

Optometry Times 2017 PRACTICAL CHAIRSIDE ADVICE Media Information

Production Calendar

Issue	PRINT EDITION			APP EDITION	
	Ad Close	Ad Materials Due	Inserts Due At Printer	Ad Close	Ad Materials Due
JANUARY	12/5	12/15	12/15	12/5	1/6
FEBRUARY	1/9	1/20	1/20	1/9	2/8
MARCH	2/7	2/17	2/17	2/7	3/8
APRIL	3/9	3/21	3/21	3/9	4/6
MAY	4/7	4/19	4/19	4/7	5/8
JUNE	5/10	5/22	5/22	5/10	6/8
JULY	6/8	6/20	6/20	6/8	7/7
AUGUST	7/11	7/21	7/21	7/11	8/8
SEPTEMBER	8/9	8/22	8/22	8/9	9/8
OCTOBER	9/7	9/19	9/19	9/7	10/6
NOVEMBER	10/10	10/23	10/23	10/10	11/8
DECEMBER	11/7	11/17	11/17	11/7	12/7

Editorial Calendar

Issue	Editorial Features*	Special Marketing Opportunities
JANUARY	Special Topic: Glaucoma • Departments: Glaucoma, Diabetes, Practice management, Dry eye	Bonus distribution: Glaucoma 360 - GRF meeting, February 2-4, 2017 – San Francisco, CA; SECO International, March 1-5, 2017 – Atlanta, GA
FEBRUARY	Special Topic: Allergy • Departments: Allergy, Nutrition, Technology, Refractive surgery	Bonus Distribution: SECO International, March 1-5, 2017 – Atlanta, GA; Vision Expo East, March 30-April 2, 2017 - New York, NY
MARCH	Special Topic: Frames & Lenses • Departments: Glaucoma, Contact lenses, Comanagement, Diabetes	Bonus Distribution: Vision Expo East, March 30-April 2, 2017 - New York, NY
APRIL	Special Topic: Comanagement • Departments: Lens care, Retina, Dry eye, Practice management	Bonus Distribution: American Society of Cataract & Refractive Surgery (ASCRS) Meeting May 5-9, 2017 - Los Angeles, CA Readex Research Ad Performance Study Issue
MAY	Special Topic: Practice Management • Departments: Diabetes, Glaucoma, Nutrition, Refractive surgery	Bonus Distribution: Association for Research in Vision and Ophthalmology (ARVO) Meeting, May 7-11, 2017 - Baltimore; American Society of Cataract & Refractive Surgery (ASCRS) Meeting, May 5-9, 2017 - Los Angeles, CA; American Optometric Association, June 21-25, 2017 - Washington, DC
JUNE	Special Topic: Diabetes • Departments: Practice management, Retina, Technology, Contact lenses	Bonus Distribution: American Optometric Association, June 21-25, 2017 - Washington, DC
JULY	Special Topic: Contact Lenses • Departments: Glaucoma, Dry eye, Comanagement, Nutrition	
AUGUST	Special Topic: Pediatrics • Departments: Allergy, Technology, Diabetes, Refractive surgery	Bonus Distribution: Vision Expo West, September 13-16, 2017 – Las Vegas, NV Readex Research Ad Performance Study Issue
SEPTEMBER	Special Topic: Dry Eye • Departments: Glaucoma, Contact lenses, Comanagement, Lens care	Bonus Distribution: Vision Expo West, September 13-16, 2017 – Las Vegas, NV; American Academy of Optometry (AAOpt) Meeting, October 11-14, 2017 - Chicago, IL
OCTOBER	Special Topic: Cornea • Departments: Practice management, Retina, Technology, Dry eye	Bonus Distribution: American Academy of Optometry (AAOpt) Meeting, October 11-14, 2017 - Chicago, IL
NOVEMBER	Special Topic: Retina • Departments: Glaucoma, Diabetes, Comanagement, Refractive surgery	Bonus Distribution: American Academy of Ophthalmology (AAO) Meeting, November 11-14, 2017 – New Orleans, LA
DECEMBER	Special Topic: Diagnostics & Imaging • Departments: Lens care, Retina, Nutrition, Contact lenses	

*Editorial content subject to change