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 92% of practicing U.S. ophthalmologists and 99% of in-training ophthalmologists currently enrolled in an ophthalmology residency program or fellowship. AAOE membership includes approximately 5,400 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
**EyeNet Circulation Profile***

Active U.S. Academy Members ....................... 18,748  
U.S. Academy Members in Training .................. 2,864  
U.S. AAOE Members (nonphysician) ................. 2,316  

**American Academy of Ophthalmology Members**

Self-Reported Subspecialty Focus*  
( primary and secondary)

Cataract/Anterior Segment ......................... 6,285  
Comprehensive Ophthalmology .................... 7,513  
Cornea/External Disease .......................... 2,201  
Glaucoma ........................................ 2,406  
International Ophthalmology ..................... 64  
Medical Education ................................ 82  
Neuro-Ophthalmology ............................. 437  
Ocular Oncology ................................. 189  
Oculofacial Plastics/Reconstructive ............... 1,291  
Ophthalmic Genetics ............................. 71  
Ophthalmic Pathology ............................ 80  
Other ......................................... 492  
Pediatric Ophthalmology  
and Strabismus .................................. 1,193  
Refractive Surgery ................................ 1,910  
Retina: Medical Only .............................. 773  
Retina/Vitreous: Medical and Surgery ............ 3,127  
Unknown ....................................... 7,701  
Uveitis/Immunology ............................... 534  
Vision Rehab .................................. 24  

January
Diabetes. As diabetes continues to rise in the United States and globally, rates of diabetic retinopathy have increased, too. Experts discuss the prevalence of DR, populations especially at risk, and the latest prevention and treatment strategies.

Clinical Updates
Comprehensive • Retina

February
PROMS. Patient reported outcome measures (PROMs) are making their way into the outcomes measures of randomized controlled trials from glaucoma to retina.

Clinical Updates
Cornea • Oncology

March
Cataract Spotlight. Revisiting the Spotlight on Cataract session during AAO 2023, EyeNet presents a summary of each challenging case—and includes fresh commentary from the presenting experts.

Clinical Updates
Glaucoma • Refractive

April
What’s In Your Refrigerator? The expanded selection of treatments for wet age-related macular degeneration make the retina specialist’s refrigerator fuller than ever before. How to manage it all.

Clinical Updates
Neuro • Pediatrics

May
DEIA in Ophthalmology. A look at how ophthalmologists can broaden their understanding of diversity, equity, inclusion, and accessibility in order to chart a new, more equitable future for patient care and professional collaboration.

Clinical Updates
Cataract • Glaucoma

June
IOLs for Various Cornea Diseases. Selection of an intraocular lens in the setting of corneal disease can be complicated, nevermind that there are numerous corneal diseases to be considered.

Clinical Updates
Trauma • Uveitis

July
Collaborating With Other Medical Specialties. Ophthalmologists are increasingly working—in clinical practice and research—with endocrinologists, rheumatologists, pediatricians, and stroke experts. EyeNet explores how are those partnerships are benefiting patients.

Clinical Updates
Glaucoma • Retina

August
Treatments for Geographic Atrophy. Now that the breakthrough drugs for dry age-related macular degeneration have been on the market for a year, how are they being incorporated into practice?

Clinical Updates
Cataract • Refractive

September
Trauma. Traumatic ocular injury goes underreported. EyeNet talks with trauma surgeons on the ground to learn about their experiences and the outcomes.

Clinical Updates
Comprehensive • Oncology

October (Annual Meeting issue)
Artificial Intelligence. EyeNet reports on the state of the technology and how it is affecting the profession.

Clinical Updates
Cornea • Neuro • Retina

November
Ophthalmic Zebras. In medical school, everyone learns the saying, “When you hear hoofbeats, think of horses, not zebras.” But those who’ve practiced long enough know that eventually, a “zebra” crosses your path. A look at six patients whose presentation was initially mysterious and how experts got to the bottom of the diagnosis.

Clinical Updates
Cornea • Oculoplastic

December
A Look Ahead. EyeNet invites experts to discuss the news and trends within their subspecialties from 2024.

Clinical Updates
Comprehensive • Uveitis

2024 Ad and Materials Deadlines

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YOUR 2024 MARKETING PLAN

EyeNet Tops the Charts

High Visibility, Broad Reach, and Loyal Readers

Kantar Media Healthcare Research, an independent, third-party market research firm, conducts annual readership surveys. 2023’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 High Readers.** EyeNet has the most dedicated readers for the 13th year in a row.

EyeNet Readers Are Receptive

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

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

- **Key opinion leaders.** Reach the ophthalmologists whose colleagues admire them and look to them for guidance.
- **Cataract, Glaucoma, and Retina specialists.** Capture the attention of subspecialty audiences you most want to view your ad.
- **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.
- **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.

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

- **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.
- **Early drug adopter and early majority drug adopters.** Reach the ophthalmologists who are most likely to update their prescription patterns.
- **High volume practices.** Align with physicians who see 126+ patients per week, many of whom need your products to get proper diagnosis and management.

**SOURCE:** Kantar Media Healthcare Research 2023 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
mjrivica@mrvica.com
YOUR 2024 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 2024 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 2024 Opportunities**

**AAO 2024 DAILY.** *EyeNet’s* clinical e-newsletter, emailed nightly from AAO 2024 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 2024. It is sent to all Academy members, American Academy of Ophthalmic Executives members, and Subspecialty Day and AAO 2024 attendees. Additionally, it is posted to aao.org/eyenet for double exposure.

**EXHIBITOR VIDEOS.** Showcase your products in the Exhibitor Video section of AAO 2024 Daily. Available only to AAO 2024 exhibitors, this special section features your video still, with a link to the video on your website. Basic placements and upgraded packages available.

**AAO 2024 NEWS.** The Academy’s convention tabloid provides extensive meeting news and is distributed in high-visibility locations throughout the hall.

**“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 2024. Showcase your product with an upgraded listing.

**DESTINATION SERIES.** AAO 2024 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 2024: 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 23,200 recipients, 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. 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. 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 219,200 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 117 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.
2024 EYENET ADVERTISING RATES

Black-and-White 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.*

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.