

# Optometry Times 2018 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
<b>1-JAN</b>	12/4	12/14	12/14	12/4	12/19
<b>1-FEB</b>	1/9	1/22	1/22	1/9	1/25
<b>1-MAR</b>	2/7	2/20	2/20	2/7	2/23
<b>1-APR</b>	3/8	3/20	3/20	3/8	3/23
<b>1-MAY</b>	4/9	4/19	4/19	4/9	4/24
<b>1-JUN</b>	5/9	5/21	5/21	5/9	5/24
<b>1-JUL</b>	6/8	6/20	6/20	6/8	6/25
<b>1-AUG</b>	7/11	7/23	7/23	7/11	7/26
<b>1-SEP</b>	8/8	8/21	8/21	8/8	8/24
<b>1-OCT</b>	9/7	9/19	9/19	9/7	9/24
<b>1-NOV</b>	10/11	10/23	10/23	10/11	10/26
<b>1-DEC</b>	11/5	11/16	11/16	11/5	11/21

### 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 9, 2018 - 7th Annual New Horizons Forum-SECO International February 28 - March 4 Atlanta, GA
<b>FEBRUARY</b>	<b>Special Topic:</b> Allergy • <b>Departments:</b> Allergy, Nutrition, Technology, Refractive surgery	<b>Bonus Distribution:</b> SECO International February 28 - March 4 Atlanta, GA; Vision Expo East March 15-March 18, 2018, 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 15-March 18, 2017, New York, NY; American Society of Cataract & Refractive Surgery (ASCRS) Meeting April 13-17, 2018 Washington, DC
<b>APRIL</b>	<b>Special Topic:</b> Comanagement • <b>Departments:</b> InDispensable, Retina, Dry eye, Practice management	<b>Bonus Distribution:</b> 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  <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> American Optometric Association June 20-24 2018, Denver, CO
<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 20-24 2018, Denver, CO
<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 26-29, 2018 – 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, InDispensable	<b>Bonus Distribution:</b> Vision Expo West September 26-29, 2018 – Las Vegas, NV
<b>OCTOBER</b>	<b>Special Topic:</b> Cornea • <b>Departments:</b> Practice management, Retina, Technology, Dry eye	<b>Bonus Distribution:</b> American Academy of Ophthalmology (AAO) Meeting October 27-30 2018- Chicago, IL; American Academy of Optometry (AAOpt) Meeting November 7 - 10, 2018, San Antonio
<b>NOVEMBER</b>	<b>Special Topic:</b> Retina • <b>Departments:</b> Glaucoma, Diabetes, Comanagement, Refractive surgery	<b>Bonus Distribution:</b> American Academy of Optometry (AAOpt) Meeting November 7 - 10, 2018, San Antonio
<b>DECEMBER</b>	<b>Special Topic:</b> Diagnostics & Imaging • <b>Departments:</b> InDispensable, Retina, Nutrition, Contact lenses	

\*Editorial content subject to change