2021 Media Kit
EyeNet is the Academy’s official newsmagazine and the premier source among the ophthalmic trade press of credible information for ophthalmologists. EyeNet delivers practical clinical information that can be applied immediately in patient care, plus coverage of a broad range of subjects of interest to ophthalmologists, including business and news—all in a concise, highly readable format.

Organization Affiliation

EyeNet is a member benefit for American Academy of Ophthalmology (AAO) Members and Members in Training worldwide. It also is a benefit for American Academy of Ophthalmic Executives (AAOE) Members.

AAO membership includes 93% of practicing U.S. ophthalmologists and 99% of in-training ophthalmologists currently enrolled in an ophthalmology residency program or fellowship.

AAOE membership includes approximately 5,700 office administrators, managers, physicians in training, and physicians.

Issuance

FREQUENCY: 12 times a year
ISSUE DATE: First of the month
MAILING DATE & CLASS: 25th of the preceding month, second class
AVERAGE CIRCULATION: 23,500 (see page 10 for details)

Advertising

ACCEPTANCE AND COPY RESTRICTIONS: Subject to approval by the Academy
PLACEMENT POLICY: Interspersed
INVEST WHERE IT COUNTS

EyeNet = Value

When the question is: “How does our brand maximize return on investment?” keep in mind these top four reasons to make EyeNet the cornerstone of your marketing campaign.

1. WIDEN YOUR REACH. EyeNet’s CPM makes it the best value among competing publications such as EyeWorld, Ocular Surgery News, Ophthalmology Management, and Ophthalmology Times.

<table>
<thead>
<tr>
<th>Publication</th>
<th>Frequency</th>
<th>Affiliation</th>
<th>Circulation*</th>
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*Source: 2019 Media Kits and SRDS

2. IMPROVE ANNUAL MEETING BOOTH PRIORITY. By advertising with EyeNet or any of its related publications, you will gain Academy priority points. Overall points ultimately determine placement in the booth selection process at the Academy’s annual meeting. Learn more at aao.org/annual-meeting/exhibitor/priority-points.

3. DRAW ON THE ACADEMY’S REPUTATION. As the official newsmagazine of the American Academy of Ophthalmology—the premier association for ophthalmologists—EyeNet content is highly regarded as a source of reliable, nonbiased information.

4. HIT EVERY MEDIUM. With EyeNet, you’ll get packages tailored to your budget, target audience, and timeline. Take advantage of multiple channels to reinforce your brand, including video, print cover tips, e-mail blasts, website advertising, and more.
2021 EDITORIAL CALENDAR

The Best in Clinical Insights

January
Biosimilars. A look at biosimilars—what they are, how they differ from generic drugs, and the pros and cons of their use. Plus: A look at the regulatory process.
Clinical Updates Comprehensive • Retina

February
Cataract Spotlight. Revisiting the Spotlight on Cataract session during AAO 2020 Virtual, EyeNet presents a selection of eight challenging cases, with commentary from the presenting experts.
Clinical Updates Cornea • Oncology

March
Quality of Life. Patients may not complain about treatment burden, but it may be greater than the ophthalmologist realizes. A look at the patient experience and how physicians can improve quality of life, benefitting patients and improving outcomes.
Clinical Updates Glaucoma • Refractive

April
The COVID Vaccine. An assessment of vaccine safety and efficacy—plus, an overview of how these vaccines affect the genetic code.
Clinical Updates Neuro • Pediatrics

May
Update on Cornea. EyeNet delves into the latest developments in cornea from the last few years. This survey puts a special emphasis on recent findings from the field of regenerative medicine.
Clinical Updates Cataract • Glaucoma

June
Health Care Disparities. Racial and socioeconomic disparities have a profound impact on access to healthcare. A look at how this plays out in glaucoma care, from diagnosis to follow-up.
Clinical Updates Trauma • Uveitis

July
How COVID-19 Supercharged Lean Management. The pandemic forced practices to experiment like never before, and many were able to implement practice efficiencies that they never would have thought possible.
Clinical Updates Glaucoma • Retina
Distributed at ASCRS

August
Data Science for the Ophthalmologist. Understanding statistical analysis in the ophthalmology space in the 21st century is becoming increasingly complex. EyeNet looks at statistical methods used in the literature and in clinical trials.
Clinical Updates Cataract • Refractive

September
Visual Acuity. Will the Snellen acuity chart become a thing of the past? Emerging technology is raising the possibility of novel ways of assessing visual acuity.
Clinical Updates Cornea • Oculoplastic

October
The Private Equity Landscape After COVID-19. What did ophthalmologists learn about the private equity model during the last year, and what are the repercussions for future acquisitions of ophthalmology practices? EyeNet investigates.
Clinical Updates Comprehensive • Oncology

November
(AAAO Meeting issue)
Focus on Artificial Intelligence. With the pace of technological advance ever-quickening, it can be challenging to keep abreast of the realm of artificial intelligence. EyeNet reviews the latest trends and developments.
Clinical Updates Cornea • Neuro • Retina
Distributed at AAO 2021, New Orleans

December
A Look Ahead. EyeNet invites several of its editorial board members to discuss the news and trends within their subspecialties from 2021 and to examine these events for their likelihood to affect the profession of ophthalmology.
Clinical Updates Comprehensive • International

2021 Ad and Materials Deadlines

January
Ad close: December 1
Materials close: December 4

February
Ad close: January 4
Materials close: January 8

March
Ad close: February 1
Materials close: February 5

April
Ad close: March 1
Materials close: March 5

May
Ad close: April 5
Materials close: April 9

June
Ad close: May 3
Materials close: May 7

July
Ad close: June 1
Materials close: June 4

August
Ad close: July 6
Materials close: July 9

September
Ad close: August 2
Materials close: August 6

October
Ad close: September 7
Materials close: September 10

November (AAO 2021 issue)
Ad close: September 27
Materials close: October 1

December
Ad close: November 1
Materials close: November 5
EyeNet Delivers!

KANTAR®, an independent, third-party market research firm, conducts annual readership surveys to study the reading habits of U.S. ophthalmologists. 2020’s findings show the following rankings.

Among all ophthalmic publications, EyeNet is:

#1 in Average Page Exposures. In EyeNet, your ad pages will have greater visibility than in any other ophthalmic publication.

Among comprehensive ophthalmic trade publications, EyeNet is:

#1 in Total Readers. EyeNet has broad reach! 72% of U.S. ophthalmologists say that they read EyeNet.

#1 in Average Issue Readers. More ophthalmologists are likely to read EyeNet than its competitors.

The Newsmagazine With the Most Receptive Readers

Among comprehensive ophthalmic trade publications, EyeNet delivers the readers you most want to reach. EyeNet is #1 in Average Page Exposures, #1 in Average Issue Readers, and #1 in High Readers among the following groups:

Early drug adopters. Reach the ophthalmologists who are most likely to update their prescription patterns.

Those who see medical sales representatives at least 1x week. Extend your messaging and improve its “effective frequency” by putting your product on EyeNet’s pages.

Those whose annual revenue exceeds $500,000. Put your products in front of the doctors who are best positioned to spend.

Those for whom ophthalmic surgery is at least 26% of practice. Develop a loyal customer base of those doctors who need to purchase more equipment more often.

Those who write more than 50 prescriptions per week. Be seen by highly productive prescribers, prolific Rx writers.

High-volume practices (126+ patients/week). Get your message out to the ophthalmologists most likely to need your product or service for patient care.

Source: KANTAR® 2020 Eyecare Readership Study.

#1 in Average Page Exposures

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<tr>
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</tr>
<tr>
<td>Publication C</td>
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</tr>
<tr>
<td>Publication D</td>
<td>24%</td>
</tr>
<tr>
<td>Publication E</td>
<td>21%</td>
</tr>
<tr>
<td>Publication F</td>
<td>18%</td>
</tr>
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</table>

#1 in High Readers. EyeNet has the most dedicated readers for the 10th year in a row.

Source: KANTAR® 2020 Eyecare Readership Study.

DEFINITIONS OF TERMS

Average issue readers: Percent of ophthalmologists who read any given issue of the publication—weighted by frequency with which they read.

Average page exposures: Percent of ophthalmologists likely to see a page in an average issue of the publication—weighted by frequency and thoroughness of reading habits.

High readers: Percent of ophthalmologists who report reading the magazine both frequently and thoroughly.

Total readers: Percent of ophthalmologists who report reading the publication.

LET US CREATE YOUR CAMPAIGN NOW.
Contact M.J. Mrvica Associates
856-768-9360
mjmrvica@mrvica.com
YOUR 2021 MARKETING PLAN

Create an All-Encompassing, Multiplatform Campaign

With EyeNet Magazine at the center of your marketing plan, you are guaranteed a loyal and avid reader base. Build out from that core with EyeNet’s satellite offerings: AAO 2021 print and electronic publications, custom supplements offered throughout the year, educational events, and digital opportunities to engage your audience whenever and however they choose to read the magazine.

AAO 2021 Opportunities

AAO 2021 DAILY. EyeNet’s clinical e-newsletter is reported for four days in New Orleans to keep ophthalmologists on top of news from Subspecialty Day and AAO 2021. It is emailed nightly to more than 70,000 recipients and posted to aao.org/eyenet for double exposure.

AAO 2021 NEWS. The Academy’s convention tabloid provides extensive meeting news and information. There are two editions—one distributed on Friday, the other on Sunday—displayed in high-visibility locations throughout the hall. Your ad will appear in both editions.

“BEST OF” SELECTIONS. Each edition recap the important discoveries, issues, and trends in a subspecialty. Cornea, Glaucoma, and Retina editions are distributed at Subspecialty Day, while Refractive-Cataract is distributed at both Subspecialty Day and the Spotlight on Cataract Surgery session.

DESTINATION SERIES. AAO 2021 attendees turn to this six-part series in EyeNet for deadlines, event previews, interviews, sneak peeks, and more (June through November).

EYENET CORPORATE EVENTS. Take your hour-long message directly to ophthalmologists during lunch in New Orleans. You develop the program, EyeNet handles the marketing and logistics.

EXHIBITOR GUIDE. The ONLY printed exhibitor list for AAO 2021. Showcase your product with an upgraded listing.
Year-Round Opportunities

COVER TIP ADVERTISING. Showcase your brand front and center on EyeNet’s cover. Ship preprinted tips or send a high-resolution, press-ready PDF for EyeNet to print.

INDUSTRY-SPONSORED SUPPLEMENTS. Tell the full story of your products or services to ophthalmologists through a supplement polybagged with the monthly issue. Develop your own content and design your own cover and layout—or use the modified EyeNet design template provided by the Academy.

MIPS MANUAL 2021: A PRIMER AND REFERENCE. This booklet opens with a quick overview before taking a detailed, deeper dive into the regulations. It includes listings for scores of MIPS measures and activities, making it a valued reference. (Posted online ahead of print.)

OTHER SUPPLEMENTS. Got a topic in mind? EyeNet can work with your team to develop supplements in your area of interest.

Spotlight on Digital

eTOC. This monthly email blast provides all Academy members with on-the-go highlights of EyeNet print content. With approximately 23,500 recipients and a 35% open rate, it offers prime positioning.

RETINA EXPRESS. This monthly email blast for retina specialists and comprehensive ophthalmologists (9,500 circulation) contains links to retina-related content from around the Academy. With a 39% open rate, you will effectively deliver content straight to your target audience.

WEBSITE BANNERS. Multiple sizes are available (all are run-of-site): leaderboards, skyscrapers, and boxes. The website averages 255,000 views monthly, with readers spending an average of seven minutes on each page.

SPOTLIGHT ADVERTORIAL. Your image and copy is featured on a dedicated page on aao.org/eyenet. Callouts and links provide extra exposure. This page averages 200 visits per month, with each guest staying for approximately four minutes, indicating a high level of engagement with advertorial content.
# Production Specifications

**EyeNet Magazine Trim Size**
8.125” x 10.875”

**Paper Stock**
- Inside Pages: 50 lb. text
- Cover: 70 lb. cover with varnish

**Binding**
- Perfect Bound

# Digital Ad Requirements

**High-resolution PDF is the preferred file format.** These flattened files (PDF/X-1a:2001) should be created using Adobe Acrobat Distiller 4.05 (or greater) or exported from Quark XPress or InDesign using the PDF/X-1a:2001 setting. All graphics and fonts must be embedded. Spot colors, RGB, and LAB colors should be converted to CMYK before creating the PDF. All trim and registration marks must appear outside the bleed area (1/8 inch from trim). Scanned images must be saved as high resolution (at least 266 dpi) in TIFF or EPS format. Maximum ink density should not exceed 300%.

**TIFF and EPS files created with Illustrator or Photoshop are also acceptable. Supply both printer and screen fonts, including fonts embedded in art files. If submitting an InDesign document (CS4 or greater), you must supply all fonts and art files. Line art should be scanned at 600 dpi. Images (TIFF or EPS) should be at least 266 dpi and saved in CMYK mode. Send the following:**
- Ad file (high-resolution PDF or native files).
- Any supporting graphics that are incorporated in the ad (e.g., logo file, images).
- Screen and printer fonts. Fonts must still be included even if the ad is saved as an EPS file.

# Reproduction Requirements

In order to ensure reproduction accuracy, color ads must be accompanied by a proof prepared according to SWOP standards. If a SWOP-certified proof is not supplied, the publisher cannot assume responsibility for correct reproduction of color.

*The Academy is not responsible for and reserves the right to reject materials that do not comply with mechanical requirements.*

# Insert Requirements

Average run is 23,500. Contact M.J. Mrvica Associates for further details.

## MECHANICAL REQUIREMENTS

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**Trim**

EyeNet Trim Size (Page):
8 1/8” x 10 7/8”

EyeNet Trim Size (Spread):
16 1/4” x 10 7/8”

Live Matter:
Bleed sizes include 1/8” trim from outside, bottom, top, and gutter. Keep live matter 1/2” from trim size of page.
Black-and-White Rates

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Color Rates

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Premium Positions and Inserts

Cover and Other Special Rates

COVER 2: 35% over earned black-and-white rate.
COVER 3: 20% over earned black-and-white rate.
COVER 4: 50% over earned black-and-white rate.
TABLE OF CONTENTS: 15% over earned black-and-white rate.
OPPOSITE EDITORIAL BOARD: 10% over earned black-and-white rate.
OPPOSITE JOURNAL HIGHLIGHTS: 10% over earned black-and-white rate.
COVER TIPS: Call for availability and pricing.

Inserts

2-PAGE INSERT: Two times earned black-and-white rate.
4-PAGE INSERT: Four times earned black-and-white rate.
OTHER ITEMS: Split runs available, but pricing will remain the same.

Advertising Incentives

CUSTOM ADVERTISING PACKAGE:
Contact M.J. Mrvica Associates for details.

Agency Information

AGENCY COMMISSION: 15% allowed to agencies of record, with billing to the agency. In-house agencies are acceptable.
AGENCY RESPONSIBILITY: Payment for all advertising ordered and published.
EARNED RATES: Earned rates are based on the total number of insertions (full or fractional pages) placed within a 12-month period.

Space purchased by a parent company and its subsidiaries is combined.
Circulation Profile

EyeNet Circulation Profile*
Active U.S. Academy Members ......................... 18,541
U.S. Academy Members in Training ...................... 2,278
U.S. AAOE Members (nonphysician) ................... 2,632

American Academy of Ophthalmology Members
Self-Reported Subspecialty Focus* 
(primary and secondary)
Administration/Organization Leadership ............... 124
Cataract .......................................................... 6,136
Comprehensive Ophthalmology ......................... 7,474
Cornea/External Disease .................................. 2,087
Glaucoma ......................................................... 2,248
International Ophthalmology ............................. 53
Medical Education ........................................... 59
Neuro-Ophthalmology ...................................... 438
Ocular Oncology ............................................. 182
Oculofacial Plastics/Reconstructive ................. 1,262
Ophthalmic Genetics ....................................... 59
Ophthalmic Pathology ....................................... 85
Other ............................................................... 299
Pediatric Ophthalmology and Strabismus ............. 1,147
Refractive Surgery ........................................... 2,000
Retina: Medical Only ....................................... 705
Retina/Vitreous: Medical and Surgery ............... 2,961
Uveitis/Immunology .......................................... 432
Vision Rehab .................................................. 27


1. Only Publisher may accept advertising.
2. Invoices are rendered on the publication date of each issue and are due and payable upon receipt of invoice.
3. Publisher shall have the right to hold advertiser and/or advertising agency jointly and severally liable for such monies as are due and payable to Publisher for published advertising ordered by advertiser or its agent.
4. Publisher reserves the right to reject or cancel any advertisement that, in Publisher’s sole opinion, Publisher determines is not in keeping with the publication’s standards or for any other reason, even if advertising has been published previously by Publisher.
5. Advertiser assumes all liability for all content (including text, illustrations, representations, copyright, etc.) for published advertisements and further indemnifies and holds harmless Publisher for any claims against Publisher arising from the advertisement.
6. Any attempt to simulate the publication’s format or content is not permitted, and the Publisher reserves the right to place the word “advertisement” with any copy that, in the Publisher’s sole opinion, resembles or simulates editorial content.
7. Terms and conditions are subject to change by Publisher without notice.
8. Positioning of advertisements is at the discretion of the Publisher except where specific positions are contracted for or agreed to, in writing, between Publisher and Advertiser.
9. Publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement or if the advertisement is misplaced or mispositioned.
10. Publisher shall have no liability for error in the Advertiser Index.
11. Advertisements not received by the Publisher by ad close date will not be entitled to revisions or approval by Advertiser.
12. Advertiser may not make changes in orders after the ad close date.
13. Cancellations must be in writing and will not be accepted after the ad close date.
14. Advertiser will be charged for any artwork, separations, halftone, shipping, or typography provided by the Publisher.
15. Under no circumstances shall Publisher be liable to Advertiser for any indirect, special, or consequential damages (including, without limitation, loss of profit or impairment of goodwill). Under no circumstances shall the Publisher’s total liability to any Advertiser exceed the invoiced cost of the advertisement.
16. Publisher will hold Advertiser’s materials for a maximum of one year from last issue date. Advertiser must arrange for the disposition of artwork, proofs, or digital materials prior to that time; otherwise, materials will be destroyed. All requests regarding disposition of Advertiser’s materials shall be in writing.
17. No conditions other than those set forth in this Media Kit shall be binding on the Publisher unless specifically agreed to, in writing, between Publisher and Advertiser. Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions that conflict with provisions of this Media Kit.