INVISION

THE 2019 MEDIA PLANNING GUIDE

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.

"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

"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

"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

"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

"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

“THE MAGAZINE FOR THE EYECARE PROFESSIONAL FROM THE EYECARE PROFESSIONAL.”

Diana Canto Sims, Buena Vista Optical, Chicago, IL

SEE MORE RAVES AT SMARTWORKMEDIA.COM/INVISION-RAVES
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

PETSPRESS.COM

Best E-Newsletter: Gold
INVISION Online

Best Single Issue: Top 25
INSTORE, September 2016

Best Feature 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
INSTOREMAG.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 2015

NEAL AWARDS

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

B2B Website: Honorable Mention
INVISION, April 2015

B2B Digital Column/Blog: Honorable Mention
INVISIONMAG.COM

B2B Newsletter: Gold
PETS+ Online

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

B2B New Magazine Design: Honorable Mention
PETS+

2017

TABPI

Best Single Issue: Top 25
INVISION, May 2017

Best Website: Silver
INVISION, May 2016

B2B Full Issue: Gold
INSTORE, February 2015

How-To Article: Gold
INSTORE, February 2015

B2B Full Issue: Honorable Mention
INVISION, May 2016

B2B Newsletter: Honorable Mention
INSTORE, May 2016

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INVISIONMAG.COM

B2B Newsletter: Gold
PETS+ Online

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

B2B New Magazine Design: Honorable Mention
PETS+

SEE OUR FULL LIST OF AWARDS AT SMARTWORKMEDIA.COM/AWARDS
YOUR MARKETING MADE AWESOME.

LET SMARTWORK 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 SmartWork 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

Which magazine do you feel is most in touch?

71%

Which website do you visit most regularly?

56%

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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

Source: Harvey Research Study, May 2018

Source: BPA Brand Report, June 2018
KEY DECISION MAKERS? WE'VE GOT THEM!

Almost 100% of our circulation goes to practicing optometrists, ophthalmological practices, and dispensers.

61.1%
- Optometric Practices
  - 15,360 Copies

11.4%
- Ophthalmological Practices
  - 3,438 Copies

1.4%
- Department Stores
  - 419 Copies
- Optical Lab
  - 224 Copies

.7%
- HMO
  - 35 Copies

1%
- Wholesaler
  - 365 Copies

1.3%
- Other
  - 312 Copies

23%
- Optical Stores
  - 6,942 Copies

65.6%
- Optometrist
  - 19,828 Copies

12.9%
- Dispensing Opticians
  - 3,886 Copies

5.7%
- Ophthalmologist
  - 1,715 Copies

15.8%
- Owner, Executive, Manager, and Other
  - 4,771 Copies

Source: BPA Brand Report, June 2018
INVISION PLANNING GUIDE 2019

INVISION MAG.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.

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.

INVISION DAILY BULLETIN STATS
Our daily bulletins generate high levels of interaction, easily beating publishing industry averages.

DIGITAL OVERVIEW

CLICK HERE TO VISIT THE NEW WEBSITE.
### 2019 Editorial Calendar

**January**
- **Feature Story**
  - Contrarian Rules of Business
  - Sometimes, it's better to go against the flow.

**February**
- **Feature Story**
  - Thank God It's Monday
  - Keep your staff motivated with our inspiring guide.

**March**
- **Feature Stories**
  - VEE Buying Guide
  - What to buy at the big show.

**April**
- **Feature Story**
  - Failure: An Appreciation
  - How making a mistake might ultimately be the best thing for your business.

**May**
- **Feature Story**
  - Beginnings
  - Eyecare pros share how they got started in the business.

**June**
- **Feature Story**
  - Endings
  - Sharing the stories of eyecare pros leaving the business.

**July-Aug**
- **Feature Story**
  - America's Finest 2019
  - Expert judges select the country's best eyecare businesses.

**September**
- **Feature Story**
  - How to Do Everything
  - The ultimate how-to guide.

**October**
- **Feature Story**
  - Peak Performance
  - Take on these projects to get your business running its best.

**November-December**
- **Feature Story**
  - The Big Survey
  - Learn what makes the business tick in the biggest-ever survey of eyecare professionals.

### 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

### PICK YOUR SIZE

<table>
<thead>
<tr>
<th>Size</th>
<th>2-PAGE SPREAD</th>
<th>FULL PAGE</th>
<th>2/3 PAGE</th>
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<td>10 x 10 ¾</td>
<td>5 ¾ x 10 ¾ (vertical)</td>
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<td>9 x 10 ¾</td>
<td>5 ¾ x 7 ¼</td>
<td>4 ¼ x 7 ¼ (horizontal)</td>
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<td>9 ¼ x 11 ½</td>
<td>6 x 11 ¾ (vertical)</td>
<td>4 ½ x 11 ¾ (vertical)</td>
<td>3 x 11 ¾ (vertical)</td>
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<tr>
<td>9 ½ x 11 ½</td>
<td>6 x 7 ¼ (vertical)</td>
<td>4 ½ x 7 ¼ (horizontal)</td>
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<td>3 ¾ x 9 ¾ (vertical)</td>
<td>2 ½ x 9 ¾ (vertical)</td>
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<tr>
<td>8 x 9 ¾</td>
<td>5 ¾ x 6 ¾ (vertical)</td>
<td>3 ¾ x 6 ¾ (horizontal)</td>
<td>2 ½ x 6 ¾ (horizontal)</td>
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</tbody>
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### SIZES LISTED IN INCHES

### FORMATS

- **2-PAGE SPREAD**: Go for maximum impact.
- **FULL PAGE**: A nearly full feeling.
- **1/2 PAGE**: Get attention.
- **1/3 PAGE**: Stand tall!
- **1/4 PAGE**: Smart values.

### INVISION CLASSIFIEDS

- Includes 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 $640
    - 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.

**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

**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

**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: 300 x 600 pixels; Mobile: 300 x 300 pixels

**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

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

- **CPM RATES**
  - JAN-DEC: $160
  - Send 1080P video files in popular video formats via smartworkmedia.com/sendvideo

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

- **CPM RATES**
  - JAN-DEC: $60
  - Send 400 x 240 thumbnail image and URL for content

**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.

- **RATES**
  - MONTHLY: $3,250
  - WEEKLY: $940

Size: 600 x 155 pixels

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

- **RATES**
  - MONTHLY: $2,150
  - WEEKLY: $680

Size: 560 x 145 pixels

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

- **RATES**
  - MONTHLY: $2,150
  - WEEKLY: $680

Size: 250 x 500 pixels

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

- **RATES**
  - MONTHLY: $1,720
  - WEEKLY: $520

Size: 560 x 145 pixels

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

- **RATES**
  - MONTHLY: $1,760
  - WEEKLY: $480

Size: 560 x 145 pixels

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

- **RATES**
  - MONTHLY: $1,760
  - WEEKLY: $480

Size: 560 x 300 pixels

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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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**MORE EMAIL OPTIONS**
**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.

**PRICES START AT $350 CPM**

**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.

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.
► 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

MIKE BOUCHER
ADVERTISING SALES DIRECTOR
 mike@smartworkmedia.com
 (610) 357-6083

WAYNE WIGGINS
SALES MANAGER
 wayne@smartworkmedia.com
 (415) 387-7784

PETER SIENKIEWICZ
SALES REPRESENTATIVE
 pete@smartworkmedia.com
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