



**INVISION**™

# A NEW KIND OF BUSINESS MAGAZINE FOR AMERICAN EYECARE PROFESSIONALS

Brightly written. Gorgeously packaged.  
At long last, a serious business publication  
that's actually fun to read. Introducing  
INVISION™, arriving January 2014.



SEEING THE POSSIBILITIES? CONTACT US AT:  
[advertising@invisionmag.com](mailto:advertising@invisionmag.com)

# THE MISSION OF INVISION



THE MAGAZINE  
FOR THE  
AMERICAN  
EYECARE  
PROFESSIONAL

**IN 2014**, America's eyecare professionals are about to discover their new favorite industry magazine — INVISION. And you're invited to be a part of it.

See what happens to your sales when you advertise in a publication that readers truly *love*. See how your brand image benefits when you support a publication that actually *inspires* its readers. And see how your name recognition improves when you appear in a magazine that contains so many business-building ideas that every issue is referred to by readers over and over again.

Before you advertise with us, we'd like you to read our magazine as well. Because once you do, we think you will better understand the kind of impact we're going to make on your customers in 2014.



## SMARTWORK MEDIA'S AWARDS: JUST MORE PROOF HOW HARD WE WORK

**OVER THE LAST DECADE**, SmartWork Media's business publications have earned more than 50 national and international awards, including the 2012 Jesse H. Neal Award from American Business Media for best overall business publication won by INSTORE, our magazine for independent jewelry store owners. We're proud of our awards, because they show how we truly sweat the details to make magazines that don't just inform readers, they inspire them. See our complete list of awards at [smartworkmedia.com/awards](http://smartworkmedia.com/awards).



Great new magazine. Dynamic yet relatable articles. Looking forward to the next issue!”

*Lisa Stagnaro, Madeira Optical, Madeira, OH*

## OFF TO A FAST START

THOUGH WE HAVEN'T EVEN PRINTED AN OFFICIAL EDITION YET, INVISON'S FAN CLUB IS EXPANDING RAPIDLY. CHECK OUT SOME RAVE READER REVIEWS FOR OUR PROTOTYPE ISSUE.

“I was handed the prototype edition while at the Vision West show and thought it was like all the other eye publications until I began to read it on my flight back home. To my delighted surprise it was new and refreshing. I hope you all get to keep going with it because the industry can really use a new kid on the block with bright ideas. I thought the ‘inspiring comeback stories’ article was great. This is more of what the new young ODs need to be exposed to. Trials and failures, tips and tricks, and inspirational stories.” – **Thomas J. Mirabile, OD, TJM-3D, Mt. Pleasant, SC**

“OMG! I love this magazine! Finally — a magazine that is geared toward the new generation of independent ODs and eye

care professionals. I love the articles, the features. Nicely done! I'm looking forward to the next issue already.” – **Sarah Jerome; Look + See Eye Care, Minneapolis, MN**

“Great new mag!” – **Dr. Daniel Koenig, McFarland Eye Clinic, Ames, IA**

“The magazine has a clean look, and it confronts issues facing independent optometrists — both strong points. I particularly liked ‘The Case of the Disruptive Competitor.’” – **Palmer**

“Love the prototype. Lots of interesting content and easy to read through.”

*Eric Bran, OD, Ridgefield Family Eye Care, Ridgefield, CT*

**Cook, OD, Diversified Ophthalmics, Cincinnati, OH**

“Love, love, love!” – **Judy Canty, Luzerne Optical Labs, Virginia Beach, VA**

“Great magazine, informative and interesting.” – **James Filippo, OD, Philadelphia, PA**

“If your future issues are anything like the first edition, you have a fan for life.” – **Tommy Lim, Berryessa Optometry, San Jose, CA**

## CIRCULATION GOALS

### 1. DISCOVER OUR FIRST 30,000 RAVING FANS.

SmartWork Media's expertise is creating magazines that connect with readers in a powerful manner. In our opinion, if readers aren't saying they “love” us, we're doing it wrong. (See testimonials at left. So far, so good.) In 2014, we'll send INVISON to more than 30,000 eyecare businesses — including optometrists, opticians, ophthalmologists and other eyecare professionals to find those readers with whom we connect most strongly.

### 2. REACH EVERYBODY IN THE BUSINESS WHO WANTS TO BE A BETTER RETAILER.

Not everybody in the eyecare business is focusing on being a better retailer. And that's fine. But INVISON magazine is designed for eyecare pros who *do* — the optometrists, opticians, owners, managers and buyers looking to buy smarter, sell faster, attract more customers, and boost their bottom lines.

### 3. BUILD THE “ACTION HABIT” IN OUR READERS.

Each edition of INVISON is carefully formulated for maximum readability and filled with innovative ideas for eyecare pros to try. It's an environment that's uniquely suited to inspiring action. Which means that every time they pick up our magazine, INVISON readers are feeling positive and ready to make decisions. (Hint, hint: That's a great time to put your advertisement in front of them.)

## EXTRA SMART TIP

### RUN YOUR AD IN A DEPARTMENT

INVISON will feature a number of department franchises that repeat each issue and are expected to build the readership habit. For maximum impact, ask your representative to place your ad next to one of these.

- Eyewear Focus
- Sunwear Focus
- Best of the Best
- America's Finest
- Manager's To-Do List
- Real Deal
- INVISON columnists

NOTE: Sample covers featured in this spread come from IC! Berlin (Jan-Feb), Anne Y Valentin, and Salt (Nov-Dec).



MAR-APR

MAY-JUN

FEATURE

**Pump Up Your Volume**

Fresh ideas for opticians and optometrists to draw more customers and sell more product.

BONUS FEATURE

Hot Products at VisionExpo West

CATEGORY FOCUS

Patient Management Software

SUNWEAR FOCUS

Prescription Sunwear

EYEWEAR FOCUS

Trends for Women

BONUS TRADE SHOW DISTRIBUTION

SECO, March 12-16 (Atlanta, GA); Vision Expo East, March 28-30 (New York, NY)

FEATURE

**Look Forward**

We canvass the experts to get their opinions on the future of the eyecare business.

CATEGORY FOCUS

Edging Equipment

SUNWEAR FOCUS

Glamour for Women

EYEWEAR FOCUS

Rimless

BONUS TRADE SHOW DISTRIBUTION

AOA, June 25-29 (Philadelphia, PA)

IN EVERY ISSUE

LATEST EYEWEAR  
LATEST LENSES  
TOOLS AND EQUIPMENT  
ACCESSORIES  
SERVICES

**Beginnings**

Everybody starts somewhere. Eyecare pros share the stories — and lessons — of their early days in the business.

CATEGORY FOCUS

Store Design Services

SUNWEAR FOCUS

Modern Classics

EYEWEAR FOCUS

High-Tech Materials

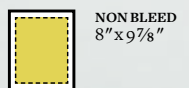
FULL PAGE

THE CLASSIC FORMAT

12X	\$5,970
6X	\$6,290
3X	\$6,620
1X	\$6,970

SIZES & FORMATS

TRIM SIZE: 9" x 10 7/8"



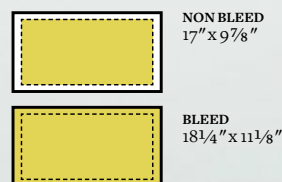
2-PAGE SPREAD

GO FOR MAX IMPACT

12X	\$10,660
6X	\$11,230
3X	\$11,820
1X	\$12,440

SIZES & FORMATS

TRIM SIZE: 18" x 10 7/8"



2/3 PAGE

A NEARLY FULL FEELING

12X	\$4,910
6X	\$5,160
3X	\$5,440
1X	\$5,720

SIZES & FORMATS

A. TRIM SIZE: 5 3/4" x 10 7/8"



B. TRIM SIZE: 9" x 7"



PICK YOUR PAGE SIZE





**JUL-AUG**

**SPECIAL FEATURE**

**America's Finest**

We select the country's most innovative eyecare businesses — and show readers what they can learn from them.

**CATEGORY FOCUS**

Contact Lens Roundup

**SUNWEAR FOCUS**

Clip-Ons

**EYEWEAR FOCUS**

Top Readers

**SEP-OCT**

**FEATURE**

**Serve Right**

Our best tips for smarter customer and patient service.

**BONUS FEATURE**

Tips for Shopping VisionExpo West

**CATEGORY FOCUS**

Eyewear Display

**SUNWEAR FOCUS**

Trends for Men

**EYEWEAR FOCUS**

Technological Breakthroughs

**BONUS TRADE SHOW DISTRIBUTION**

Vision Expo West, Sept. 18-20 (Las Vegas, NV)

**NOV-DEC**

**FEATURE**

**If I Owned**

Business gurus from other fields share what they would do if they owned an eyecare business.

**CATEGORY FOCUS**

Glasses Cases

**SUNWEAR FOCUS**

Styles of the Year

**EYEWEAR FOCUS**

Styles of the Year

**2014 PUBLISHING AND DEADLINE SCHEDULE**

**JAN-FEB**

**DEADLINES**

→ Sales: Dec. 9, 2013

→ Artwork due: Dec. 16, 2013

**MAR-APR**

**DEADLINES**

→ Sales: Feb. 10, 2014

→ Artwork due: Feb. 17, 2014

**MAY-JUN**

**DEADLINES**

→ Sales: April 14, 2014

→ Artwork due: April 21, 2014

**JUL-AUG**

**DEADLINES**

→ Sales: June 9, 2014

→ Artwork due: June 16, 2014

**SEP-OCT**

**DEADLINES**

→ Sales: Aug. 11, 2014

→ Artwork due: Aug. 18, 2014

**NOV-DEC**

**DEADLINES**

→ Sales close: Oct. 13, 2014

→ Artwork due: Oct. 20, 2014

**1/2 PAGE**  
GET ATTENTION

<b>12X</b>	<b>\$3,950</b>
6X	\$4,150
3X	\$4,370
1X	\$4,600

**SIZES & FORMATS**

A. TRIM SIZE: 4 1/4" x 10 7/8"



B. TRIM SIZE: 9" x 5 1/4"



**1/3 PAGE**  
STAND TALL

<b>12X</b>	<b>\$3,310</b>
6X	\$3,480
3X	\$3,660
1X	\$3,860

**SIZES & FORMATS**

A. TRIM SIZE: 2 3/4" x 10 7/8"



B. TRIM SIZE: 9" x 3 3/4"



**1/4 PAGE**  
SMART VALUES

<b>12X</b>	<b>\$2,770</b>
6X	\$2,920
3X	\$3,070
1X	\$3,230

**SIZES & FORMATS**

TRIM SIZE: 3 7/8" x 4 3/4"



**MORE DIGITAL OPTIONS COMING IN SPRING 2014**

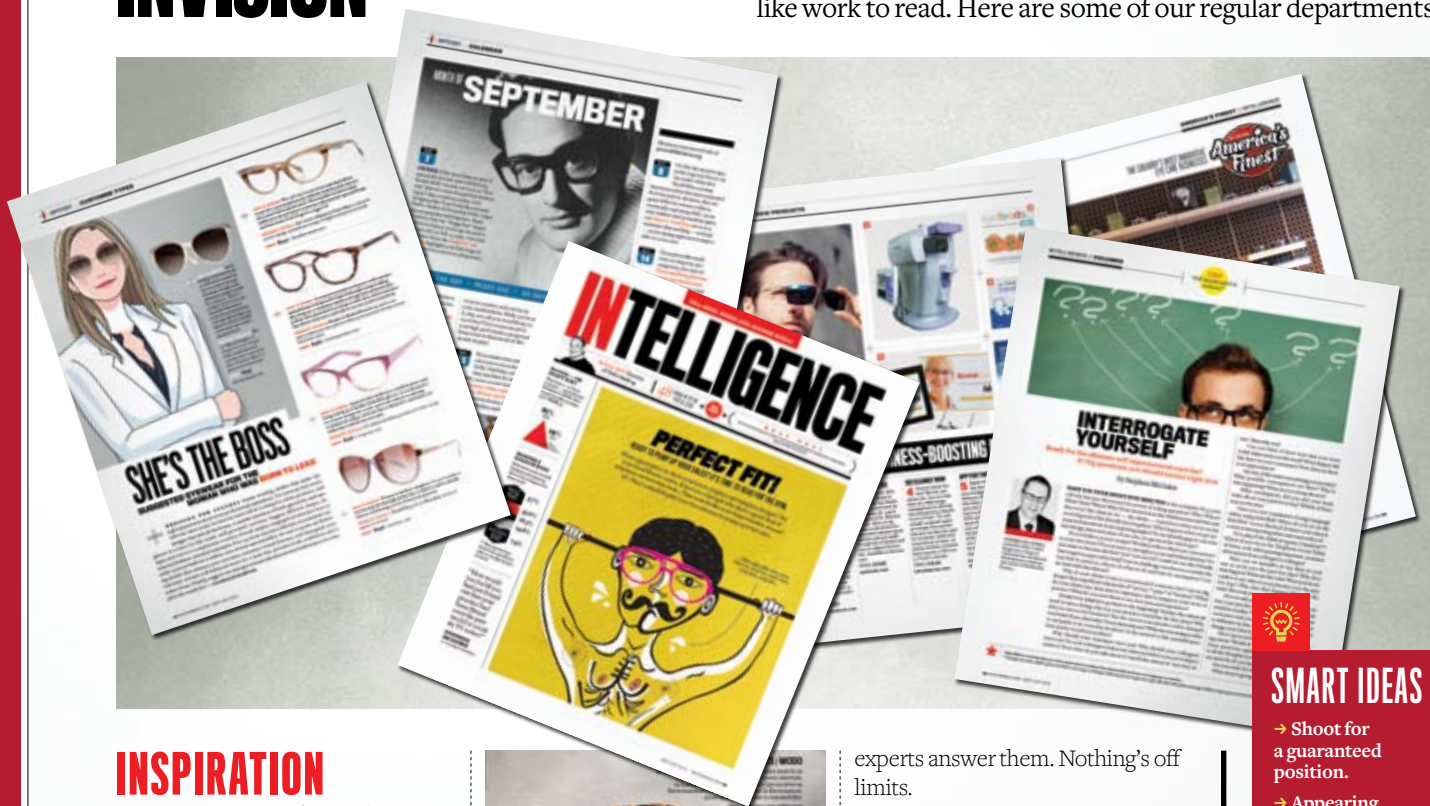
Reach even more of your target eyecare professionals online with digital service options from INVISION coming in the first quarter of 2014. Services currently under development include:

- EXPANDED WEBSITE
- EMAIL BULLETINS
- DIGIMAG/FLIPBOOK

For status and availability, ask your sales representative.

# WHAT'S INSIDE INVISION

In every issue of **INVISION**, eyecare pros will fill up on smart business ideas in a fast-moving, page-turning package that won't feel like work to read. Here are some of our regular departments:



## INSPIRATION

**Our product section, where eyecare pros learn what to buy, and then how to sell it faster.**

**BUSINESS BOOSTERS:** A selection of non-eyewear products and services to help eyecare pros make extra sales.

**CALENDAR:** The month-by-month guide to turning holidays and milestones into marketing and action opportunities.

**CLIENT TYPES:** Expert advice on matching the right frame to the right customer.

**HOT SELLERS:** What's hot in America's eyecare businesses? Readers share the top movers in their shops and dispensaries.

**EYEWEAR FOCUS AND LATEST EYEWEAR:** Curated eyewear selections by specific category, plus the most notable new releases.



**LATEST LENSES:** New lens releases, with some extra advice on selling to clients.

**SUNWEAR FOCUS:** All the styles under the sun, curated by category.

## INTELLIGENCE

**Where eyecare businesses learn to sell more, spend less and manage wisely. Packed with smart ideas each issue.**

**AMERICA'S FINEST:** Each issue, one of America's most innovative eyecare businesses is featured.

**ASK INVISION:** Readers ask their toughest questions and INVISION's

experts answer them. Nothing's off limits.

**BENCHMARKS:** Each issue, a new marketing category — ads, websites, logos, etc. — and the very best examples we can find.

**BEST OF THE BEST:** Spotting outstanding behaviors and innovative business practices.

**EXPERT COLUMNISTS:** Sales, inventory management, promotional guidance, motivating employees — INVISION's expert columnists cover all the bases each month.

**REAL DEAL:** Every issue, INVISION presents a fictionalized business scenario and presents it to our readers for their solutions.

**SANITY FILES:** You're not all business. Neither are INVISION's readers. Here, eyecare pros share the things that keep them sane.

**SMOOTH SELLERS:** Top eyewear salespeople reveal the secrets of their success.

**TIP SHEET:** Pure knowledge in its most condensed form. Quick, actionable advice for getting things done in an eyecare business.



## SMART IDEAS

- Shoot for a guaranteed position.
- Appearing opposite a popular column is a good way to boost your ad's visibility.
- Have an editorial category that interests you?
- Ask us to notify you when we're running content in that area.



# TERMS AND CONDITIONS

## 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.

## MATERIAL SPECIFICATIONS

→ SENDING DIGITAL FILES: Here are the requirements for making your advertising job go more



smoothly. We accept OSX® and Windows® file formats: Adobe® InDesign®, Illustrator®, Photoshop®, Acrobat® and QuarkXpress®. To submit files in PDF format, please use Acrobat® version 4.01 or higher, press optimized, 2,400 dpi, composite CMYK, with all fonts embedded. All required image trapping should be included in each file. Image files should be saved in CMYK color in TIFF or EPS or PDF/X-1a format at a resolution of 350dpi. For four-color ads, provide a color proof with standard AAAA/PMS process colors. Note any special instructions directly on the proofs. Submission via email or uploading files to SmartWork Media's FTP server is available. Files can be sent on CD-ROM. Each file/disk sent to us should include a label with the advertiser's name, issue of insertion, contact name and phone number. The advertiser will be responsible for errors in advertisements due to incorrect preparation of supplied files. 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. Materials not requested for return will be destroyed after one year.

## FILE PREPARATION REQUIREMENTS

Keep these key issues in mind while preparing advertising artwork for INVISION:

→ Thin lines, fine serifs and medium or small type should be restricted to one color.

→ Reverse type and line art should not be less than .007" (1/2 point rule) at the thinnest part of a character or rule. Reverse type should use the dominant color (usually 70% or more) for the shape of letters. Where practical, and not detrimental to the appearance of the job, make the type in subordinate colors slightly larger to minimize register problems on the production press. Small type and fine serifs should not be used for reverse type. The surrounding tone must be dark enough to ensure legibility.

→ Overprinted (surprinted) type should not be less than .004" (1/3 point rule) at the thinnest part of a character or rule. When type is to be overprinted, the background should be no heavier than 30% in any one color and no more than 90% total in all four colors for legibility.

→ For more specifications, visit [www.swop.org](http://www.swop.org).

## MORE ADVERTISER SERVICES

### Let's make a connection.

Learn more about what INVISION can do for your business.

**advertising@invisionmag.com**  
**invisionmag.com/advertising | (212) 981-9625**

### See who loves us.

Catch rave reviews of all our products online.

**invisionmag.com/raves**

### Meet our team.

Learn more about the talented team members behind SmartWork Media products

**invisionmag.com/theteam**

### Get free publicity.

See a complete list of upcoming editorial needs for INVISION.

**invisionmag.com/products**

### Catch our latest deals.

Take advantage of special offers on all of our products.

**invisionmag.com/smartdeals**