

Ophthalmology Times 2018 Media Information

CUTTING-EDGE ADVANCEMENTS

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	12/5	12/15	12/15	12/5	1/9	JULY 1	6/8	6/20	6/20	6/8	7/9
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	7/9	7/19	7/19	7/9	8/6
MARCH 1	2/5	2/15	2/15	2/5	3/6	SEPTEMBER 1	8/8	8/21	8/21	8/8	9/7
MARCH 15	2/16	3/1	3/1	2/16	3/19	SEPTEMBER 15	8/20	8/30	8/30	8/20	9/18
APRIL 1	3/8	3/20	3/20	3/8	4/6	OCTOBER 1	9/7	9/19	9/19	9/7	10/9
APRIL 15	3/20	4/2	4/2	3/20	4/18	OCTOBER 15	9/18	9/28	9/28	9/18	10/18
MAY	4/6	4/18	4/18	4/6	5/7	NOVEMBER 1	10/9	10/19	10/19	10/9	11/7
JUNE 1	5/8	5/18	5/18	5/8	6/6	NOVEMBER 15	10/18	10/30	10/30	10/18	11/16
JUNE 15	5/18	5/31	5/31	5/18	6/18	DECEMBER	11/5	11/16	11/16	11/5	12/6

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Editorial Calendar

Issue	Editorial Features*	Special Marketing Opportunities
JANUARY	Evolving Surgical Strategies in Corneal Crosslinking	
FEBRUARY 1	Therapeutic Management of Glaucoma	Bonus Distribution: Glaucoma 360 - GRF meeting February 9, 2018 - 7th Annual New Horizons Forum
FEBRUARY 15	State-of-the-Art Pharmacological Advancements in Retina	Bonus Distribution: SECO International February 28 - March 4 Atlanta, GA Readex Research Ad Performance Study Issue
MARCH 1	Clinical Concepts for Dry Eye and Ocular Allergy	Bonus Distribution: American Society of Cataract & Refractive Surgery (ASCRS) Meeting April 13-17, 2018 Washington, DC Vision Expo East March 15-March 18, 2017, New York, NY
MARCH 15	New Initiatives in Refractive Surgery ASCRS Meeting Preview	Bonus Distribution: American Society of Cataract & Refractive Surgery (ASCRS) Meeting April 13-17, 2018 Washington, DC
APRIL 1	Latest in the Forefront of Cataract Surgery ARVO Meeting Preview	Bonus Distribution: American Society of Cataract & Refractive Surgery (ASCRS) Meeting April 13-17, 2018 Washington, DC Association for Research in Vision and Ophthalmology (ARVO) Meeting April 29 – May 3rd 2018, Honolulu, Hawaii
APRIL 15	Update in the Treatment of Uveitis	Bonus Distribution: Association for Research in Vision and Ophthalmology (ARVO) Meeting April 29 – May 3rd 2018, Honolulu, Hawaii
MAY	Current Options in MIGS and Glaucoma Surgery	
JUNE 1	Surgical and Clinical Solutions for Presbyopia Correction	Bonus Distribution: American Optometric Association June 20-24 2018, Denver, CO
JUNE 15	Leading-Edge Research in Antibiotic and Anti-Inflammatory Drugs	

*Editorial content subject to change

Ideas that Deliver Results



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Issue	Editorial Features*	Special Marketing Opportunities
JULY 1	Analysis of Nutraceuticals in Ophthalmology	
JULY 15	Update in Intraocular Lens (IOL) Innovation	Readex Research Ad Performance Study Issue
AUGUST	Pioneering Research in Drug and Gene Therapy	
SEPTEMBER 1	New Wave of Diagnostic Technology	Bonus Distribution: Vision Expo West, September 13-16 - Las Vegas, NV
SEPTEMBER 15	Innovative Procedures in Cornea Surgery	Bonus Distribution: European Society of Refractive and Cataract Surgeons (ESCRS) Meeting September 22-26, 2018. Vienna Vision Expo West September 26-29, 2017 – Las Vegas, NV American Academy of Ophthalmology (AAO) Meeting October 27-30 2018- Chicago, IL
OCTOBER 1	Novel Clinical Options in Pediatric Ophthalmology AAO Preview	Bonus Distribution: American Academy of Ophthalmology (AAO) Meeting October 27-30 2018- Chicago, IL
OCTOBER 15	Best Programs in Ophthalmology	Bonus Distribution: American Academy of Ophthalmology (AAO) Meeting October 27-30 2018- Chicago, IL
NOVEMBER 1	Modern Clinical Diagnosis in the Treatment of Dry Eye	Bonus Distribution: American Academy of Optometry (AAOpt) Meeting November 7 - 10, 2018, San Antonio
NOVEMBER 15	Breakthroughs in Retina Surgery	
DECEMBER	Cutting-Edge Advancements in Ophthalmology: 2018 Year in Review	

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