

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

\*Editorial content subject to change