

FVMSG



2017

MEDIA



KIT



VCPN is exclusively dedicated to providing information on ophthalmic products—explaining and profiling those products and their applications to the reader in an easy-to-use format. Regular features include retail environment spotlights, roundups, closeups, panoramas and **NEW** (short announcements of the latest products in each category).

	EYEWEAR AND FASHION	VISION CARE TECHNOLOGY	BUSINESS SOLUTIONS	SPECIAL SUPPLEMENTS
JANUARY	Natural Frame Materials; The United Kingdom	Blue Light; Finishing Systems	Electronic Health Records	
FEBRUARY MIDO / Extreme Closeup	Designer-Branded Eyewear (Designer Suns); Report from Italy	AR and Other Coatings; Mirrors; Equipment Consumables	Optical Apps	
MARCH SECO	Sunglasses Spring Special Fashion Pictorial; Trends Forecast (Color, Style, Size & Shape)	High-Index Lens Materials; Edgers	Wearable Electronics	Sun, Sport & Safety + Vision
APRIL VEE	Innovative Frame Materials; Denmark Design	Photochromics; Small Supplies	Practice Management Systems	
MAY	Sport Eyewear with Sports Performance Sun	Impact-Resistant Lenses; Low-Tech Equipment	Financing Services; Online Optical	
JUNE AOA	The Boutique Look	Free-Form Lenses; In-Office Surfacing	Measurement and Selection Devices	Kids + Vision
JULY Extreme Closeup	Kids, Tweens and Teens; Made in the USA	Glass; Retail Lab Design	Video; Social Media Marketing	
AUGUST	3D Eyewear; Focus on Germany	Custom Designs; The Lab Partnership	Interactive In-Store Displays	
SEPTEMBER SILMO/VEW	Sunglasses Fall Special Fashion Pictorial; Sun Design Technology; Report from France	Wrap Lenses; Automated Edgers	Patient Education Tools	Blue Light + Vision
OCTOBER AAO	House Brands	Lens Design Trends; Sun Lens Technology- Polarized Lenses	Billing & Coding; Assessing Patient Demographics	
NOV/ DEC Extreme Closeup	Frame Manufacturing Technology; Japanese Eyewear	Polycarbonate; Hand Tools	Health Care Reform	In-Office Labs + Vision

VCPN	1x	3x	6x	11x	22x	33x
Full Page	\$6,210	\$6,030	\$5,850	\$5,415	\$5,005	\$4,835
Junior Page/Half	4,590	4,430	4,315	4,030	3,765	3,650
Quarter Page	3,360	3,280	3,210	3,035	2,875	2,805
Strip Ad	2,300	2,010	1,840	1,590	1,545	1,470

Inside Front Cover: Add 20% **Front Cover Strip:** \$3,245 **Inside Back Cover:** Add 15% **Back Cover:** \$9,545

Inserts, Gatefolds & BRCs: Contact publisher for costs and information.

Classified Advertising: Available under separate rate card. Contact publisher for costs and information.

OPTOMETRIC OFFICE (OO) offers ODs in-depth, pertinent information about the products that serve them in their practice. Produced nine times a year, the publication discusses product features, benefits, and applications for such topics as contact lenses, diagnostic equipment, therapeutics, and technology—all in a user-friendly format.

OPTICAL LAB PRODUCTS (OLP) is the only industry publication committed to making lab people better at what they primarily do—manufacture eyewear. Each bimonthly issue provides the lab reader with the kind of fundamental technical, business, and product information to allow her or him to make informed operating decisions.

	OPTOMETRIC OFFICE (OO)	OPTICAL LAB PRODUCTS (OLP)
JANUARY Product Detailer (OO)	Diabetic Retinopathy / Sport Vision / Dx Consumables / Ocular Surface Disease / Digital Apps	New Lens Technologies / Lab Management Systems
MARCH SECO; VEE	Glaucoma / Care and Compliance / Improving Office Efficiency / Allergy / Nutraceuticals	Lab Marketing Strategies
APRIL	New Refraction Technologies / Irregular Corneas / Establishing New Revenue Streams / Glaucoma / Lid Hygiene; Cleansers	
MAY	AMD / Dry Eye / Glaucoma Care / Anti-VEGF Meds / Lubricant Drops	Environmental Processing
JUNE AOA	Ocular Photography / Daily CLs / Digital Patient Communications; Mobile Apps / Lid and Lash Meds; Cleansers / Puntal Plugs	
JULY Product Detailer (OO)	Dry Eye Insert (8 pages) Pediatric Eyecare / Kids CLs / Exam Room Digital Update / CL OTC (Care and Drops) / Hand Held Instruments	Staff Training / Customer Service
SEPTEMBER SILMO/VEW	Irregular Corneas / Cosmetic CLs / Ocular Nutrition; AMD / Dry Eye / Tonometers / Irregular Corneas / Ocular Nutrition	Consumables
OCTOBER AAO	Ocular Surface Disease / Specialty; Scleral; Ortho-K; RGPs / Presbyopia / Conjunctivitis / Daily CLs	
NOV/ DEC Product Detailer (OO)	The Exam Rom / Multifocal CLs / Digital Eye Strain / Hypo-Allergenic Cosmetic; Cosmeceuticals / CL Solutions	Lab Innovator of the Year

Optometric Office	1x	3x	6x	9x	Optical Lab Products	1x	3x	6x	12x
Full Page	\$3,470	\$3,235	\$3,000	\$2,765	Full Page	\$3,375	\$3,200	\$3,050	\$2,900
Half Page	2,295	2,140	2,000	1,825	Junior Page/Half Page	2,530	2,400	2,290	2,190
Quarter Page	1,920	1,880	1,650	1,520	Quarter Page/Strip	2,215	2,100	2,000	1,900

Front Cover Strip: \$1,545 **Inside Front Cover:** Add 15% **Back Cover:** Add 25% **BRCs and Inserts:**
 Contact publisher for costs and information. *(All rates gross and include 4-color.)*

SPECIFICATIONS (PLEASE NOTE NEW AD SIZES)

WIDTH X DEPTH	INCHES
Full-Page Trim	9 x 10.875
Full-Page Bleed	9.5 x 11.375
Full-Page Spread Trim	18 x 21.75
Full-Page Spread Bleed	18.5 x 22.25
Half-Page Horizontal Non-Bleed	7.75 x 4.75
Half-Page Vertical Non-Bleed	3.75 x 9.75
Strip Horizontal Non-Bleed	7.75 x 2.75
Strip Vertical Non-Bleed	1.75 x 9.75
Front Cover Strip	8.5 x 1

PUBLISHING SCHEDULE

ISSUE	CLOSING DATE	MATERIALS DUE
January	Nov 29	Dec 13
February	Dec 29	Jan 12
March	Jan 23	Feb 6
April	Feb 16	Mar 2
May	Apr 3	Apr 13
June	Apr 27	May 11
July	May 30	June 12
August	June 26	July 10
September	Aug 3	Aug 17
October	Aug 31	Sep 14
November/December	Sep 28	Oct 12

CIRCULATION DATA

Information taken from June 2016 BPA Statement.



Business/Professional Classification

	Total Qualified	Percent of Total
Optical Store	10,056	27.1
Optometric Practice	20,445	55.0
Ophthalmology Practice	3,174	8.6
Multi-Discipline	695	1.9
Chain HQ	69	0.2
Chain Store	1,507	4.1
HMO	46	0.1
Optical Lab/Wholesale Distributors	634	1.7
Others Allied to the Field	474	1.3
Total Qualified Circulation	37,100	100.0

Classification by Professional Activity

	Total Qualified	Percent of Total
Optometrist	22,014	59.3
Dispensing Optician	11,128	30.0
Ophthalmologist	1,396	3.8
Ophthalmic Assistant/Technician	530	1.4
Chain HQ Executive	73	0.2
Retail Chain Buyer	76	0.2
Chain Store Manager	951	2.6
Lab Wholesaler/Distributor	340	0.9
Lab Executive	592	1.6
Total Qualified Circulation	37,100	100.0

SPECIFICATIONS

FILES CAN BE ACCEPTED IN THE FOLLOWING FORMATS: Quark XPress 7.0 / Adobe InDesign CS6, Illustrator CS6, Photoshop CS6, Press-ready, hi-res PDFs with all fonts embedded.

Color illustrations and images should be set up in CMYK, **NOT** RGB, at no less than 300 dpi resolution. Match prints are not required, unless specific color matching is requested. Files containing Pantone or spot colors will be converted to CMYK and are the advertisers' responsibility. The publisher cannot be held responsible for incorrect colors as a result of improper files.

Send materials to: First Vision Media Group, Inc.

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SUBMITTING EDITORIAL ITEMS

Email: pr@visioncareproducts.com **Fax:** 201.587.9464 **Submission**

Deadlines: Press releases should be submitted at least 60 days prior to an issue's publication date. For example, press releases should be sent in no later than January 23 to be considered for publication in the April issue.