

2025 EDITORIAL CALENDAR

20/20

January

Space Close: 11/26/24

Ad Due: 12/9/24

Women's Eyewear:

The ever-evolving category of women's eyewear and sunwear with trend forecasting and new product launches.

EyeVote Readers' Choice Awards:

20/20 and Vision Monday identify the optical industry's favorite products and companies this year as selected by our readers.

L&T: Adjusting Optical Centers: The Science of Lens Decentration and Prism Correction

CE: Optical Milestones Dr. Anna Estelle Glancy and More

Pro to Pro: 3 Tips to Further Your Optical Career

Partnership Opportunities*

Partnership Still Life Feature: **Women's Eyewear**
Full-Page Product/Brand Editorial: **What's Right Now**

February

Space Close: 1/2/25

Ad Due: 1/8/25

Spring Preview:

A look forward at new eyewear debuts, collections and styles for the upcoming season.

L&T: Through Thick and Thin: Differences Between Plus and Minus Lenses

CE: Visual Perception and the Brain Link

Pro to Pro: 3 Tips for an Optical Shop Refresh

Partnership Opportunities*

Partnership Still Life Feature: **Expo Eyewear Debuts**
Full-Page Product/Brand Editorial: **What's Right Now**

February 15 What's BRAND New

Space Close: 1/15/25

Ad Due: 1/22/25

What's Brand New:

The retailer's guide to leading and innovative brands in optical featuring editorial insight and content devoted to the latest offerings in frames, lenses and technology.

CE: Breakthroughs in Optical Lens Technology

L&T: The L&T Expo Scouting Report

Partnership Opportunities*

Advertising/Advertorial Spread in **What's BRAND New**
Sponsorship of the **L&T Scouting Report**

March

Space Close: 2/11/25

Ad Due: 2/18/25

Independent Eyewear:

A focus on our dedicated support to Independent Eyewear featuring frames driven by a heritage rooted solely in optical, free from the confines of fashion and lifestyle branding.

L&T: New Technologies for Children's Vision

CE: Differentiation: What's Your Story?

Pro to Pro: 3 Tips for Selecting the Brands You Carry

Partnership Opportunities*

Partnership Still Life Feature: **Independent Eyewear**
Independent Eyewear **MarketPulse Survey**
Full-Page Product/Brand Editorial:
What's Right Now



* Contact **Victoria Garcia** for product submission deadlines:
vgarcia@jobson.com

April

Space Close: 3/12/25

Ad Due: 3/18/25

Sustainable Eyewear:

20/20 highlights the newest wave of sustainable eyewear and the optical arena's responsible attitude toward this eco-friendly approach.

L&T: How and Why Lens Powers Are Compensated

CE: Style and Substance: Spectacles Go Green

Pro to Pro Tips: 3 Tips for Making Your Practice Green

Partnership Opportunities*

Partnership Still Life Feature: **Sustainable Eyewear**
Environmental Sustainability **MarketPulse Survey**
Full-Page Product/Brand Editorial: **What's Right Now**

May

Space Close: 4/2/25

Ad Due: 4/8/25

Sunwear:

Presenting the role of sunwear as the ultimate accessory, focusing on its ability to protect our sight while making a style statement.

Accessories:

The advantages of frame accessories that make it possible to protect and enhance your eyewear while keeping it functional, fun and stylish.

L&T: AI's Impact on Lens Design

CE: Change Your View: Color Enhancing Lenses

Pro to Pro: 3 Tips for Presenting Sunwear

Partnership Opportunities*

Partnership Still Life Feature: **Sunwear**
Sunwear **MarketPulse Survey**
Full-Page Product/Brand Editorial: **What's Right Now**

June

Space Close: 5/6/25

Ad Due: 5/12/25

The First Annual Frame Report:

20/20 presents the First Annual Frame Report, detailing the top data-driven eyewear trends and the frames consumers are searching for.

L&T: The Premium Lens MarketPulse Survey

CE: Freeform: What Does it Mean?

Pro to Pro Tips: 3 Tips for Selecting Lifestyle Lenses

Partnership Opportunities*

Specialty Fit Supplement
Premium Lens **MarketPulse Survey**
Full-Page Product/Brand Editorial: **What's Right Now**

July/August Double Issue

Space Close: 6/24/25

Ad Due: 6/30/25

Men's Eyewear:

Redefining the eyewear he wants with technologically advanced features, top fashion trends and high-tech materials.

Sport Eyewear:

20/20's take on sport eyewear and its powerful opportunity in the active and athleisure needs of consumers.

Ultimate Partners:

A special initiative showcasing acknowledged partnerships by 20/20 and *Vision Monday* readers.

L&T: Increasing the Useful Area of the Lens

CE: Sunglasses Style & Protection

Pro to Pro Tips: 3 Tips for Presenting Sport Eyewear

Partnership Opportunities*

KidzBiz Supplement
Partnership Still Life Feature:
Men's Eyewear; Sport Eyewear
Children's Eyewear **MarketPulse Survey**
Sport Eyewear **MarketPulse Survey**
Placement in **Ultimate Partners**
Full-Page Product/Brand Editorial: **What's Right Now**



September

Space Close: 7/23/25

Ad Due: 7/29/25

Fall Preview:

Looking ahead to 2026 with all new eyewear debuts, collections and styles with our fall preview.

L&T: Wholesale Lab Usage MarketPulse Survey

CE: Love Your Lab

Pro to Pro: 3 Reasons Why You Should Know Lens Designs

Partnership Opportunities*

Partnership Still Life Feature: **Expo Eyewear Debuts**
Wholesale Lab Usage **MarketPulse Survey**
Full-Page Product/Brand Editorial: **What's Right Now**

September 15 What's BRAND New

Space Close: 8/5/25

Ad Due: 8/11/25

What's BRAND New:

Our retailer's guide to the latest offerings in frames, lenses and technology set to make waves in the new year.

L&T: The L&T Expo Scouting Report

CE: Breakthroughs in Optical Science

Partnership Opportunities*

Advertising/Advertorial Spread in **What's BRAND New**
Sponsorship of the **L&T Scouting Report**

October

Space Close: 9/10/25

Ad Due: 9/16/25

Fashion and Lifestyle Brands:

20/20 looks to consumer-favorite fashion and lifestyle brands for emerging trends, timeless styling and runway looks that translate into everyday life.

L&T: Dispensing Safety Glasses, the Overlooked Second Pair

CE: Where the Heart Leads the Purchase Decision Follows

Pro to Pro: 3 Things Patients Want in Eyewear

Partnership Opportunities*

Partnership Still Life Feature: **Fashion and Lifestyle Branded Eyewear**
Frame Materials **MarketPulse Survey**
Full-Page Product/Brand Editorial: **What's Right Now**

November/December Double Issue

Space Close: 10/27/25

Ad Due: 10/31/25

Luxury Eyewear:

Craftsmanship and deluxe materials take center stage with our selection of the best in high-end frame fashion.

Smart Eyewear:

Eyewear has gotten smarter with added functionalities and new technologies. We're sharing everything you need to know about this growing eyewear category.

L&T: Vertex Distance: Understanding its Role in Accurate Vision Correction

CE: Smart Eyewear: The Future is Here

Pro to Pro: 3 Tips for Presenting Luxury Eyewear

Partnership Opportunities*

Partnership Still Life Feature: **Luxury Eyewear**
Luxury Eyewear **MarketPulse Survey**
Full-Page Product/Brand Editorial: **What's Right Now**



20/20 PRO TO PRO

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
- 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

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. **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. 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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