

# eyecare BUSINESS

Wolters Kluwer | VisionCare  
Pharma Solutions | Group

*Retail Strategies for Profitable  
Dispensing*

Qualified Circulation: 43,000

#1 in readership among optometrists

#1 in ad exposure among opticians and  
optometrists

Largest audience of optometrists and  
opticians combined

Experienced editorial team that is  
focused on each product category

## 2012 Editorial Calendar & Rate Card

[www.eyecarebusiness.com](http://www.eyecarebusiness.com)



## Why Eyecare Business?

The leader in optical business and dispensing strategies, *Eyecare Business* shows eyecare professionals how to manage their dispensaries for profitability as well as how to purchase, price, position and present eyewear to succeed in any economy.

### LEADING READERSHIP AND AD EXPOSURE POSITION = THE BEST EXPOSURE FOR YOUR MARKETING MESSAGE

*Eyecare Business* consistently commands a leading position in readership and ad exposure. More key eyecare professionals are seeing your ads in *EB* than in any other optical retail magazine.

#### #1 in readership *and* ad exposure among optometrists! \*\*

- #1 Solo Practice
- #1 High Volume of Patients (76+ patients per week)
- #1 Annual Revenue Over \$500,000
- #1 High Volume Dispensers of **ALL** Optical Products
- #1 High Volume of Contact Lens Fits/Refits (21+ per week)
- #1 Making or Influencing the Purchase of Products Across the Board

> *EB* ranks highest with solo practitioners and those making purchasing decisions.

#### #1 in ad page exposure among opticians! \*\*

- #1 Self-employed/Owner
- #1 High Volume Practice (51+ patients per week)
- #1 Annual Revenue of \$250,00+
- #1 High Volume Dispensers of Contact Lenses (all modalities)
- #1 Making or Influencing the Purchase of Products Across the Board

Read more often than any other trade journal. +

Trade Publication	Subscribers Reading 3 out of 4 issues
<b>Eyecare Business</b>	<b>93%</b>
20/20	76%
Vision Care Product News	34%
Vision Monday	42%



*Eyecare Business* boasts a total of **3.1 readers per issue**, based on current pass-along readership data. +

#### Sales Contact Information

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### HIGH QUALITY EDITORIAL = ENGAGED READERS

Readers look to *Eyecare Business* more than any other magazine for the information that impacts the growth and success of their practices. Providing them with this information is *EB*'s expert editorial staff, which boasts an impressive 75+ collective years of experience in the vision care field.

*Eyecare Business* is considered the **most needed publication** among its competitors by optometrists. It is **saved for future reference** by optometrists more than any other optical publication. Optometrists also rank *EB* as the optical publication with the **biggest impact on the success of their business/practice.** \*\*

**79%** of readers want to see more education, whether in print, online or live, as well as meaningful research about the market — both of which *EB* provides on a regular basis. +

Next to friends and colleagues, eyecare professionals tell us they look to trade publications like *Eyecare Business* when **planning purchasing decisions** for their businesses. And the majority of ECPs tell us that **trade publications are the media source that gives them the first impression** of new products/services. ++

### SUPERIOR CIRCULATION = QUALIFIED LEADS FOR YOU

The largest audience of optometrists and opticians combined among retail optical publications.\*

Publication	Total Optometrists	Total Opticians
<b>Eyecare Business</b>	<b>21,378</b>	<b>20,237</b>
20/20	22,088	17,480
Vision Monday	8,121	7,447
Vision Care Product News	21,989	11,564

*Eyecare Business* also generates leads directly for advertisers several different ways. Contact us for details on:

1. Custom Online Research
2. Lead Generation Bind-in Cards (3 times per year)
3. Editorial Related Advertising on the Website
4. Reader Help Desk: In Print and On Our Website
5. Ad Effectiveness and Lead Generating Studies Twice a Year

With the highest quality circulation, readership, ad exposure and editorial coverage in the market, *Eyecare Business* is uniquely positioned to offer you the best exposure for your marketing message. Contact us to discuss the many ways *Eyecare Business* can serve your needs in the optical market.

\* BPA circulation statements, June 2011

\*\* Kanter Media (formerly PERQ/HCI) Eyecare study, June 2011

+ Signet Research AdProbe studies, 2010 and 2011

++ *Eyecare Business* 2011 Market Trends and Media Use Studies

# 2012 Editorial Calendar

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
<b>Focus Topic</b>	The Generations	Sports Eyewear	Vision Expo East	Sunwear	Lenses	Kids
<b>Features</b>	<p>Frames: Senior Color Guide</p> <p>Lenses: Catering to 20-Somethings</p> <p>Bottom Line: The Next Generation</p> <p>Store Décor: Successful Signage</p> <p><b>HOT TOPIC</b> A new look at old problems</p>	<p>Frames: Goggles and Gear</p> <p>Lenses: Polarized Priorities</p> <p>Marketing: Sports Strategies</p> <p>Technology: The Online Store</p> <p><b>HOT TOPIC</b> A new look at old problems</p>	<p>Lenses: DVD (Digital Device Vision)</p> <p>Lenses: OLA Technical Series</p> <p>Store Décor: New Niche Departments</p> <p>Retail: Social Media Planner</p> <p><b>HOT TOPIC</b> A new look at old problems</p>	<p>Lenses: Treatment Tips and Tricks</p> <p>Frames: Shapes of the Future</p> <p>Marketing: Power of Plano</p> <p>Retail: Store Within a Store</p> <p><b>HOT TOPIC</b> A new look at old problems</p>	<p>Frames: Job-specific Eyewear</p> <p>Lenses: Dangerous Duty</p> <p>Lenses: OLA Technical Series</p> <p>Equipment: Surfacing</p> <p><b>HOT TOPIC</b> A new look at old problems</p>	<p>Frames: Kids and Sun</p> <p>Lenses: Everyday Protection</p> <p>Store Décor: Visual Merchandising 101</p> <p>Bottom Line: Made in...</p> <p><b>HOT TOPIC</b> A new look at old problems</p>
<b>Departments</b>	<p>Trend Sheet</p> <p>ATL: Ask the Labs</p> <p>Legal Advisor</p> <p>Eye on Equipment</p> <p>Visionomics with Vision Expo</p>	<p>Marketing Matters</p> <p>Finance</p> <p>Fix and Fit</p> <p>ATL: Lens Troubleshooting Tips</p> <p>Visionomics with Vision Expo</p>	<p>ATL: Ask the Labs</p> <p>Eye on Equipment</p> <p>Focus on Low Vision</p> <p>By The Numbers</p> <p>How I...</p> <p>Visionomics with Vision Expo</p> <p><b>FRAMEBUYER</b></p> <p>Frames: Trends for Spring/Summer</p> <p>Selling: Multiple-pair Prospects</p> <p>Designer's Notebook</p>	<p>Trend Sheet</p> <p>ATL: Lens Troubleshooting Tips</p> <p>Marketing Matters</p> <p>Legal Advisor</p>	<p>Social Media Strategies</p> <p>ATL: Ask the Labs</p> <p>Focus on Low Vision</p> <p>How I...</p>	<p>Trend Sheet</p> <p>ATL: Lens Troubleshooting Tips</p> <p>Fix and Fit</p> <p>By the Numbers</p> <p>Visionomics with Vision Expo</p>
<b>Special Marketing Opportunities</b>	<p><i>Ask us about . . .</i> focused supplements • print/web programs • live events • custom research • special sections •</p>					
		<p>Bonus Distribution at SECO</p> <p><b>VIRTUAL FOCUS GROUP*</b> Plan to Purchase: Frames and Sunwear</p>	<p>Bonus Distribution at Vision Expo East</p> <p><b>SPECIAL VISION EXPO HIGH-END BUYERS GUIDE</b></p> <p>LEAD GENERATION BIND-IN CARD</p>	<p><b>VIRTUAL FOCUS GROUP*</b> Plan to Purchase: Spectacle Lenses</p> <p>AD EFFECTIVENESS STUDY • INCLUDES SALES LEADS</p>	<p>LEAD GENERATION BIND-IN CARD</p>	<p>Bonus Distribution at AOA</p> <p>AD EFFECTIVENESS STUDY • INCLUDES SALES LEADS</p>
<b>Closing Dates</b>	<p>Space: December 5</p> <p>Ad Materials: December 12</p>	<p>Space: January 6</p> <p>Ad Materials: January 13</p>	<p>Space: February 3</p> <p>Ad Materials: February 10</p>	<p>Space: March 5</p> <p>Ad Materials: March 12</p>	<p>Space: April 6</p> <p>Ad Materials: April 13</p>	<p>Space: May 4</p> <p>Ad Materials: May 11</p>

\* All advertisers placing full-page or larger ads in issues corresponding with a Virtual Focus Group may submit up to three relevant questions

JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	
American Demographics	Vision Expo West	Marketing Your Practice	By the Numbers	Luxe	Labs & Technology	Focus Topic
Frames: Buying Trends Lenses: What's Hot/Not Retail: What's Selling Where Equipment: Edging trends	Lenses: Material Matters Lenses: OLA Technical Series Technology: Optical Apps Retail: Selling "Stuff" Marketing: Creating a Budget	Frames: Need a Niche? Lenses: Product Presentation Pointers Store Décor: Window Dressing Retail: Event Marketing	Frames: Affordability Factor Lenses: Add-ons Add Up Bottom Line: Commissions Quandary Retail: Glasses as Gifts	Frames: Luxury at Any Age Lenses: Personalization Pointers Bottom Line: The Multi-Channel Experience Retail: Urban vs. Suburban	Frames: Electronic Frame Fitting Lenses: Future Focus: Freeform and More Lenses: OLA Technical Series Equipment: Edging Roundup	Features
<b>HOT TOPIC</b> <small>A new look at old problems</small>	<b>HOT TOPIC</b> <small>A new look at old problems</small>	<b>HOT TOPIC</b> <small>A new look at old problems</small>	<b>HOT TOPIC</b> <small>A new look at old problems</small>	<b>HOT TOPIC</b> <small>A new look at old problems</small>	<b>HOT TOPIC</b> <small>A new look at old problems</small>	
Eye on Accessories ATL: Ask the Labs Focus on Low Vision How I... Visionomics with Vision Expo	Trend Sheet ATL: Troubleshooting Tips Eye on Equipment By the Numbers Legal Advisor Visionomics with Vision Expo <b>FRAMEBUYER</b> Resort Sunwear Extreme Fits Color Trends 2012	ATL: Ask the Labs Eye on Equipment How I... Social Media Strategies	ATL: Lens Troubleshooting Tips Fix and Fit Finance Legal Advisor	Trend Sheet ATL: Ask the Labs By the Numbers How I	Social Media Strategies ATL: Lens Troubleshooting Tips Fix and Fit Focus on Low Vision	Departments
<ul style="list-style-type: none"> <li>• list rentals</li> <li>• e-media programs</li> <li>• ad effectiveness studies</li> <li>• webcasts &amp; teleconferences</li> <li>• consumer-directed projects</li> </ul>						Special Marketing Opportunities
	Bonus Distribution at Vision Expo West	Bonus Distribution at East-West Eye Conference	Bonus Distribution at Amer. Acad. of Optometry and Amer. Acad. of Ophthalmology	Bonus Distribution at <i>Optometric Management</i> Symposium on Contemporary Eye Care	<b>ANNUAL MARKET TRENDS REPORT</b>	
<b>ANNUAL REGIONAL TRENDS REPORT</b>	<b>VIRTUAL FOCUS GROUP*</b> Plan to Purchase: Equipment	<b>LEAD GENERATION BIND-IN CARD</b>	<b>VIRTUAL FOCUS GROUP*</b> Optical and Optometry Market Trends	<b>AD EFFECTIVENESS STUDY • INCLUDES SALES LEADS</b>	<b>LEAD GENERATION BIND-IN CARD</b>	
Space: June 1 Ad Materials: June 8	Space: July 6 Ad Materials: July 13	Space: August 3 Ad Materials: August 10	Space: September 6 Ad Materials: September 13	Space: October 8 Ad Materials: October 15	Space: November 1 Ad Materials: November 8	Closing Dates

and will receive full access to the results of that month's online research.

## FOUR-COLOR RATES

		1X	6X	12X	18X	24X	36X	48X	60X	72X
Full Page	\$	9,440	9,190	8,690	8,260	7,990	7,600	7,280	7,200	7,150
Spread		18,890	18,390	17,390	16,520	15,970	15,200	14,540	14,420	14,290
1/2 Page		7,230	7,060	6,710	6,410	6,200	5,930	5,700	5,670	5,620
1/3 Page		5,590	5,480	5,220	4,990	4,860	4,670	4,530	4,500	4,470
1/4 Page		3,820	3,770	3,660	3,520	3,450	3,340	3,290	3,280	3,270

## BLACK & WHITE RATES

		1X	6X	12X	18X	24X	36X	48X	60X	72X
Full Page	\$	7,380	7,130	6,640	6,250	5,960	5,580	5,240	5,180	5,120
Spread		14,750	14,260	13,280	12,450	11,920	11,150	10,490	10,380	10,230
1/2 Page		5,170	5,000	4,650	4,380	4,180	3,910	3,690	3,640	3,570
1/3 Page		3,520	3,410	3,160	2,970	2,810	2,640	2,510	2,490	2,430
1/4 Page		1,770	1,700	1,600	1,490	1,420	1,310	1,270	1,250	1,230

**FIFTH COLOR (Per Page)** Matched or Metallic: additional \$2,060

Advertising rates are based upon the number of insertions used within the calendar year, whether units are the same or of varying sizes. Announcement of any change in rates will be made at least 60 days in advance.

### COVER AND PREMIUM POSITIONS

A 10% cover and premium position rate applies. Cancellation of position by advertiser requires notice to the Publisher 90 days in advance of effective renewal notice.

### COMBINED FREQUENCY DISCOUNT

Advertising in *Eyecare Business* may be combined with insertions in other Wolters Kluwer Pharma Solutions VisionCare Group publications to earn greatest frequency discounts.

### INSERTS & BUSINESS REPLY CARDS

Contact your advertising representative prior to issuing insertion orders for inserts and business reply cards. Tip-in, if required, is \$3,270 non-commissionable. The insertion cost for a Business Reply Card is \$2,130. Business Reply Cards must be furnished by advertiser and must be accompanied by a full-page advertisement. Contact the production manager at 215-628-6567 for information.

### MECHANICAL REQUIREMENTS

Publication trim size: 8 1/2" wide x 10 7/8" deep

Inserts jog to the foot and take 1/8" trim.

Binding method: Perfect bound – keep live matter 1/4" from trim

Printing process: Web offset on publication grade coated stock

Ad Size	Bleed Size width X depth	Live Area width X depth
Full Page	8 3/4 x 11 1/8	8 x 10 3/8
Spread	17 1/4 x 11 1/8	16 1/2 x 10 3/8
Front/false cover	8 1/2 x 11 1/8	7 3/4 x 10 3/8
2/3 Vertical		4 3/4 x 10 3/8
1/2 Horizontal Spread		16 1/2 x 4 3/4
1/2 Vertical		3 1/2 x 10 3/8
1/2 Horizontal		8 x 4 3/4
1/3 Vertical		2 1/2 x 10 3/8
1/3 Horizontal		8 x 3 1/8
1/4 Page		3 1/2 x 4 3/4

## Contact Information

[www.eyecarebusiness.com](http://www.eyecarebusiness.com)

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### Classifieds Sales Representative

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# Advertising Submission Information

## DIGITAL AD MATERIAL REQUIREMENTS

Files must have all high-resolution images and all fonts included. Type 1 fonts must include both screen and printer elements. Do not stylize fonts from program palette. Required trapping should be done prior to creating the file.

PLEASE DO NOT create your PDF using PDF Writer or directly from the application file. Create a postscript file first then distill to a press optimized PDF. Spread ad must be sent as a one-page file.

**Bleeds:** 1/8 inch for all sides. Hold live area/border 1/4 inch from final ad size.

**Images:** CMYK or Grayscale in TIFF, EPS or JPEG format. Resolution - 1.5-2 times the LPI @100%. CTP LPI is 150. Scanned images must be 300 dpi or more. 150 line screen. Total density should not exceed 300%. No RGB or Index mode images. No JPEG encoded .eps files.

**Color:** Convert Spot/PMS colors to CMYK unless they print as a Spot/PMS color. Designate the name of the PMS.

**Proofs:** Provide a Digital proof (color or b/w) from the furnished file. Laser should be supplied at 100%. Proofs accepted are: Chromalin, Fujis, Pictros or Iris proofs. If a valid proof is not provided, Wolters Kluwer Pharma Solutions VisionCare Group is not responsible for color inconsistencies/inaccuracies.

**Documentation:** Provide a document that lists all fonts, files and software used to create the ad.

**Media supported:** CD and DVD. Contact your production manager for FTP instructions.

**File Formats:** PDF/X-1A preferred. InDesign, QuarkXpress 6.0 & up, InDesign 2 & up, Photoshop, Illustrator 8 & up.

## ISSUANCE AND CLOSING DATES

Refer to the Editorial Calendar for closing dates. All cancellations must be in writing. No cancellations will be accepted after insertion order closing date.

## MAILING INSTRUCTIONS

Send insertion orders and materials to:  
Wolters Kluwer Pharma Solutions | VisionCare Group  
Attn: (Journal Title), 323 Norristown Rd., Suite 200, Ambler, PA 19002; Fax: (215) 646-5610.

Send pre-printed inserts to RR Donnelley, Inc.-Warehouse Attn: (Journal Title), Route 251 and 4099th Road, Mendota, IL 61342. Cartons must be clearly marked with advertiser's name, publication name, month of insertion and quantity. **Please send four insert samples with instructions to Production Department at the Ambler office.**

## GENERAL CONDITIONS

All advertising is subject to the following conditions:

- A. Advertising shall be accepted only by the Publisher.
- B. The Publisher reserves the right to reject or cancel any advertising which is not in keeping with the publication's standards.
- C. Advertisers and advertising agencies assume all liability for all content (including text, illustrations, representation, copyright, etc.) of advertisements printed and also assume total responsibility for any claims arising therefrom against the Publisher.
- D. Any attempt to simulate the publication's format is not permitted, and the Publisher reserves the right to place the word "advertisement" with any copy which in the Publisher's opinion resembles editorial material.
- E. Conditions, other than rates, are subject to change by Publisher, without notice.
- F. Positioning of advertisements is at the discretion of the Publisher except where specific positions are contracted for or agreed to, in writing, by the Publisher.
- G. Publisher shall have no liability for error in key numbers, Reader Inquiry Numbers or Advertisers' Index.
- H. Advertisements not received by the Publisher by space closing date will not be entitled to revisions or approval by the advertiser or its agency.
- I. Cancellations or changes in orders may not be made by the advertiser or its agency after closing date.
- J. Advertiser is liable for any costs incurred in the preparation of its advertisement.
- K. All insertion orders are accepted subject to provisions of the current rate sheet.
- L. Cancellation of space reservations for any reason in whole or part by the advertiser will result in a short-rate based on past and subsequent insertions to reflect actual space used at the earned frequency rate.
- M. Publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement.
- N. Publisher shall have the right to hold advertiser and/or advertising agency jointly and severally liable for such monies as are due and payable to Publisher for advertising which advertiser or its agent ordered and which advertising was published.
- O. No conditions other than those set forth in this rate sheet shall be binding on the Publisher unless specifically agreed to, in writing, by the Publisher. Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions which conflict with provisions of this rate sheet.
- P. Publisher is not liable for delays in delivery and/or non-delivery in the event of Act of God, action by government or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slow-down, or any condition beyond the control of Publisher affecting production or delivery in any manner.
- Q. As used in this section entitled General Conditions, the term "Publisher" shall refer to Wolters Kluwer Pharma Solutions | VisionCare Group.
- R. Agency Commissions: 15% of gross billing allowed to recognized advertising agencies for space, color and position. Commission is never paid on the cost of art or production work, nor on the cost of list rentals or prints.

## PRODUCTION CONTACT INFORMATION

### *Eyecare Business & Retinal Physician*

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### *Contact Lens Spectrum, Ophthalmology Management & Optometric Management*

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