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 medical school, an ophthalmology residency program, or fellowship. AAOE membership includes approximately 5,600 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 opposite for details)

**Advertising**  
**ACCEPTANCE AND COPY RESTRICTIONS:** Subject to approval by the Academy  
**PLACEMENT POLICY:** Interspersed
3 Ukrainian Young Ophthalmologists Share Their War Experiences

WYCHE, PARA-DOCTOR, D.O., and FEDERICO LUKMANI, M.D.

For Dr. Lyudmyla Oleksiuk, MD, ophthalmologist and assistant professor at the National University of Kyiv-Mohyla Academy, the current war in Ukraine is disruptive to medical care, but she has turned to technology to sustain patient care.

With the crisis, how their patients connected was a big question,
January
Functional Botox for the Ocular Surface. Add to Botox’s myriad uses the treatment of ocular surface disease. Experts discuss the benefits and risks of using the neurotoxin in the treatment of epiphora, entropion, and more.
Clinical Updates
Comprehensive • Retina

February
Geographic Atrophy. After years of clinicians feeling that there was nothing they could do for GA, advances are occurring on both the diagnostic and treatment fronts. SS-OCTA, gene therapy, and more.
Clinical Updates
Cornea • Oncology

March
Cataract Spotlight. Revisiting the Spotlight on Cataract session during AAO 2022, EyeNet presents a summary of each challenging case—and includes fresh commentary from the presenting experts.
Clinical Updates
Glaucoma • Refractive

April
Workforce Shortages. Three subspecialties, neuro-ophtalmology, pediatric ophthalmology, and uveitis are experiencing workforce shortages. A look at the magnitude and repercussions of the problem. Plus, what does the future hold for each subspecialty?
Clinical Updates
Neuro • Pediatrics

May
Glaucoma Challenges. How AI may be able to help clinicians manage glaucoma care, from arriving at a confirmatory diagnosis earlier to guiding treatment.
Clinical Updates
Cataract • Glaucoma

June
Untangling Dry Eye Treatments. It can be a challenge to keep current with the myriad dry eye therapies on the market—and to stay on top of which products might be best for patients’ disparate needs.
Clinical Updates
Trauma • Uveitis

July
Waste. The move to “green” ophthalmology is catching traction. How leading ophthalmic organizations are coming together to take steps to reduce topical drug waste, including a look at regulatory efforts.
Clinical Updates
Glaucoma • Retina

August
Ophthalmology Partnerships With Community Health Centers. To reduce disparities and help improve health equity, some ophthalmologists are using remote imaging and monitoring technology to identify eye disease in rural and underserved communities. A look at several successful partnerships with community health centers.
Clinical Updates
Cataract • Refractive

September
IOLs for Various Cornea Diseases. Selection of an intraocular lens in the setting of corneal disease can be complicated, nevermind that there are a number of different corneal diseases to be considered. EyeNet talks to the experts.
Clinical Updates
Comprehensive • Oncology

October
(Annual Meeting issue)
Nanotechnology. From targeted drug delivery to tissue engineering, nano-based technologies are poised to reshape the diagnosis and treatment of many ophthalmic conditions.
Clinical Updates
Cornea • Neuro • Retina

November
Avoid These 8 PE Pitfalls. Ophthalmologists discuss common problems that private equity practices run into, and how to avoid them.
Clinical Updates
Cornea • Oculoplastic

December
A Look Ahead. EyeNet invites experts to discuss the news and trends within their subspecialties from 2023.
Clinical Updates
Comprehensive • Uveitis

2023 Ad and Materials Deadlines

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YOUR 2023 MARKETING PLAN

EyeNet Tops the Charts

**EyeNet Delivers!**

KANTAR®, an independent, third-party market research firm, conducts annual readership surveys to study the reading habits of U.S. ophthalmologists. 2022’s findings show the following rankings.

Among monthly comprehensive ophthalmic trade publications, **EyeNet** is:

- **#1 in High Readers.** EyeNet has the most dedicated readers for the 12th year in a row.
- **#1 in Total Readers.** EyeNet has broad reach! 72% of U.S. ophthalmologists say that they read EyeNet.
- **#1 in Average Page Exposures.** In EyeNet, your ad pages will have greater visibility than in any other ophthalmic publication.

### #1 in High Readers

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### #1 in Average Issue Readers

More ophthalmologists are likely to read **EyeNet** than its competitors.

**SOURCE:** KANTAR® 2022 Eyecare Readership Study.

**The Newsmagazine With the Most Receptive Readers**

Among monthly comprehensive ophthalmic trade publications, **EyeNet** delivers the readers you most want to reach.

**EyeNet** is **#1 in High Readers, #1 in Total Readers, #1 in Average Page Exposures, and #1 in Average Issue Readers** among the following groups:

- **Cataract, Refractive/Cornea, and Glaucoma specialists.** Capture the attention of subspecialty audiences you most want to view your ad.
- **Key opinion leaders.** Reach the ophthalmologists whose colleagues admire them and look to them for guidance.
- **Those who write more than 50 prescriptions per week.** Get your message in front of the most prolific prescribers in the ophthalmology community.

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

**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 whose annual revenue exceeds $500,000.** Get a cut of high revenue practices by putting your products in front of the doctors who are best positioned to spend.

**SOURCE:** KANTAR® 2022 Eyecare Readership Study.

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**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.

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**LET US CREATE YOUR CAMPAIGN NOW.**

Contact M.J. Mrvica Associates
856-768-9360
mjmrvica@mrvica.com
YOUR 2023 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 2023 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 2023 Opportunities**

**AAO 2023 DAILY.** *EyeNet’s* clinical e-newsletter, emailed nightly from AAO 2023 in San Francisco, includes a preview edition and reporting from all four days of the meeting to keep ophthalmologists on top of news from Subspecialty Day and AAO 2023. It is sent to all Academy members, American Academy of Ophthalmic Executives members, and Subspecialty Day and AAO 2023 attendees. Additionally, it is posted to aao.org/eyenet for double exposure.

**EXHIBITOR VIDEOS.** Showcase your products in the Exhibitor Video section of *AAO 2023 Daily*. Available only to AAO 2023 exhibitors, this special section features your video still, with a link to the video on your website. Basic placements and upgraded packages available.

**AAO 2023 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 recaps 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.

**EXHIBITOR GUIDE.** The ONLY printed exhibitor list for AAO 2023. Showcase your product with an upgraded listing.

**DESTINATION SERIES.** AAO 2023 attendees turn to this six-part series in *EyeNet* for deadlines, event previews, interviews, sneak peeks, and more (May through October).

**EYENET CORPORATE EVENTS.** Take your hour-long message directly to ophthalmologists during lunch in Chicago. You develop the program, *EyeNet* handles the marketing and logistics.
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 2023: 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.

**WEBINARS.** An *EyeNet* Corporate Webinar is your ticket to providing one hour of non-CME programming of current interest to your desired audience. You develop the program, and *EyeNet* handles the logistics.

Spotlight on Digital

**eTOC.** This monthly email blast provides all Academy members with on-the-go highlights of *EyeNet* print content. With approximately 22,800 recipients and 7% overall click rate, it offers prime positioning.

**RETINA EXPRESS.** This monthly email blast for retina specialists and comprehensive ophthalmologists (8,600 circulation) contains links to retina-related content from around the Academy. With a 7% overall click rate, you will effectively deliver content straight to your target audience.

**GLAUCOMA EXPRESS.** This monthly email blast for glaucoma specialists and comprehensive ophthalmologists (6,800 circulation) contains links to glaucoma-related content from around the Academy. With a 6% overall click rate, you will effectively deliver content straight to your target audience.

**WEBSITE BANNERS.** Multiple sizes are available (all are run-of-site): leadboards, skyscrapers, and boxes. The website averages 173,500 views monthly, with readers spending an average of four 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 101 visits per month, with each guest staying for approximately three minutes, indicating a high level of engagement.
**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.
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.

NOTES:
- Split runs are not available.
- Additional production fees may apply if a cover tip or insert is a unique trim size, has multiple pages, includes wafer seals, etc.

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.

ADVERTISING POLICY

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.