2022 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 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
Circulation Profile

**EyeNet Circulation Profile**
Active U.S. Academy Members..........................18,462
U.S. Academy Members in Training......................2,512
U.S. AAOE Members (nonphysician)....................2,408

**American Academy of Ophthalmology Members**
Self-Reported Subspecialty Focus*  
(Primary and secondary)
Administration/Organization Leadership..............144
Cataract/Anterior Segment................................6,168
Comprehensive Ophthalmology........................7,503
Cornea/External Disease..................................2,109
Glaucoma................................................................2,308
International Ophthalmology...............................58
Medical Education............................................67
Neuro-Ophthalmology.......................................435
Ocular Oncology.............................................191
Oculofacial Plastics/Reconstructive.....................1,266
Ophthalmic Genetics.........................................58
Ophthalmic Pathology........................................85
Other............................................................305
Pediatric Ophthalmology  
and Strabismus.............................................1,178
Refractive Surgery...........................................1,964
Retina: Medical Only........................................736
Retina/Vitreous: Medical and Surgery.................2,993
Uveitis/Immunology.........................................473
Unknown....................................................7,686
Uveitis/Immunology.........................................473
Vision Rehab.................................................25

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. Revisiting the Spotlight on Cataract session during AAO 2021, EyeNet presents a summary of each challenging case—and includes fresh commentary from the presenting experts.

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 • 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
YOUR 2022 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. 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.

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
YOUR 2022 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 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 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.

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**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.
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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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
mjmrvica@mrvica.com

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.
PEARLS

Ocular Ischemic Syndrome

Five-Year Mortality is 40%

Cataract Surgery Tips, Part 2

Eyes With Keratoconus or a Corneal Graft

Oculoplastics and Antithrombotics

Striking a Delicate Balance

SEPTEMBER 2021