

# 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

# Ophthalmology Times CUTTING-EDGE ADVANCEMENTS 2017 Media Information

## Editorial Calendar

Issue	Editorial Features*	Special Marketing Opportunities
<b>JANUARY</b>	Evolving Clinical Strategies in Glaucoma <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 <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 <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

# Ophthalmology Times CUTTING-EDGE ADVANCEMENTS 2017 Media Information

## Editorial Calendar

Issue	Editorial Features*	Special Marketing Opportunities
<b>JULY 1</b>	Front-Line Research in Drug and Gene Therapy <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 <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	

\*Editorial content subject to change