

# Ophthalmology Times CUTTING-EDGE ADVANCEMENTS 2017 Media Information

## Production Calendar

| Issue       | PRINT EDITION |                  |                        | APP EDITION |                  | Issue        | PRINT EDITION |                  |                        | APP EDITION |                  |
|-------------|---------------|------------------|------------------------|-------------|------------------|--------------|---------------|------------------|------------------------|-------------|------------------|
|             | Ad Close      | Ad Materials Due | Inserts Due At Printer | Ad Close    | Ad Materials Due |              | Ad Close      | Ad Materials Due | Inserts Due At Printer | Ad Close    | Ad Materials Due |
| JANUARY     | 12/6          | 12/16            | 12/16                  | 12/6        | 1/9              | JULY 1       | 6/8           | 6/20             | 6/20                   | 6/8         | 7/7              |
| FEBRUARY 1  | 1/5           | 1/18             | 1/18                   | 1/5         | 2/6              | JULY 15      | 6/19          | 6/29             | 6/29                   | 6/19        | 7/18             |
| FEBRUARY 15 | 1/18          | 1/31             | 1/31                   | 1/18        | 2/16             | AUGUST       | 7/7           | 7/19             | 7/19                   | 7/7         | 8/4              |
| MARCH 1     | 2/3           | 2/15             | 2/15                   | 2/3         | 3/6              | SEPTEMBER 1  | 8/8           | 8/21             | 8/21                   | 8/8         | 9/7              |
| MARCH 15    | 2/16          | 3/1              | 3/1                    | 2/16        | 3/17             | SEPTEMBER 15 | 8/18          | 8/30             | 8/30                   | 8/18        | 9/18             |
| APRIL 1     | 3/9           | 3/21             | 3/21                   | 3/9         | 4/6              | OCTOBER 1    | 9/7           | 9/19             | 9/19                   | 9/7         | 10/6             |
| APRIL 15    | 3/21          | 3/31             | 3/31                   | 3/21        | 4/18             | OCTOBER 15   | 9/19          | 9/29             | 9/29                   | 9/19        | 10/19            |
| MAY         | 4/6           | 4/18             | 4/18                   | 4/6         | 5/4              | NOVEMBER 1   | 10/6          | 10/19            | 10/19                  | 10/6        | 11/6             |
| JUNE 1      | 5/8           | 5/18             | 5/18                   | 5/8         | 6/6              | NOVEMBER 15  | 10/19         | 10/31            | 10/31                  | 10/19       | 11/16            |
| JUNE 15     | 5/18          | 5/31             | 5/31                   | 5/18        | 6/16             | DECEMBER     | 11/6          | 11/16            | 11/16                  | 11/6        | 12/6             |

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### Editorial Calendar

| Issue              | Editorial Features*  | Special Marketing Opportunities   |
|--------------------|--|---|
| <b>JANUARY</b>     | Evolving Clinical Strategies in Glaucoma<br><b>InDispensable:</b> Let the Sun Shine—Sunwear for Eye Protection                               | <b>Bonus Distribution:</b> Glaucoma 360 - GRF Meeting, February 2-4, 2017 - San Francisco, CA   |
| <b>FEBRUARY 1</b>  | Innovations in Cataract Surgery  | <b>Bonus Distribution:</b> World Retina Congress, February 23-26 – Fort Lauderdale, FL; American Glaucoma Society, March 2-5 – Coronado, CA   |
| <b>FEBRUARY 15</b> | Progressive Advancements in Retina   | <b>Bonus Distribution:</b> World Retina Congress, February 23-26 – Fort Lauderdale, FL; American Glaucoma Society, March 2-5 – Coronado, CA; SECO International, March 1-5 – Atlanta, GA<br><b>Readex Research Ad Performance Study Issue</b> |
| <b>MARCH 1</b>     | Latest Surgical Approaches in Refractive Surgery   | <b>Bonus Distribution:</b> Current Concepts in Ophthalmology, March 13-17, 2017 – Vail, CO; Vision Expo East, March 30-April 2 – New York, NY   |
| <b>MARCH 15</b>    | Clinical Perspectives for Dry Eye and Ocular Allergy   | <b>Bonus Distribution:</b> Vision Expo East, March 30-April 2 – New York, NY  |
| <b>APRIL 1</b>     | Innovative Update in Femtosecond Laser Technology, ASCRS Meeting Preview<br><b>InDispensable:</b> Latest Technology Update in Contact Lenses | <b>Bonus Distribution:</b> American Society of Cataract & Refractive Surgery (ASCRS) Meeting, May 5-9 – Los Angeles, CA   |
| <b>APRIL 15</b>    | New Horizons in the Treatment of Uveitis, ARVO Meeting Preview   | <b>Bonus Distribution:</b> American Society of Cataract & Refractive Surgery (ASCRS) Meeting, May 5-9 – Los Angeles, CA; Association for Research in Vision and Ophthalmology (ARVO) Meeting, May 7-11 – Baltimore, MD                        |
| <b>MAY</b>         | Pioneering Approaches for Cornea Disease   | <b>Bonus Distribution:</b> American Society of Cataract & Refractive Surgery (ASCRS) Meeting, May 5-9 – Los Angeles, CA; Association for Research in Vision and Ophthalmology (ARVO) Meeting, May 7-11 – Baltimore, MD                        |
| <b>JUNE 1</b>      | New Protocols to Pediatric Ophthalmology and Strabismus  | <b>Bonus Distribution:</b> American Optometric Association, June 21-25 – Washington, DC   |
| <b>JUNE 15</b>     | Leading-Edge Updates for Oncology in Ophthalmology   |   |

\*Editorial content subject to change

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| <b>JULY 1</b>       | Front-Line Research in Drug and Gene Therapy<br><b>InDispensable:</b> How to Fix Common Mistakes in Dispensary Management |  |
| <b>JULY 15</b>      | Avant-Garde Direction of Cataract Surgery   | <b>Readex Research Ad Performance Study Issue</b>  |
| <b>AUGUST</b>       | New Wave of Surgical Updates for Refractive Surgery   |  |
| <b>SEPTEMBER 1</b>  | State-of-the-Art Intervention for Glaucoma  | <b>Bonus Distribution:</b> Vision Expo West, September 13-16 - Las Vegas, NV   |
| <b>SEPTEMBER 15</b> | Leading-Edge Innovation in Intraocular Lenses (IOLs)  | <b>Bonus Distribution:</b> European Society of Cataract & Refractive Surgeons (ESCRS) Meeting, October 7-11 – Lisbon, Portugal   |
| <b>OCTOBER 1</b>    | Next Frontier in Diagnostic Technology<br><b>InDispensable:</b> How to Compete with Online Retailers                      | <b>Bonus Distribution:</b> American Academy of Ophthalmology (AAO) Meeting, November 11-14 – New Orleans, LA; American Academy of Optometry Meeting, October 11-14 – Chicago, IL |
| <b>OCTOBER 15</b>   | Breakthrough Developments in the Treatment of Retina Disease, AAO Preview   | <b>Bonus Distribution:</b> American Academy of Ophthalmology (AAO) Meeting, November 11-14 – New Orleans, LA   |
| <b>NOVEMBER 1</b>   | Contemporary Report on Oculofacial Plastic Surgery  | <b>Bonus Distribution:</b> American Academy of Ophthalmology (AAO) Meeting, November 11-14 – New Orleans, LA   |
| <b>NOVEMBER 15</b>  | Modern Clinical Diagnosis in the Treatment of Dry Eye   | <b>Bonus Distribution:</b> Current Concepts in Ophthalmology, November 30-December 2, 2017 – Baltimore, MD   |
| <b>DECEMBER</b>     | Cutting-Edge Advancements in Ophthalmology: 2017 Year in Review   |  |

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