

# 2021 EDITORIAL CALENDAR



# 20/20

# 20/20 2021 EDITORIAL CALENDAR

## JANUARY

SPACE CLOSE: 12/14/20

AD DUE: 12/18/20

### **The Future of Eyewear in 2021 Opportunity vs. Crisis**

The Editors of 20/20 detail the best eyewear opportunities for your future.

### **The EyeVote**

EyeVote winners join editor picks for Eyewear, Sunwear, Lenses, Equipment and all categories as detailed by 20/20's unique position as the main source of new product information in the optical arena.

### **L&T: Meet Your Pupilometer**

### **CE: CONTACTS FOR MYOPIA MANAGEMENT**

### **Partnership Opportunities:**

Single Page Product Reviews: **What's Right Now**

Vendor Eyewear in Stills **Predicting the Future**

Featured article: eLearning challenges for Kids Eyes' digital eye fatigue and a known myopia development risk.

## FEBRUARY

SPACE CLOSE: 1/13/21

AD DUE: 1/20/21

### **The Women's Eyewear Issue**

### **She Means Business in a New Working World**

Eyewear that makes the best working woman impression.

### **L&T: Lens Materials**

### **CE: PROTECTING THE AGING EYE**

Featured article: Scientific Advances in Restoring Vision in the Aging Eye

### **Partnership Opportunities:**

Single Page Product Reviews: **What's Right Now**

Still life product placement focused on **Women's Eyewear**

The Sustainable and Greening **MarketPulse**

## MARCH

SPACE CLOSE: 2/3/21

AD DUE: 2/9/21

### **Ultimate Vision:**

### **The State and Status of Eyewear and Sunwear in 2021 @20/20**

The most extensive and comprehensive look at the state and style and art and tech of Eyewear and Sunwear circa 2021.

### **L&T: Opticians in the Age of Telemedicine**

### **CE: UNRAVELING AMBLYOPIA, STRABISMUS, PHORIAS AND TROPIAS**

Featured article: Better Business: Growing the Sport Eyewear Category

### **Partnership Opportunities:**

Sponsorship of The **Independent Eyewear MarketPulse**

Vendor Eyewear in Stills: **Market Month Eyewear Debuts**

## MARCH 15

SPACE CLOSE: 2/18/21

AD DUE: 2/24/21

### **What's BRAND New for 2021**

### **L&T: The Karp L&T Scouting Report**

### **CE: EMERGING TECHNOLOGIES TO ENHANCE VISION**

From enhanced color vision to low vision aides and medical technologies, this course is a brief overview of what's new in vision enhancement.

### **Partnership Opportunities:**

Advertising/Advertorial Spread in **What's BRAND New**

Sponsorship of the **L&T Scouting Report**

# 20/20 2021 EDITORIAL CALENDAR

## APRIL

SPACE CLOSE: 3/18/21

AD DUE: 3/24/21

### **A Sporting Life**

20/20's takes on what Sport Eyewear and the new surge of Athleisure Eyewear will get you through to 2021 with new success.

### **L&T: Trial Frames for Better Outcomes**

#### **CE: SUN SENSE - WRAPPING YOUR EYES IN COMFORT**

Featured article: Color Enhancement in Sport Eyewear

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#### **Partnership Opportunities:**

Still Life Product Placement: **Sport Eyewear**

Sponsorship of the **Sport Eyewear MarketPulse**

Single Page Product Reviews: **What's Right Now**

## MAY

SPACE CLOSE: 4/15/21

AD DUE: 4/21/21

### **Eye Do So Declare INDEPENDENCE**

Independent Eyewear Manufacturers and Independent Retailers: Alive and Better than Ever

### **L&T: L&T Premium Lens MarketPulse Survey**

#### **CE: OPTICIAN OWNED BOUTIQUES**

Featured Article: Remote Refraction/Eye Exam and the Optician Owned Practice – Johnna Dukes

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#### **Partnership Opportunities:**

Still Life Product Placement: **Independent Eyewear**

Sponsorship of **L&T Premium Lens MarketPulse Survey**

## JUNE

SPACE CLOSE: 5/19/21

AD DUE: 5/25/21

### **The Ultimate Sunwear Issue**

Let Sun be Your Light

### **The OptiPro's POV on Sunwear**

Independent retailers and the 20/20 edit team deliver the goods and the ideas that go with dispensing the best in **Sunwear** to consumers.

### **L&T: Managing Rx and Lab Errors**

#### **CE: CHANGING THE FIELD OF VIEW**

Featured article: Keeping Wrap Frames in Your Line of Sight

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#### **Partnership Opportunities:**

Still Life Product Placement: **Sunwear**

Sponsorship of **Sunwear MarketPulse**



# 20/20 2021 EDITORIAL CALENDAR

## JULY/AUGUST

SPACE CLOSE: 7/8/21

AD DUE: 7/14/21

### **Fashion and Lifestyle Branded Eyewear Newly Defined and Refined**

Fashion Brands with their Future in Sight

### **Kids' Eyewear, Sunwear, Sport Eyewear and Special-Fit Eyewear**

Children's eyewear redefined to suit a new era of back to school

### **L&T: What Exactly is 20/20 Vision?**

### **CE: EYE INJURY, DAMAGE AND MODIFIABLE RISK FACTOR**

Featured Article: Vertical Imbalance and Binocular Vision

### **Partnership Opportunities:**

Single Page Product Reviews: **What's Right Now**

Still Life Product Placement: **Fashion and Lifestyle Brands**

Sponsorship of **Children's Eyewear MarketPulse Survey**

## SEPTEMBER

SPACE CLOSE: 8/11/21

AD DUE: 8/17/21

### **20/20 Looks to 2022 and... BEYOND**

Where the Opti-universe needs to be in the new year of change and revitalization.

### **Online Redefined**

From selling to dispensing to websites to social media... Welcome to a new world of optical retailing and dispensing.

### **L&T: Wholesale Lab Usage MarketPulse**

### **CE: THE LIFE CYCLE OF A LENS - FROM MONOMER TO PUCK TO FINISHED PRODUCT**

Featured article: Inside the Lab – covers design validation and the process from order entry to finished lens.

### **Partnership Opportunities:**

Vendor Eyewear in Stills: **Market Month Eyewear Debuts**

Sponsorship of **Wholesale Lab Usage Survey**

## SEPTEMBER 15

SPACE CLOSE: 8/25/21

AD DUE: 8/31/21

### **What's BRAND New for 2022**

The return of 20/20's signature sellers' guide featuring hundreds of tips on retailing, style and frame tech for both eyewear and sunwear.

Top categories in eyewear and sunwear: This is the eyewear market circa 2021 and beyond.

### **L&T: The Karp L&T Scouting Report**

### **CE: FASHION AND FORM: FROM CONCEPT TO DESIGN - HEAR FROM THE DESIGNERS**

### **Partnership Opportunities:**

Advertising/Advertorial Spread in **What's BRAND New**

Sponsorship of **L&T Scouting Report**



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## OCTOBER

SPACE CLOSE: 9/21/21

AD DUE: 9/29/21

### The Materials and Tech of Frames

The technology, materials and colors that determine consumer eyewear choices into the future with detailed input from retailers, eyewear sales reps and the 20/20 editorial team.

### Materials MarketPulse

### L&T: Challenging the Forgotten Aberration

### CE: TURNING SHOPPERS INTO PROMOTERS – OMNI-CHANNEL MARKETING OPPORTUNITY

Featured Article: Bundling - Presenting the complete eyewear package and bundling lens add-ons

### Partnership Opportunities:

Still Life Product Placement: **Tech, Materials and Colors in Eyewear**

Sponsorship of the debut of **Eyewear Tech and Materials MarketPulse Survey**

Single Page Product Reviews: **What's Right Now**

## NOVEMBER/DECEMBER

SPACE CLOSE: 11/2/21

AD DUE: 11/8/21

### The Modern Man Issue

Men's Eyewear and Sunwear for... EVERYONE in 2021 and beyond for the 20/20 Modern Man.

Special Second Eyewear Feature: **Live the Life of Luxury Eyewear**

### Special Double L&T:

### Where Have All the Prisms Gone?

### Understanding Compensated Lens Design

### CE: EYEGLASSES - IS THIS THE RIGHT FRAME FOR MY FACE? SELECTING THE RIGHT COLOR, SHAPE AND SIZE FOR THE CUSTOMER'S FACIAL FEATURES AND BEST OPTICS.

Featured article: Visual merchandising to guide the customer retail journey

### Partnership Opportunities:

Single Page Product Reviews: **What's Right Now**

Vendor Eyewear in Stills **focused on Men**



**20/20** online is the ECP's on-the-go, mobile-optimized source for industry news, trends and information. 2020mag.com's new website features bold photography, articles formatted for easy reading, quick navigation and convenient search to discover top trends, Pro to Pro stories and ABO/NCLE-approved CE courses.

Eyecare professionals rely on 20/20 for eyewear, sunwear and lens products, fashion and eyewear style trends, retailing and dispensing information, lenses and technology information, market research studies, and education and training. The Pro to Pro section in each issue integrates education and training articles as well as ABO/NCLE-approved Continuing Education courses. 20/20 is most influential in purchasing decisions for optical frames, sunwear, lenses and accessories.

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