

Trade & Consumer Special Projects

Boosting Brand Awareness Through Targeted and Customized Media

Print, E-Media and Research Programs

eyecare BUSINESS

The collage features several key publications:

- choices**: "SEEING BETTER IS LIVING BETTER". Includes articles like "NINE WEST'S EYE CANDY" (Perfect pairings boost sales by coordinating falls' four key trends with your eyewear products), "HIGH-TECH VISION: Lenses on the Cutting Edge" (Retail tips from the Experts), "WHY WILL YOU PROFIT FROM OVERX?", "BREIT EYES" (Why artist MARY ENGEL BREIT draws cute kids and glasses, too), "THE BUSINESS OF STYLE" (Targeting the Hispanic Market), "A BOLD AND MODERN VISION" (Who are your Hispanic patients?), "BEFORE YOU BUY WHAT TO ASK YOUR PROFESSIONAL" (Presbyopia: What's the scoop on high-tech vision? Don't glare! New technology saves the day (lantern)), "lenses for life" (Seeing your best at every age), and "WHO IS JLO?".
- Focus on Kids**: "ICP Solution Center" (Health & Hazard CO. INC.).
- Beyond The Brand**: "NAVIGATING THE MANAGED CARE MAZE" (6 Strategies for Managed Care Profits from ClearVision).
- Build Your Eyewear Wardrobe**: "ALWAYS CLASSIC" (Always classic), "FOR EVENING" (For evening), "INVESTMENTS" (Investments).
- Brooks Brothers**: "Dedicated to Quality" (Dedicated to quality).
- THYSON STYLE**: "The new look" (The new look).



EYECARE BUSINESS SPECIAL PROJECTS

The *Eyecare Business* Special Projects team creates modern, stylish, and information-packed advertorial supplements, magazine ad pages, e-mail series, digital editions and pullout inserts that appeal directly to your customers—eyecare professionals from coast to coast. Our team is a marriage of seasoned industry experts and a Madison Avenue-caliber design staff. Each supplement or advertorial page fits seamlessly into the strategies-driven environment of *Eyecare Business*, giving readers a new and exciting medium for information. In today's turbulent business climate, there is no question that advertorial marketing projects deliver the best value for your advertising dollars.



WHAT WE DO

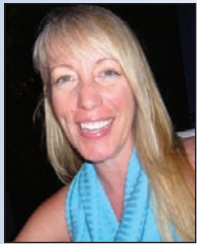
Our Team works closely with you to pinpoint the best content and design for your project. We then proceed to create your unique advertorial piece that provides eyecare professionals (ECPs) with smart, strategic information they can use. This project can be highlighted within the pages of *Eyecare Business* in the issue of your choice. Overruns can also be printed for distribution through ECPs' offices or elsewhere. Our team can also create digital editions of the project to post on the *EB* and sponsor websites.

91% of *Eyecare Business* readers use articles from trade publications as training tools or reference materials among their staff/colleagues.

WHO WE ARE

Erinn Morgan, Editor/Project Coordinator

Erinn has been covering the business and fashion trends of the optical industry for over 20 years. She got her start as the managing editor of *Accessories* magazine and quickly moved on to become the editor-in-chief of *FrameBuyer* magazine, published by *Eyecare Business* and recipient of several *FOLIO* magazine awards. She was then brought on to *20/20* magazine as editor-in-chief to redesign and refocus the publication.



After several years at Jobson, she set her sights on the consumer magazine segment and moved over to work as a special projects editor at Playboy Enterprises, Inc. and, subsequently, as editor-in-chief of the award-winning *SoHo Style*, a cutting-edge magazine that focused on the culture and style of downtown New York City. At the same time, she took a position as freelance fashion and retail editor with *Eyecare Business*. She is the author of the book *Picture Yourself Going Green* and her writing has appeared in *The New York Times*, *National Geographic Adventure*, *Outside magazine*, *Skiing*, and *Mountain Bike*.

Erinn works with the Special Projects Team to conceive and develop projects for optical companies, including trade-focused brand advertorials and supplements as well as consumer advertising supplements that have appeared in *Vogue*, *Elle*, *GQ*, and *InStyle*.

Jennifer Madara, Art Director

With almost 20 years of experience in magazine design under her belt, Jennifer is currently the Design Director of *Coastal Living* magazine and was previously Deputy Art Director at Condé Nast's *House & Garden* magazine, where she had been for seven years. She is also sought after by a wide range of freelance clients for her modern aesthetic and targeted design sense. She has successfully produced special projects both in the optical industry (Safilo, Silhouette, Viva Group, Tura, Aspex, Santinelli, etc.) and in the New York City arts community (Marin Alsop's Brahams series and The Astoria Performing Arts Center).



EyeCare Business

**Contact us today to find out how we
can help you boost brand awareness
through special projects...**

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