 A Look at Men’s Eyewear**
View the signature 20/20 trend setting over the past 50 years that shaped and continues to impact the look and attitude of modern men and their eyewear.

**CE: How We See – From Emmetropization to Presbyopia**
This course will cover early eye development, refraction and color vision, the emmetropic or normal eye versus the ametropic abnormal eye, and age-related changes that lead to presbyopia.

**Pro to Pro Tips: 3 Things Men Want in Eyewear**
Learn how to market to the modern man from Millennials to Boomers, through frames with function, fit and style.

**WWW.2020MAG.COM**

**JUNE 2023**
June

Sunwear IS EyeArt

Second Feature: The Style and Tech Details of Sunglasses

L&T: Single Vision Lens Update

20/20@50: SunVision
Look back at the sunwear styles that have stood the test of time and appreciate the ongoing and growing role of eyewear’s ultimate fashion accessory through this compilation of fashion history.

CE: Polarized Lenses for Fighting Glare
This course covers the blinding glare experienced when sunlight reflects off horizontal surfaces such as pavement or bodies of water. It will also explain how polarized lenses block horizontal reflection and will give a brief history of Edwin Land, the inventor of polarized sunglasses.

Pro to Pro Tips: 3 Ways to Manage Light Sensitivity
Learn about how light interacts with the eye and solutions for light-sensitive patients, including sunglasses, photochromic and blue light attenuating lenses.

Partnership Opportunities
Partnership Still Life Feature: SunVision
Single Page Product Features: What’s Right Now
Sponsorship of the Sunwear MarketPulse Survey
You Should Be Selling: Sunwear

July

The Ultimate Partners Issue

Ultimate Partners Advertorial

Fashion and Lifestyle Branded Eyewear Newly Defined and Refined

KidzBiz Special Supplement

L&T: Understanding and Applying Position of Wear Measurements

20/20@50: A Look at Children’s Eyewear and KidzBiz
20/20’s yearly special KidzBiz magazine tracks the history and future of children’s eyecare and eyewear with this venerated look back at the tips and trends that have grown and progressed over the years.

CE: Filling the Modern Eyewear Consumer’s Wish List
This course delves into consumer psychology and how it differs generationally. It will also cover the impact of digital browsing on in-store experience and how millennials want it all from virtual showrooms to the personal experience of working face-to-face in store.

Pro to Pro Tips: 3 Tips for Owning an Optical
Learn about the three keys to owning an optical: Why, What and How. Why will patients choose you? What will differentiate your practice from the competition? How will you determine your inventory selection?

Partnership Opportunities
SPECIAL ON FACE PLACEMENT: Fashion and Lifestyle Brands
Placement in Ultimate Partners
Single Page Product Features: What’s Right Now
You Should Be Selling: Fashion and Lifestyle Brands
Sponsorships of the Children’s Eyewear MarketPulse Survey in 20/20 and KidzBiz

KidzBiz Supplement

CE: Glasses and Contacts for Kids – Good for Vision for Mental Health and More (ABO and NCLE)
This course will describe the positive effects of corrected vision on children to support both social and academic development. It will cover the need to involve the child in the frame or contact lens selection. They have style, and they should be the ones to choose.

50th Anniversary Celebration

In celebration of 50 years of 20/20, our special anniversary issue will feature five decades of inspirational vision, evolving style, innovative tech, leadership in education, the progressive interaction of pros with pros, and the communication witness to the ongoing evolution of the modern optical arena.
September

The Style and Status of Eyewear Set for 2025
The best trend setting in eyewear and sunwear

L&T's Wholesale Lab Usage MarketPulse Survey

20/20@50: A Look at Trend Setting in Eyewear
Celebrate with us via the mega trends in eyewear’s historic past and a new look at what trends 20/20 will be setting in the future.

September 15 What’s BRAND New

ONWARD: Industry Leaders Interviewed

What’s BRAND NEW for 2025

The Seller’s Guide

Top Categories in Eyewear and Sunwear

L&T: The L&T Expo West Scouting Report

20/20@50: Optical Leaders Look Back and Forward
The editors of 20/20 go deep chatting with eyewear vendors, retailers, optical pros and lifestyle tastemakers all impacted by eyewear as that ultimate accessory.

October

The Proud State of Sustainable Eyewear

L&T: Become an Eyewear Verification Expert

20/20@50: A Look at Eyewear Tech, Materials and Sustainability
Take part in the newest wave of concerns and care as “greening” in the optical arena comes of age and assumes increasingly responsible attitudes toward a sustainable new approach.

CE: Seeing Through a Diabetic Lens
This course describes the changes that occur in a diabetic crystalline lens and the impact on vision, and the visual fluctuations linked to sugar levels.

Space Close: 07/26/24
Ad Due: 08/01/24

CE: Specialty Lens Options
This course addresses specialty lenses for driving and night driving, computer lenses, therapeutic lenses (ophthalmic and contacts) and other task-specific lens options.

Pro to Pro Tips: 3 New Developments in Contact Lenses
Learn about the latest in contact lenses for dry eye, myopia control and smart lenses.

Partnership Opportunities*
Partnership Still Life Feature: Eyewear and Sunwear Circa 2025
Single Page Product Features: What’s Right Now
Sponsorship of the Wholesale Lab Usage MarketPulse Survey

Space Close: 08/08/24
Ad Due: 08/14/24

CE: Seeing Double: Binocular Vision
This course will cover amblyopia, strabismus and binocular disorders, their visual and physiological effects, and how they are treated with prism, patching, etc.

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

Space Close: 09/13/24
Ad Due: 09/19/24

Pro to Pro Tips: 3 Facets of Sustainable Eyewear
Learn about sustainability in the eyecare industry (including contact lenses), what consumers expect for sustainability in eyewear and how to meet those expectations.

Partnership Opportunities*
Partnership Still Life Feature: Sustainable Eyewear
Sponsorship of the Environmental Sustainability MarketPulse Survey
Single Page Product Features: What’s Right Now
You Should Be Selling: Sustainable Eyewear
November/December Double Issue

A New Look at Luxury and High-End Eyewear
The Editors of 20/20 detail and set trends for the newest in Luxury Eyewear and Sunwear

L&T: Essential PD Measurement Techniques

20/20@50: A Look at Eyewear as The Ultimate Accessory
Witness how we have defined luxury over the past five decades, through our covers and coverage with a special take on the signature 20/20 “Artist of the Frame” features throughout the years.

CE: Visual Multitasking – Eyeglasses That Do More Than Correct Vision
This course discusses smart glasses and how we use our watches and phones for functions such as texting, email, internet browsing, music, etc. There is no holding back progress, especially where convenience is involved.

* Contact Victoria Garcia for product submission deadlines:
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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

Pro to Pro Tips: 3 Illuminations: Photopic, Mesopic, and Scotopic Vision
Learn about vision challenges in these three levels of illumination, and lenses and treatments that enhance vision and comfort in each environment.

Partnership Opportunities *
Sponsorship of the Luxury Eyewear MarketPulse Survey
Single Page Product Features: What’s Right Now
Partnership Still Life Feature: Eyewear Trends in 2025
You Should Be Selling: Luxury Eyewear

Space Close: 10/30/24
Ad Due: 11/05/24

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Our Team

20/20@50

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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