2018 Planning and Deadline Information

The 2018 editorial calendar will help you to align your media planning with the INVISION editorial schedule.

FEATURE STORY
The Ultimate One-Year Calendar
Plan 2018 with this year-long resource.

PRODUCTS
DRY EYE PRODUCTS
EYELASSES: RETRO STYLES

DEADLINES
Publicity: 11/8/17
Sales: 11/28/17
Artwork: 12/5/17

FEATURE STORY
Revolutionary Ideas
Cutting-edge things, people.

PRODUCTS
BUNDLING EYELASSES & SUNGLASSES: UPSTAIRS
TRADE SHOW DISTRIBUTION
SECO International

DEADLINES
Publicity: 12/6/17
Sales: 1/2/18
Artwork: 1/9/18

FEATURE STORY
VEE BUYING GUIDE

PRODUCTS
SCLERAL AND ORTHO-K CONTACT LENSES
EYELASSES: METALS
SUNGLASSES: CLIP-ONS
TRADE SHOW DISTRIBUTION
Vision Expo East

DEADLINES
Publicity: 2/1/18
Sales: 2/27/18
Artwork: 3/6/18

FEATURE STORY
Saving Money
Effective cost-saving tips to help ECPs cash in.

PRODUCTS
PORTABLE DIAGNOSTICS
EYELASSES: KIDS SUNGLASSES: KIDS

TRADE SHOW DISTRIBUTION
Optometry’s Meeting

DEADLINES
Publicity: 3/6/18
Sales: 4/3/18
Artwork: 4/10/18

FEATURE STORY
Smallsville, USA
How ECPs in small towns can get more attention.

PRODUCTS
MULTIFOCAL CONTACT LENSES
EYELASSES & SUNGLASSES: MEN’S STYLES
TRADE SHOW DISTRIBUTION

DEADLINES
Publicity: 4/10/18
Sales: 5/1/18
Artwork: 5/8/18

FEATURE STORY
AMERICA’S FINEST OPTICAL RETAILERS
The judges select the country’s most innovative eyecare businesses.

PRODUCTS
CYCLING LENSES
EYELASSES: COLOR SUNGLASSES: PATTERNED

DEADLINES
Publicity: 5/8/18
Sales: 6/29/18
Artwork: 7/6/18

FEATURE STORY
Our Biggest Days
ECPs share stories of big days in their businesses.

PRODUCTS
EHR UPDATE: EYELASSES: COMBINATIONS SUNGLASSES: SMALL SIZES
TRADE SHOW DISTRIBUTION
Vision Expo West

DEADLINES
Publicity: 7/6/18
Sales: 7/3/18
Artwork: 8/7/18

FEATURE STORY
Leadership Secrets
Become a better boss with our study of successful leaders.

PRODUCTS
LOW VISION AIDS EYELASSES & SUNGLASSES: CELEBRITY FAVES

TRADE SHOW DISTRIBUTION

DEADLINES
Publicity: 8/7/18
Sales: 8/4/18
Artwork: 8/17/18

FEATURE STORY
Joy! What Happiness Means to Your Team
Learn about the major business benefits of having a happy staff.

PRODUCTS
WINTER GOGGLES EYELASSES: CLASSICS SUNGLASSES: CLASSICS

TRADE SHOW DISTRIBUTION

DEADLINES
Publicity: 9/28/18
Sales: 10/4/18
Artwork: 10/11/18

FEATURE STORY
THE KIDS ISSUE
A full issue on serving the needs of young customers.

PRODUCTS
UV-BLOCKING LENSES FOR KIDS EYELASSES: KIDS SUNGLASSES: KIDS

TRADE SHOW DISTRIBUTION

DEADLINES
Publicity: 3/6/18
Sales: 4/3/18
Artwork: 4/10/18

THEME ISSUE
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Cutting-edge things, people.

PRODUCTS
BUNDLING EYELASSES & SUNGLASSES: UPSTAIRS
TRADE SHOW DISTRIBUTION
SECO International

DEADLINES
Publicity: 11/8/17
Sales: 11/28/17
Artwork: 12/5/17

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PRODUCTS
DRY EYE PRODUCTS
EYELASSES: RETRO STYLES

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