THE 2019 MEDIA PLANNING GUIDE

INVISION

PRINT
INVISION MAGAZINE

ONLINE
INVISIONMAG.COM

CUSTOM
CONTENT
SWM CONTENT STUDIO

MARKETING
INVISION MARKETING SERVICES

VIDEO, PODCASTS & WEBINARS
EDUCATION

THE OPTICAL INDUSTRY'S FAVORITE "HOW-TO" MAGAZINE FOR EYECARE PROFESSIONALS.
A WHOLE LOTTA LOVE

Readers love INVISION. With award-winning "can-do" journalism and eye-catching graphics, INVISION is the industry publication eyewear and eyecare professionals prefer. Each issue engages readers with how-tos, profiles, surveys, and more — all designed to help eyecare professionals do business better.

“THE MAGAZINE FOR THE EYECARE PROFESSIONAL FROM THE EYECARE PROFESSIONAL.”
Diana Canto Sims, Buena Vista Optical, Chicago, IL

“Keep it up! I get so much out of INVISION. I love that it’s aimed at independents. There are ideas galore.”
Jennifer Leuzzi, Mill Creek Optical, Danville, NY

“INVISION IS THE FIRST EMAIL I READ EACH MORNING AND THE MAGAZINE HAS BECOME MY GO-TO FOR TRAINING TIDBITS FOR MY STAFF.”
Amy Pelak, Proview Eyecare Optometry, Corona, CA

“I literally await two magazines each month, Acoustic Guitar and INVISION. Really laid out well and the pulse of the industry and pearls to be better are always there.”
Steve Whitaker, Whitaker Eye Works, Wayne, PA

“WE LOVE IT AND IT IMPRESSES ME WHEN OUR MANAGERS MAKE A POINT OF NOTING AN ARTICLE FOR THEIR STAFF TO READ IN OUR EMPLOYEE MEETINGS.”
Cindy Henderson, Eyear Optical, Hixson, TN

“I love INVISION. I can always quickly digest something usable when I don’t have a lot of time, but usually I read the magazine cover to cover in one sitting. I have actually noticed other industry magazines starting to copy your style. Sincerest form of flattery, eh?”
Dawn Johnson, Clarkson Eyecare Perdido, Pensacola, FL

“Love the magazine. TV goes on mute while I read it cover to cover.”
Dr. Texas Smith, Dr. Texas Smith and Associates Family Vision Care, Citrus Heights, CA

SEE MORE RAVES AT SMARTWORKMEDIA.COM/INVISION-RAVES

INVISION IS THE ONLY MAGAZINE ANY OPTICIAN, OPTOMETRIST OR ANYONE ELSE IN THE BUSINESS SHOULD READ! I GET A LITTLE CRANKY IF ANYONE TOUCHES IT!”
Susan Frein, Ankeny Family Vision Center, Ankeny, IA
INVISION AWARDS

133 ... AND COUNTING!

SmartWork Media – the parent company of INVISION – has earned 133 awards for excellence in trade journalism since 2004. From complete issues to feature articles, web and page design and more, SmartWork Media is one of the most highly decorated publishers, per title, in the world.

2018

FOLIO EDDIE AWARDS

B2B Full Issue: Gold
INVISION, May 2018

How-To Article: Honorable Mention
INVISION, Nov-Dec 2017

B2B Website: Honorable Mention
INVISION, invisionmag.com

B2B Best Series or Single Article: Gold
INSTORE, April 2018

B2B Full Issue: Gold
PETS+, February 2018

How-To Article: Honorable Mention
PETS+, February 2018

B2B Best Series or Single Article: Honorable Mention
PETS+, “Better Business, Better World”

TABPI

Best Single Issue: Top 25
INVISION, May 2017

Best Website: Silver
PETSPLUSMAG.COM

PETSPKISSMAG.COM

Best Department: Silver
PETS*, Real Deal

Best Single Issue: Top 25
PETS*, July-August 2017

Best Feature Design: Gold
INSTORE, January 2017

Best How-to Article: Bronze
INSTORE, February 2017

Best Single Issue: Top 25
INSTORE, September 2017

NEAL AWARDS

Best Single Issue: Finalist
PETS*, July-August 2017

Best Website: Finalist
PETSPLUSMAG.COM

Best Instructional Content: Finalist
INSTORE, February 2017

Best Editorial Use of Data: Finalist
INSTORE, October 2017

2016

TABPI

Best Single Issue: Top 25
INVISION, March 2015

Feature Article: Top 25
INSTORE, September 2016

NEAL AWARDS

Best Overall Art Direction/Design: Finalist
INVISION, January 2016

FOLIO: EDDIE AWARDS

B2B Website: Honorable Mention
PETSPLUSMAG.COM

Full Issue: B2B, Overall: Honorable Mention
PETS*, May-June 2017

How-to Article: Gold
INSTORE, February 2015

B2B Newsletter: Gold
INSTORE, May 2016

B2B Full Issue: Honorable Mention
INSTORE, May 2016

B2B Full Issue: Honorable Mention
PETSPLUSMAG.COM

B2B Full Issue: Honorable Mention
PETS*, July-August 2017

Feature Article: Top 25
INVISION, September 2016

How-to Article: Gold
INSTORE, February 2015

B2B Newsletter: Honorable Mention
INSTOREMAG.COM

2017

TABPI

Best Single Issue: Top 25
INVISION, May 2017

Best Website: Silver
INVISION, May 2016

Best E-Newsletter: Gold
INVISION Online

Best Single Issue: Top 25
INSTORE, January 2017

Feature Article: Top 25
INVISION, September 2016

Feature Article: Top 25
INSTORE, April 2016

FOO: EDDIE AWARDS

B2B Website: Honorable Mention
PETSPLUSMAG.COM

B2B Digital Column/Blog: Honorable Mention
PETSPLUSMAG.COM

B2B Newsletter: Gold
PETS* Online

Full Issue: B2B, Overall: Honorable Mention
PETS*, May-June 2017

How-to Article: Silver
INSTORE, March 2015

Best Single Issue: Top 25
INSTORE, October 2015

Feature Article: Gold
INSTORE, November 2015

SEE OUR FULL LIST OF AWARDS AT SMARTWORK MEDIA.COM/awards

ONLINE AWESOMENESS

INVISION’s e-newsletter took home the gold at the 2017 TABPI Awards.

PRINT AT ITS BEST

INVISION’S May 2016 children’s theme edition took top honors of more than 400 magazines entered in the TABPI Awards.
YOUR MARKETING MADE AWESOME.

LET INVISION MARKETING SERVICES AND THE SMARTWORK MEDIA CONTENT STUDIO POWER YOUR NEXT PROJECT.

It’s a dilemma. Generalist marketing companies have strong creative and design skills, but don’t know eyecare. Specialist companies know eyecare, but their creative output sorta makes your eyeballs hurt.

What you want is a marketing company that both gets your business and can promote it in a way that makes you proud. Oh, and it would be great if your marketers had a handy way to help deliver your message to your target customers. (And while we’re writing a wish list, a service that didn’t cost a body part or one’s first-born child would be much appreciated.)

Presenting INVISION Marketing Services and the SmartWork Content Studio. The people who brought the award-winning INVISION magazine, website and daily bulletins to the eyecare industry has a marketing team that’s just as talented.

As one of eyecare’s top B2B media companies, INVISION has the content and design expertise, not to mention the audience and platforms, to handle and execute just about any marketing project you can think of. Best of all, we’re surprisingly affordable.

So, take a look at the list below and start dreaming. Then give us a call so we can start building awesome stuff together.

AVAILABLE SERVICES INCLUDE

• PRINT CAMPAIGNS
• DIGITAL CAMPAIGNS
• WEBINARS
• PODCASTS
• VIDEO CAMPAIGNS
• CONTENT MARKETING
• INTERNAL MARKETING SERVICES
• SOCIAL MEDIA MARKETING
• FOCUS GROUPS
• EVENT MANAGEMENT
• AND MORE ...
INVISION and INVISIONMAG.COM have the power to influence buyers. Whether in print or online, INVISION reaches key decision makers with award-winning journalism that holds their attention. It's the loyalty-driven environment you want for your brands.

99% of readers take action based on advertising or articles they read in INVISION

87% of subscribers read INVISION bulletins regularly

86% of readers spend an average of 27.4 minutes or more with INVISION magazine

86% of readers reported having direct purchase involvement

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86% of readers reported having direct purchase involvement

Which magazine do you feel is most in touch?

Total Qualified Circulation 30,034

Source: BPA Brand Report, June 2018

Which website do you visit most regularly?

Source: Harvey Research Study, May 2018
Almost 100% of our circulation goes to practicing optometrists, ophthalmological practices, and dispenseries.

61.1%
Optometric Practices 15,360 Copies

11.4%
Ophthalmological Practices 3,438 Copies

1.4%
Department Stores 419 Copies

.7%
Optical Lab 224 Copies

1%
Wholesaler 385 Copies

1.3%
Other 312 Copies

23%
Optical Stores 6,942 Copies

65.6%
Optometrist 19,828 Copies

Source: BPA Brand Report, June 2018
BIG THINGS ARE HAPPENING ONLINE

INVISIONMAG.COM continues to get rave reviews from those in the vision industry. 2019 will continue to excite with a newly designed visual format incorporating plenty of videos and photo galleries. Readers will be even more drawn into its high-energy, engaging content.

CLICK HERE TO VISIT THE NEW WEBSITE PROTOTYPE

HIGHLIGHTS

- **Exciting News-Style Design**: INVISION Online has a dynamic new look designed to draw readers deeply into their favorite content – whether that’s news, tips or multimedia.

- **Stronger Product Presentation**: The new layout maximizes the impact of photos and videos, making it ideal for product publicity and sponsored content presentations.

- **Expanded Multimedia Content**: Videos, webinars and photo galleries rule on the new website, with prominent placement on our home page and easy-to-use viewing components.

INVISION ONLINE GROWTH

INVISION saw strong growth in all major visitor categories between January-July 2017 and January-July 2018.

- **In January-July 2018**, the website saw 251,124 total sessions, 163,076 total users and 67,496 total pageviews, marking a 54% growth in total sessions, 201% growth in total users and 47% growth in total pageviews.

* SOURCE: Google Analytics statistics, January 1-July 31, 2017 versus January 1-July 31, 2018

INVISION DAILY BULLETIN STATS

Our daily bulletins generate high levels of interaction, easily beating publishing industry averages.

- **Average Open Rate**: 18.1%
- **Average Click-Through Rate**: 32.8%

18,341 Average Total Sent:

- **Publishing Industry Average**: 15.77%
- **Publishing Industry Average**: 14.11%

Omeda statistics, October 2018
**2019 EDITORIAL CALENDAR**

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**Popular Departments in Each Edition of InVision**

- **America’s Finest**: The country’s most innovative optical retailers.
- **Benchmarks**: Best practices by category.
- **Best of the Best**: Actions worth emulating.
- **Calendar**: Key dates and how to make the most of them.
- **Eye Pro Gear**: Products you need.
- **Manager’s To-Do**: The ultimate guide to the coming month.
- **Real Deal**: Readers solve real-life eyecare business situations.
- **Sanity Files**: Eyecare pros share their secrets for keeping their cool.
- **Tip Sheet**: Smart advice for eyecare business owners.
## 2019 PRINT RATES & SIZES

<table>
<thead>
<tr>
<th>PICK YOUR SIZE</th>
<th>2-PAGE SPREAD (GO FOR MAXIMUM IMPACT)</th>
<th>FULL PAGE (THE CLASSIC FORMAT)</th>
<th>2/3 PAGE (A NEARLY FULL FEELING)</th>
<th>1/2 PAGE (GET ATTENTION)</th>
<th>1/3 PAGE (STAND TALL!)</th>
<th>1/4 PAGE (SMART VALUES)</th>
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<tbody>
<tr>
<td>12x</td>
<td>$10,660</td>
<td>$5,970</td>
<td>$4,910</td>
<td>$3,950</td>
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<td>NON BLEED</td>
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New in 2019!

 inclusion of free online display

- **Text Classifieds**
  - 10-30 words for $195
  - 31-60 words for $340

- **Display Classifieds**
  - Requires camera-ready artwork
  - Sample sizes:
    - 1 column x 2" (1-3/4" x 2") for $320
    - 1 column x 3" (1-3/4" x 3") for $480
    - 2 columns x 1" (3-5/8" x 1") for $320
    - 2 columns x 2" (3-5/8" x 2") for $840
    - 2 columns x 3" (3-5/8" x 3") for $960
    - 3 columns x 2" (5-5/8" x 2") for $960

Order online at:
SMARTWORKMEDIA.COM/INVISION-CLASSIFIEDS
WEBSITE BANNERS
Our new (and seriously improved) website promises sharply improved ad visibility.

**A BILLBOARD**
This dominating, full-width position makes your brand the star of our website.

- **CPM RATES**
- **JAN-DEC** $215
  - Desktop: 1800 x 460 pixels;
  - Mobile: 400 x 300 pixels

**B HEADLINE BANNERS**
In-story (every five paragraphs) banner slots ensure your message will be seen by readers.

- **CPM RATES**
- **JAN-DEC** $110
  - Desktop: 740 x 190 pixels;
  - Mobile: 300 x 250 pixels

**C SKYSCRAPER SIDE BANNER**
A towering sidebar banner that gives you space to show off and makes a serious impression.

- **CPM RATES**
- **JAN-DEC** $90
  - Desktop: 600 x 300 pixels;
  - Mobile: 300 x 300 pixels

**D STANDARD SIDE BANNER**
Square but still hip. This classic value format is a banner advertising workhorse.

- **CPM RATES**
- **JAN-DEC** $80
  - Desktop: 300 x 300 pixels

**E VIDEO THEATER**
This end-of-story position ensures high visibility for your video message or advertisement.

- **CPM RATES**
- **JAN-DEC** $160
  - Desktop: 740 x 190 pixels;
  - Mobile: 300 x 250 pixels

**F SPONSORED HEADLINES**
Link readers to articles about your business, whether located as sponsored content on INVISIONMAG.COM or not.

- **CPM RATES**
- **JAN-DEC** $60
  - Desktop: 300 x 300 pixels

**E DIGITAL WRAPPER**
**HEADLINE OUR DIGITAL FLIPBOOK AND INTRO EMAIL.**
Present our latest digital edition to readers. (Package includes two bonus emails to our full email list).

- **$1,750 PER MONTH**
EMAIL BANNERS

Get your message across to 18,000+ passionate fans.

**BILLBOARD**
Make an impact with this full-width, large-format banner at the top of our daily emails.

- **MONTHLY**
  - Size: 600 x 155 pixels
  - $3,250

- **WEEKLY**
  - Size: 600 x 155 pixels
  - $940

**HEADLINE BANNER 1**
This banner puts your message atop the day’s top headlines.

- **MONTHLY**
  - Size: 560 x 145 pixels
  - $2,150

- **WEEKLY**
  - Size: 560 x 145 pixels
  - $680

**HEADLINE BANNER 2**
This banner catches reader attention as they move through our daily roundup.

- **MONTHLY**
  - Size: 560 x 145 pixels
  - $1,720

- **WEEKLY**
  - Size: 560 x 145 pixels
  - $520

**SKYSCRAPER**
This towering banner is in a perfect position for high-impact brand recognition.

- **MONTHLY**
  - Size: 250 x 500 pixels
  - $2,150

- **WEEKLY**
  - Size: 250 x 500 pixels
  - $680

**DAILY TIPS BANNER**
You’re the presenter of our daily tips, some of our fans’ favorite content.

- **MONTHLY**
  - Size: 560 x 145 pixels
  - $1,760

- **WEEKLY**
  - Size: 560 x 145 pixels
  - $480

**BIG FOOT BANNER**
Yes, it’s at the bottom, but it’s the biggest banner on the page – 2x deeper than our standard banners.

- **MONTHLY**
  - Size: 560 x 300 pixels
  - $1,760

- **WEEKLY**
  - Size: 560 x 300 pixels
  - $480

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**IT’S BETTER IN A BUNDLE!**

Ask your sales rep for deals on website-newsletter bundles.

For a comprehensive digital marketing campaign, INVISION recommends a newsletter and website campaign. For bundling options, size upgrades, and more, contact your sales representative.

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**CUSTOM E-BLASTS**

Connect with our readers with your customized message.

Control the message by sending your own sponsored email to INVISION’s fast-growing bulletin list. Exposure available in units of 1,000 or more. Creative services available for design and content of your email.

**MORE EMAIL OPTIONS**

Click here to see a sample of an actual Invision email bulletin.
BILLING, COMMISSION AND TERMS

New advertisers will be asked to prepay the amount due for the first ad. A 1.5% finance charge will be added each month to all outstanding invoices not paid within 30 days.

Agency commission is 15% on space and position to recognized agencies. Verbal agreements or quotes in conflict with the publisher’s stated policies must be in writing and signed by the publisher.

No conditions appearing on an insertion order, purchase order or any other forms presented to the publisher will be binding if in conflict with the publisher’s stated policies.

The publisher reserves the right to reject any advertisement. The publication is not liable for any delivery failure beyond its control. Advertisers and agencies assume full liability for all the contents of advertisements printed, and the responsibility for any and all claims arising therefrom.

The advertiser (and any agencies and/or affiliates) warrants that publication by the publisher of any advertising materials submitted by or on behalf of the advertiser will not (1) include any statements that are false, misleading or defamatory; (2) infringe upon the rights of any third party, including without limitation rights of privacy or any copyrights; (3) violate any applicable laws.

The advertiser (and any agencies and/or affiliates) further agrees that the publisher cannot be held liable for any costs, damages, liabilities or fees arising from (1) the content and publication of advertisements (including the failure to publish an advertisement); and (2) the failure of any contest related to the advertisements to comply and conform to all applicable laws, ordinances, statutes and rules.

FREQUENCY DISCOUNTS

Frequency discounts are based on the number of insertions scheduled within a 12-month period regardless of the ad size. Canceled contracts are subject to a short rate, with the rate applicable for the amount of advertising space used applied retroactively from the first ad inserted onwards. Advertisers will be rebated if, within a 12-month period from the first insertion, they have used sufficient additional insertions to warrant a lower rate.

CANCELLATION POLICY

Cancellation of ad space must be received in writing before the published closing date.
ADVERTISING SPECS

PRINT SPECIFICATIONS
Guidelines for getting the very best results from your advertisement

FILE SUBMISSION
Files that are 10MB or smaller should be emailed directly to artwork@invisionmag.com. This email address reaches several people in the production department. Larger files can be emailed to the same address using a file-sharing site like Dropbox, High-tail.com or WeTransfer.com. If sending DVDs or flash drives, include a label with the advertiser’s name, issue of insertion, contact name and phone numbers.

PREFERRED FILE FORMAT
Our preferred file format is Press Ready PDF Files (PDF/X-1a). Here are additional guidelines on submitting PDF files for best results.

IMAGES
► Use high resolution images. 350 DPI is recommended.
► TIFF or EPS format preferred. If using JPEG, use only at the maximum-quality setting.
► RGB and LAB color are not allowed.
► Do not save TIFF or EPS files with embedded color management profiles.
► Avoid scaling images, if possible. If you must scale images, do not scale below 50% or above 110%.
► Total Area Coverage should not exceed 300%.

FONTS
► Always embed all fonts.
► Do not allow font substitutions.
► Do not use TrueType fonts.
► Do not “menu-style” your fonts. These styles may not have matching printer fonts available and may not print correctly. For effects such as bold or italic, select a bold or italic font.

COLORS
► Only use CMYK colors; convert spot colors to process.

LAYOUT
► Create documents in Portrait mode without scaling or rotation. If you require scaling or rotation, do so in the original graphics program.
► When bleed is required, provide 1/8-inch beyond the trim area.
► All marks (trim, bleed) should be included in all colors and must be located 1/4-inch (4.25 mm) from trim and not invade the live or bleed areas.

TRANSPARENCY
► All transparent objects must be flattened at a high resolution.
► Avoid placing transparent objects on top of text or other critical vector objects.

OVERPRINT
► Overprinting objects may not reproduce correctly when printed and will sometimes disappear completely. We recommend creating objects exactly as you want them to appear without relying on an overprint setting.

OTHER ACCEPTED AD FILE FORMATS
We also accept Macintosh Adobe InDesign files, up to the latest version of Creative Cloud. Contact our ad production manager for other accepted ad file formats.

PROOFS
For four-color ads, provide a color proof with standard AAA/PMS process colors. Note any special instructions directly on the proofs. SmartWork Media cannot guarantee reproduction quality of ads supplied without a proof or those in non-preferred file formats. Ads submitted in non-preferred formats may be subject to additional production fees.

QUESTIONS ABOUT YOUR AD? CONTACT THE AD PRODUCTION MANAGER
EMAIL: artwork@invisionmag.com / PHONE: (212) 981-9625

CONTACT YOUR AD REP
advertising@invisionmag.com

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