

# 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  
 EYEGLASSES: RETRO STYLES

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



**THEME ISSUE**  
**Revolutionary Ideas**  
 Cutting-edge things, people.

**PRODUCTS**  
 BUNDLING  
 EYEGLASSES & SUNGLASSES: UPSTARTS

**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  
 EYEGLASSES: METALS  
 SUNGLASSES: CLIP-ONS

**TRADE SHOW DISTRIBUTION**  
 Vision Expo East

**DEADLINES**  
 Publicity: 1/10/18  
 Sales: 1/30/18  
 Artwork: 2/6/18



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

**PRODUCTS**  
 PORTABLE DIAGNOSTICS  
 EYEGLASSES & SUNGLASSES: BEJEWELED

**DEADLINES**  
 Publicity: 2/17/18  
 Sales: 2/27/18  
 Artwork: 3/6/18



**THEME ISSUE**  
**THE KIDS ISSUE**  
 A full issue on serving the needs of young customers.

**PRODUCTS**  
 UV-BLOCKING LENSES FOR KIDS  
 EYEGLASSES: KIDS  
 SUNGLASSES: KIDS

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



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

**PRODUCTS**  
 MULTIFOCAL CONTACT LENSES  
 EYEGLASSES & SUNGLASSES: MEN'S STYLES

**TRADE SHOW DISTRIBUTION**  
 Optometry's Meeting

**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  
 EYEGLASSES: COLOR  
 SUNGLASSES: PATTERNED

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



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

**PRODUCTS**  
 EHR UPDATE  
 EYEGLASSES: COMBINATIONS  
 SUNGLASSES: SMALL SIZES

**TRADE SHOW DISTRIBUTION**  
 Vision Expo West

**DEADLINES**  
 Publicity: 7/10/18  
 Sales: 7/31/18  
 Artwork: 8/7/18



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

**PRODUCTS**  
 LOW VISION AIDS  
 EYEGLASSES & SUNGLASSES: CELEBRITY FAVES

**DEADLINES**  
 Publicity: 8/7/18  
 Sales: 9/4/18  
 Artwork: 9/11/18



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

**PRODUCTS**  
 WINTER GOGGLES  
 EYEGLASSES: CLASSICS  
 SUNGLASSES: CLASSICS

**DEADLINES**  
 Publicity: 9/28/18  
 Sales: 10/18/18  
 Artwork: 10/23/18

