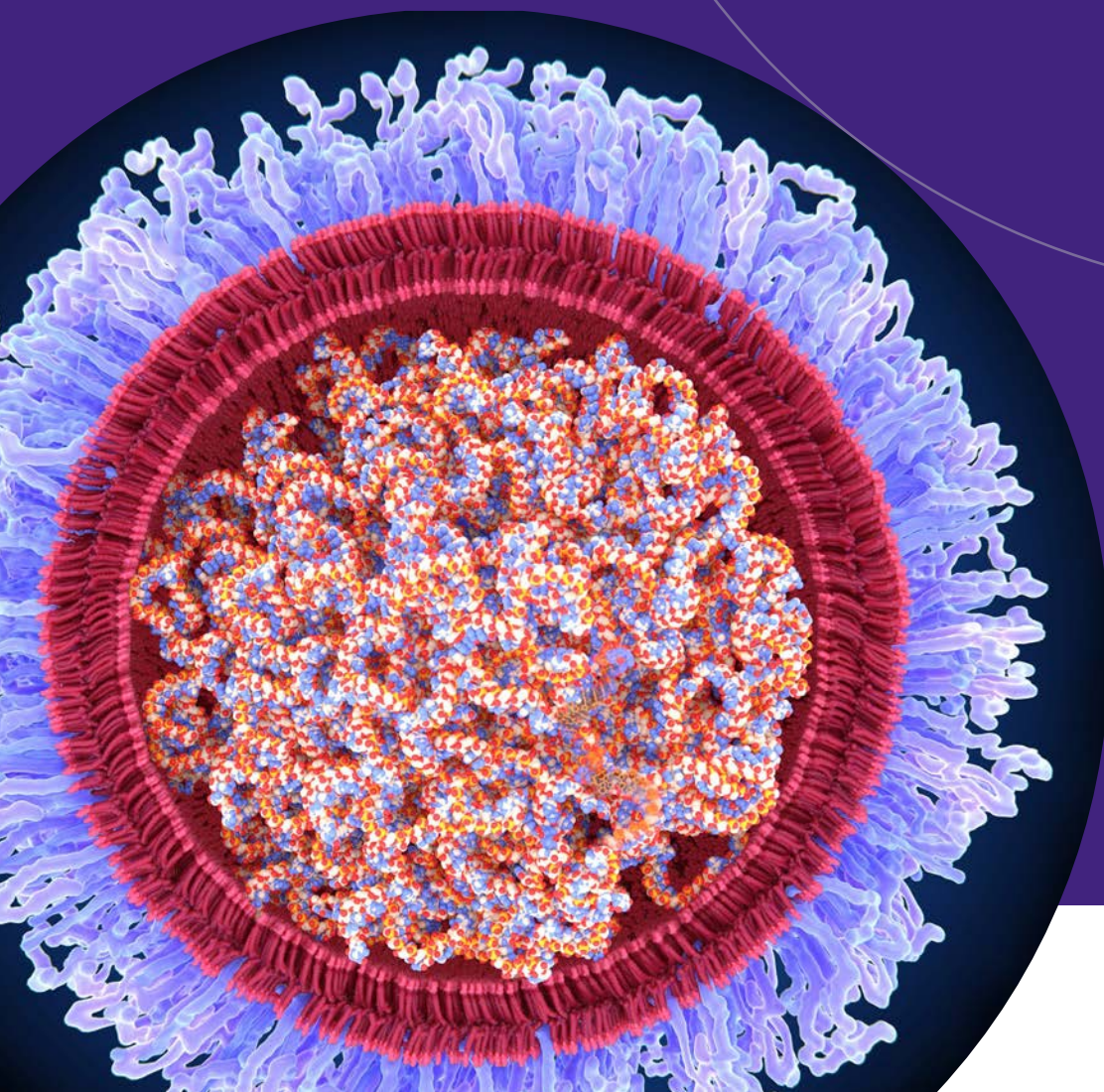


AMERICAN ACADEMY
OF OPHTHALMOLOGY®
Protecting Sight. Empowering Lives.

EyeNet[®]

MAGAZINE

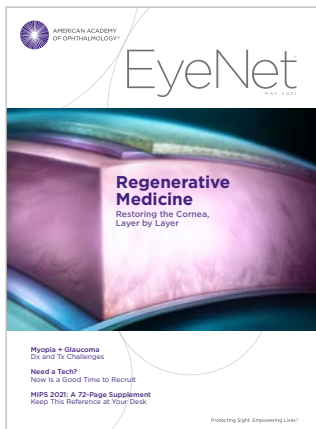
2022
Media
Kit



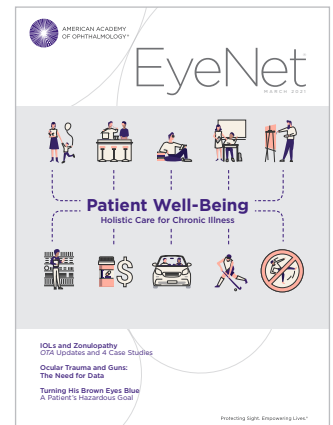
Protecting Sight. Empowering Lives.®

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MAGAZINE



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 5,700 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 3 for details)

Advertising

ACCEPTANCE AND COPY RESTRICTIONS: Subject to approval by the Academy

PLACEMENT POLICY: Interspersed

The Best in Clinical Insights

January

New IOLs. Extended depth-of-field IOLs, monofocal-plus, and more. A practical look at the latest IOLs, directed to comprehensive ophthalmologists who are making decisions. How to navigate the growing number of options for patients. Plus, tips on how to get the best surgical outcomes.

Clinical Updates

Comprehensive • Retina

February

Home Monitoring. A recent proliferation of devices and apps allows glaucoma patients to monitor their pressures, test their visual fields, and more. Which of these are ophthalmologists recommending to their patients, and how is this new data stream changing treatment plans and patient outcomes?

Clinical Updates

Cornea • Oncology

March

Cataract Spotlight. Re-visiting the Spotlight on Cataract session during AAO 2021, *EyeNet* presents a summary of each chal-

lenging case—and includes fresh commentary from the presenting experts.

Clinical Updates

Glaucoma • Refractive
Distributed at ASCRS

April

Retina Surgery. In this survey of retina conditions and their respective surgeries, *EyeNet* examines the trajectory of the field—from long-term trends to new developments, and peeks at the cutting edge.

Clinical Updates

Neuro • Pediatrics

May

Update on Cornea. *EyeNet* delves into the latest developments in cornea and examines the state of the evidence. A survey of the recent literature, plus insights from the experts.

Clinical Updates

Cataract • Glaucoma

June

Surprising Do-Not-Miss

Scenarios. *EyeNet* presents subspecialty mysteries involving conditions that masquerade as something else.

Clinical Updates

Trauma • Uveitis

July

5 Recommendations.

EyeNet covers five evidence-based recommendations that all ophthalmologists ought to be aware of. After testing their knowledge, readers can get up to speed on those recommendations that they may not yet be familiar with.

Clinical Updates

Glaucoma • Retina

August

How to Avoid Injuries in the Operating Room.

Recent trends in ophthalmic surgery have escalated the risk of musculoskeletal injury. By investing some time and money now, eye surgeons will safeguard their long-term professional futures.

Clinical Updates

Cataract • Refractive

September

(Annual Meeting issue)

New Imaging Technologies.

A look at the research on emerging imaging technologies, including visible light-OCT and adaptive optics.

Clinical Updates

Cornea • Neuro • Retina

Distributed at AAO 2022, Chicago

October

7 Ways to Avoid Legal

Headaches. Shifts in practice patterns can result in new malpractice challenges for ophthalmologists. Practices should understand how to apply risk management fundamentals to new medicolegal dangers.

Clinical Updates

Comprehensive • Oncology

November

Oncology. *EyeNet* provides an update on ocular surface tumors. A look at what genetics and imaging can reveal about prognosis, plus an overview of treatment options.

Clinical Updates

Cornea • Oculoplastic

December

A Look Ahead. *EyeNet* invites experts to discuss the news and trends within their subspecialties from 2022.

Clinical Updates

Comprehensive • International

2022 Ad and Materials Deadlines

January

Ad close: December 6
Materials close: December 10

February

Ad close: January 4
Materials close: January 7

March

Ad close: February 1
Materials close: February 4

April

Ad close: March 1
Materials close: March 4

May

Ad close: April 4
Materials close: April 8

June

Ad close: May 2
Materials close: May 6

July

Ad close: June 6
Materials close: June 10

August

Ad close: July 5
Materials close: July 8

September (AAO 2022 issue)

Ad close: August 1
Materials close: August 5

October

Ad close: September 6
Materials close: September 9

November

Ad close: October 3
Materials close: October 7

December

Ad close: November 1
Materials close: November 4

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. 2021's findings show the following rankings.

Among *all* ophthalmic publications, *EyeNet* is:

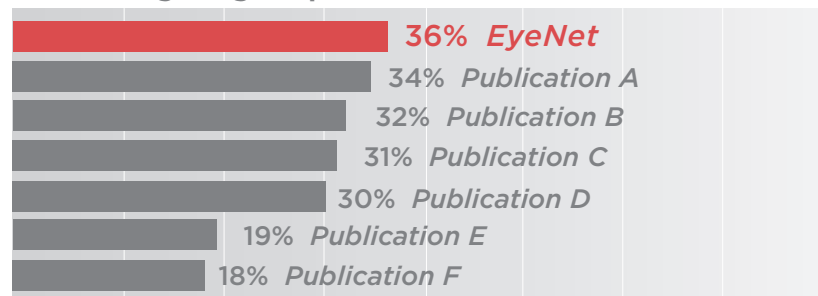
#1 in Average Page Exposures. In *EyeNet*, your ad pages will have greater visibility than in any other ophthalmic publication.

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.

#1 in Average Page Exposures



#1 in High Readers. *EyeNet* has the most dedicated readers for the 11th year in a row.

SOURCE: KANTAR® 2021 Eyecare Readership Study.

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 Total 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 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.

Key opinion leaders. Reach the ophthalmologists whose colleagues admire them and look to them for guidance.

SOURCE: KANTAR® 2021 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

Create an All-Encompassing, Multiplatform Campaign

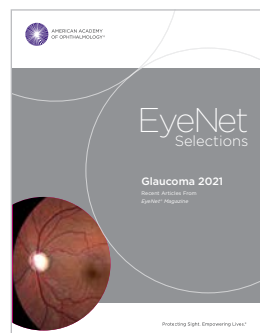
With *EyeNet Magazine* at the center of your marketing plan, you are guaranteed a loyal and avid reader base. Build out from that core with *EyeNet's* satellite offerings: AAO 2022 print and electronic publications, custom supplements offered throughout the year, educational events, and digital opportunities to engage your audience whenever and however they choose to read the magazine.



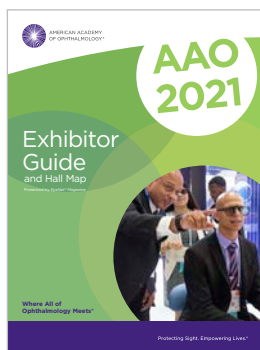
AAO 2021 NEWS



CORPORATE LUNCHES



BEST OF GLAUCOMA



EXHIBITOR GUIDE

AAO 2022 Opportunities

AAO 2022 DAILY. *EyeNet's* clinical e-newsletter, emailed nightly from AAO 2022 in Chicago, 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 2022. It is sent to all Academy members, American Academy of Ophthalmic Executives members, and Subspecialty Day and AAO 2022 attendees. Additionally, it is posted to aao.org/eyenet for double exposure.

AAO 2022 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 2022. Showcase your product with an upgraded listing.

DESTINATION SERIES. AAO 2022 attendees turn to this six-part series in *EyeNet* for deadlines, event previews, interviews, sneak peeks, and more (April through September).

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.

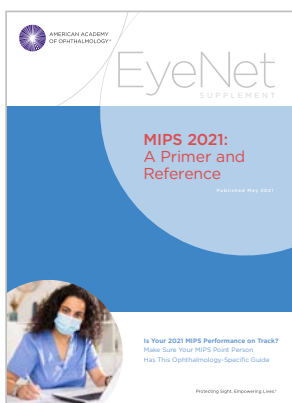
INDUSTRY-SPONSORED SUPPLEMENTS. Tell the full story of your products or services to ophthalmologists through a supplement polybagged with the monthly issue. Develop your own content and design your own cover and layout—or use the modified *EyeNet* design template provided by the Academy.

MIPS MANUAL 2022: 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.



MIPS Supplement



aao.org/eyenet

Spotlight on Digital

eTOC. This monthly email blast provides all Academy members with on-the-go highlights of *EyeNet* print content. With approximately 22,500 recipients and a 32% open rate, it offers prime positioning.

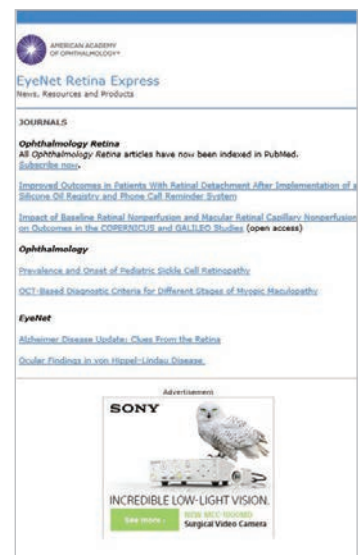
RETINA EXPRESS. This monthly email blast for retina specialists and comprehensive ophthalmologists (9,100 circulation) contains links to retina-related content from around the Academy. With a 34% open rate, you will effectively deliver content straight to your target audience.

WEBSITE BANNERS. Multiple sizes are available (all are run-of-site): leaderboards, skyscrapers, and boxes. The website averages 234,000 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 100 visits per month, with each guest staying for approximately three minutes, indicating a high level of engagement with your advertorial content.



eTOC



Retina Express

MECHANICAL REQUIREMENTS

Page Unit

Spread (two facing pages)
Full page
1/2 page (horizontal)
1/2 page (vertical)
2/3 page (vertical)
1/4 page

Non-Bleed

15" x 10"
7" x 10"
7" x 4 3/4"
3 1/4" x 10"
4 1/2" x 10"
3 1/4" x 4 3/4"

Bleed

16 1/2" x 11 1/8"
8 3/8" x 11 1/8"
8 3/8" x 5 1/2"
4 1/4" x 11 1/8"
5 3/8" x 11 1/8"
N/A

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.

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 embed-

ded 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

Frequency	Full Page	2/3 Page	1/2 Page	1/4 Page
1x	\$3,730	\$3,100	\$2,410	\$1,490
3x	\$3,650	\$3,030	\$2,370	\$1,460
6x	\$3,540	\$2,940	\$2,300	\$1,420
12x	\$3,460	\$2,900	\$2,260	\$1,390
18x	\$3,350	\$2,780	\$2,180	\$1,340
24x	\$3,320	\$2,760	\$2,160	\$1,330
36x	\$3,240	\$2,690	\$2,110	\$1,300

Color Rates

Frequency	Full Page	2/3 Page	1/2 Page	1/4 Page
1x	\$6,530	\$5,870	\$5,220	\$4,240
3x	\$6,390	\$5,750	\$5,110	\$4,160
6x	\$6,200	\$5,580	\$4,960	\$4,030
12x	\$6,070	\$5,460	\$4,860	\$3,950
18x	\$5,870	\$5,290	\$4,700	\$3,820
24x	\$5,810	\$5,230	\$4,650	\$3,770
36x	\$5,680	\$5,110	\$4,540	\$3,690

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.***EyeNet's Advertising Sales Firm****M.J. Mrvica Associates, Inc.**

2 West Taunton Ave.

Berlin, NJ 08009

Tel. +1.856.768.9360

Fax +1.856.753.0064

Mark Mrvica, Kelly Miller

mjmrsvica@mrsvica.com



ADVERTISING POLICY

The following terms and conditions shall be incorporated by reference into all insertion orders submitted by Advertiser or its advertising agency (collectively, “Advertiser”) to the American Academy of Ophthalmology, *EyeNet*, and/or M.J. Mrvica Associates (collectively, “Publisher”) for all *EyeNet* publications, including but not limited to *EyeNet Magazine*, *EyeNet’s AAO 2022 News*, *EyeNet Best of*, *EyeNet’s Exhibitor Guide*, *EyeNet’s AAO 2022 Daily*, *EyeNet’s Destination AAO 2022*, *EyeNet’s Home Page*, *EyeNet’s Digital Edition*, *EyeNet Supplements*, *EyeNet Online Exclusives*, *EyeNet eTOC*, *EyeNet Retina Express*, and *EyeNet* reprints:



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.



EyeNet Magazine

655 Beach Street
San Francisco, CA 94109
Tel. +1.415.561.8500
Fax +1.415.561.8575
eyenet@aao.org

Advertising and Reprint Sales Firm

M.J. Mrvica Associates, Inc.
2 West Taunton Avenue
Berlin, NJ 08009
Tel. +1.856.768.9360
Fax +1.856.753.0064
mjmrsvica@mrsvica.com