

the Ophthalmologist™

Media Planner 2018

www.theophthalmologist.com



Why choose the **Ophthalmologist**

Style

Meet the Top 50
"Rising Stars"
shaping the future of
ophthalmology

15 - 41

Substance

&

We love great design

Understanding that a scientific mind is also a creative mind, we put a great deal of energy into creating content that inspires as well as informs.

Why? To provide you with the perfect environment to influence your target customers at their most open minded.

We insist on excellence

Whether in digital (adaptive design), print (quality paper, perfect bound), video (cutting-edge technology), or webinars (robust platforms), we strive for top quality and collaborate with field-leading partners.

Why? To ensure that the quality of your company and value of your brands is reflected through our entire portfolio.

We embrace a challenge

Our ever-evolving portfolio is driven by a highly experienced and forward-thinking team.

Why? To offer you tailored marketing campaigns that match any goal or budget, but always with unrivalled service and support.

We craft content to offer an immersive experience

By delving into the motivations, challenges and aspirations of key figures in the field, we help form a deeper connection with our audience and build solid loyalty.

Why? To give your message the best possible chance of being remembered.

We own your customer's day

Whether a quick coffee-break catch up or a deep dive into emerging trends, an abundance of varied content across multiple platforms hooks our audience into regular engagement.

Why? To give your message the best possible chance of being seen.

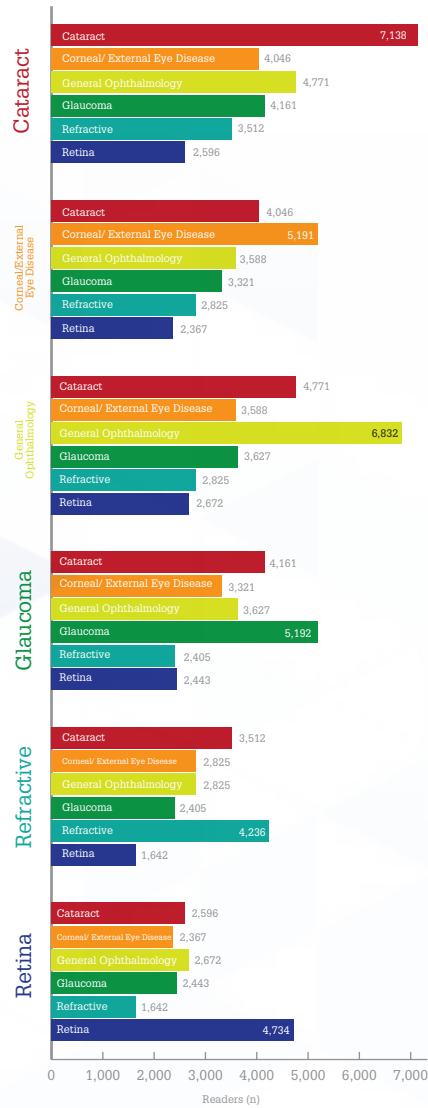
We cater to all ophthalmologists

Our approach to content and design provides access to expertise and encourages cross pollination of ideas across traditional sub-specialties.

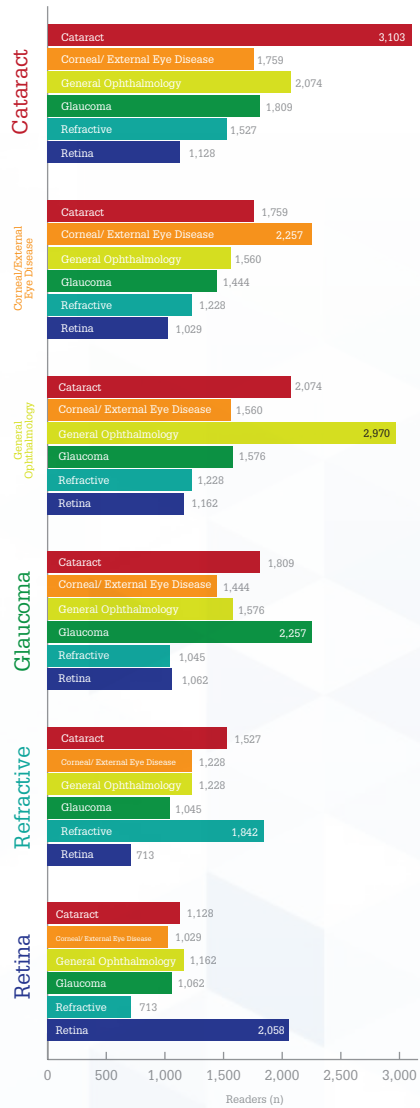
Why? We serve all of ophthalmology spanning the full range of purchasing power.

Audience and Market

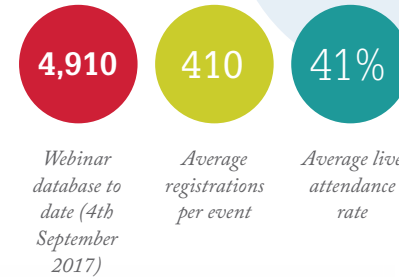
Subspecialty Breakdown Print Total Circulation: 18,183



Subspecialty Breakdown Email Total email database: 11,539



Webinar Database



Cataract



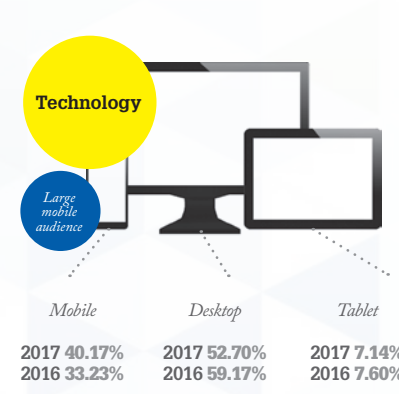
Glaucoma



Retina

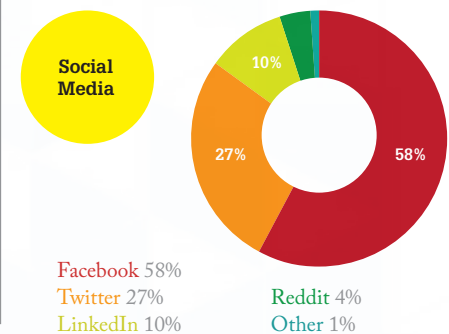
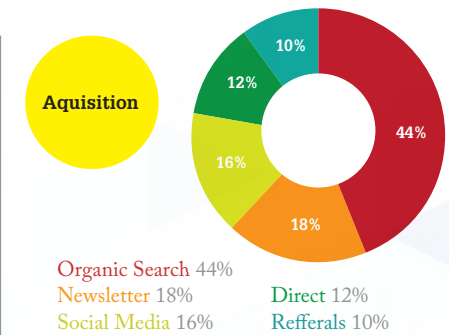


Online Audience January – June 2017 Compared with January – June 2016

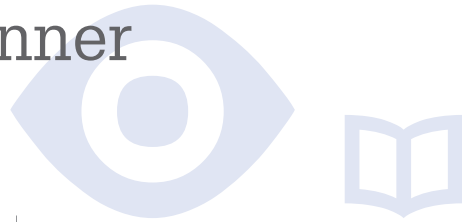


Users: 61,878
Page views: 223,584

Users ↑
101.77%
Page Views ↑
65.70%



Marketing Planner



“The Ophthalmologist has quickly become a must-read publication for me. The content is provocative, insightful, even entertaining. Most importantly, it is honest and educational.”

John Berdahl, Partner at Vance Thompson Vision, Founder and CEO of Equinox, Sioux Falls, SD, USA

	Issue Close	Issue Themes	Special Sponsorship Sections	Expert Forums Live event; Webinar; Video; Supplement; Online Channel	Bonus Distribution	
January	5th January	Social Media		Modern LASIK	HAWAIIAN EYE, 13th-19th January Cataract & Refractive Surgery: Telling It Like It Is, Amelia Island, Florida, 17th-21st January	
February	23rd January	Data Driven Ophthalmology			American Glaucoma Society, New York, 1st-4th March	
March	13th February	Drug Delivery	Technology to Empower: Cataract Surgery		ASCRS, Washington, 13th-17th April	
April	13th March	The Power List SPECIAL EDITION			ASCRS, Washington, 13th-17th April ARVO, Honolulu, 29th April-3rd May	
May	10th April	Effective Collaboration with Industry	The Power List – Sponsored Profiles		ARVO, Honolulu, 29th April-3rd May	
June	15th May	World Visions - Ophthalmology from Around the World			WOC, Barcelona, Spain, 16th-19th June	
July	12th June	Images of Ophthalmology SPECIAL EDITION	Technology to Empower: Imaging		ASRS, Vancouver, 20th-25th July	
August	17th July					
September	14th August				Ocular Surface Innovation Forum	AAO, Chicago, 27th-30th October
October	11th September	Outreach Ophthalmology	Technology to Empower: Surgical Retina			AAO, Chicago, 27th-30th October
November	16th October	Translational Ophthalmology				
December	13th November	Innovation SPECIAL EDITION	The Innovators			

Editorial Advisory Board

Setting a Unique Editorial Direction with Top Leaders

The Ophthalmologist Editorial Board: A Who's Who in Ophthalmology

You can tell the impact and importance of an organization in medicine and science by those who volunteer to serve on their Boards. That same principle holds true for publications. Look at the top scientific journals and magazines. The names on their editorial advisory boards says a lot about the publication, its place in the field and its status as a leader.

The Ophthalmologist proudly announces the roster of our Editorial Advisory Board. They are all top experts in the field that have volunteered their time and energies because they avidly support our mission to advance the field of ophthalmology by reporting on new technologies, leading-edge treatments and telling unique stories. When asked to join The Ophthalmologist Editorial Board, here's a sampling of responses from these leaders:

““

“I would be honored to be part of your Editorial Advisory Board. Your publication is very innovative in the way it presents information and topics.”

“I'm honored by the invitation and would love to be part of your new editorial board.”

“You are a creative force in ophthalmology and worthy of helping.”

“Delighted to join you. I really enjoy The Ophthalmologist.”

Meet The Ophthalmologist's Editorial Advisory Board

These leaders have volunteered to serve as the Editorial Advisory Board for The Ophthalmologist to help us set our editorial direction now and in the future...

Amar Agarwal

MD, Chairman, Dr. Agarwal's Group of Eye Hospitals, Chennai, India.

Ike Ahmed

MD, Chief of Ophthalmology at Trillium Health Partners, Mississauga, Ontario; Assistant Professor, University of Ontario; Assistant Professor, University of Toronto, Canada; Adjunct Professor, Ophthalmology & Visual Sciences, University of Utah, USA.

Bala Ambati

MD, PhD, Professor of Ophthalmology, Moran Eye Center, University of Utah, USA.

Gerd Auffarth

MD, PhD, Professor and Chairman of the Department of Ophthalmology, Ruprecht-Karls University of Heidelberg, Director of the IVCRC and the David J. Apple International Laboratory of Ocular Pathology at the University-Eye Clinic of Heidelberg, Germany.

John Berdahl

MD, Partner at Vance Thompson Vision, Sioux Falls South Dakota, USA; Founder and CEO, Equinox LLC.

David Chang

MD, PhD, Clinical Professor at the University of California, San Francisco, California, USA.

Steven Charles

MD, Clinical Professor at Hamilton Eye Institute, The University of Tennessee, Department of Ophthalmology, and Founder of the Charles Retina Institute in Memphis, Tennessee, USA.

Farhad Hafezi

MD, PhD, Medical Director, the ELZA Institute, Zurich; Professor of Ophthalmology, Medical Faculty, University of Geneva, Switzerland.

Alex Huang

MD, PhD, Doheny Eye Institute and the Department of Ophthalmology of the David Geffen School of Medicine at UCLA, Los Angeles, California, USA.

David Huang

MD, PhD, Weeks Professor of Ophthalmic Research, Professor of Ophthalmology and Biomedical Engineering, Oregon Health & Science University, Portland, Oregon, USA.

Malik Kahook

MD, Professor of Ophthalmology, Slater Family Endowed Chair, Director, Glaucoma Service & Glaucoma Fellowship, University of Colorado School of Medicine, USA.

A. John Kannelopoulos

MD, Clinical Professor of Ophthalmology NYU Med School, New York, NY; Medical Director, Laservision Clinical & Research Institute, Athens, Greece.

Florian Kretz

MD, Chief Executive Officer & Lead Surgeon at Eyeclinics Ahaus-Greven-Raesfeld-Rheine; Consultant and Research Coordinator of the International Vision Correction Research Centre Network (IVCRC.net), Department of Ophthalmology, University of Heidelberg, Germany.

Anat Loewenstein

MD, Chair of the Department of Ophthalmology at the Tel Aviv Medical Centre, Full Professor of Ophthalmology, Sydney A. Fox Chair in Ophthalmology and the Vice Dean of the Faculty of Medicine at Tel Aviv University in Israel.

Robert Osher

MD, Professor of Ophthalmology at the College of Medicine of the University of Cincinnati and Medical Director Emeritus of Cincinnati Eye Institute, Ohio, USA.

Philip J. Rosenfeld

MD, PhD, Professor of Ophthalmology, Bascom Palmer Eye Institute, University of Miami Miller School of Medicine, Miami, Florida, USA.

Marc de Smet

MD, PhD, Executive Director, MIOS, Lausanne, Switzerland; Chief Medical Officer, Preceyes BV, Eindhoven, Rotterdam, The Netherlands.

Boris Stanzel

MD, Consultant Retina Specialist and Director, Macula Centre, Knappschaft Eye Hospital Sulzbach, Saarbrücken Germany; Group leader, Clinical Stem Cell Technology, Fraunhofer Institute for Biomedical Technology, Saarbrücken-Sulzbach, Germany; Scientific Consultant, National Eye Institute, Bethesda, MD, USA

William Trattler

MD, Director of Cornea, Center for Excellence in Eye Care, Miami, Florida, USA.

Kevin Waltz

MD, President of Ophthalmic Research Consultants, and Chief Medical Officer for Central American Eye Clinics, Indianapolis, Indiana, USA.

Elizabeth Yeu

MD, Assistant Professor at Eastern Virginia Medical School and Cornea, Cataract and Refractive Surgeon with Virginia Eye Consultants, Norfolk, VA, USA.

Kang Zhang

MD, PhD, Professor of Ophthalmology and Chief of Ophthalmic Genetics, University of California, San Diego, California, USA.

Product Portfolio



“The editorial material is solid, and clinical focus is extremely relevant.”

Mike Crocetta, Vice President of Marketing,
Marco Ophthalmic

Webinars

- Educational series
- Audio with slides
- Increased audience participation
- Virtual round table discussion
- Video webinar



Digital Channels

- Distribution channel
- Ebooks
- Multimedia channel



Content Development

- Educational features
- Interview article
- Opinion blogs
- Customer testimonials



Magazine

- Display advertising
- Loose or bound inserts
- Application notes
- Targeted supplements
- Wall planners
- Tips, Tricks and Tools

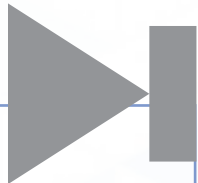


the

Ophthalmologist™

Video Production

- Product demonstration
- Customer testimonials
- Conference/Expo Interviews
- Thought leadership



Email Products

- Electronic direct mail
- Weekly newsletters
- Monthly content round up



Website

- Banner adverts
- Content promotion
- Video hosting
- Lead nurturing



Market Intelligence/Surveys

- 5-10 question basic survey
- Detailed smart logic survey
- Detailed survey with full report and leads



Rates Summary

Print

Display Advertising	Price per advert (USD), according to frequency			
	1x	3x	6x	12x
DPS	10,200	9,996	9,792	9,384
Full Page	6,457	6,263	6,130	5,875
1/2 Page	4,901	4,753	4,656	4,457
1/3 Page	4,294	4,162	4,079	3,907

Preferred Positions	Page rate + (USD)
Inside Front/Cover 2	982.60
Outside Back/Cover 4	1,310
First Ad Position	816
First Right Hand Page	816
Preferred Position	652.80
Bellyband	12,240
Cover Tip	12,240

Website	Monthly cost (USD)
Position	
Medium Skyscraper	2,249
Large Skyscraper	2,586
Roadblock	3,370

Email			
Item	Region	Deployment	(USD)
Eblast	Europe	1x	3,055
	US		4,167
	Combined		6,503
Enewsletter Text Adverts	Europe	1x	1,964
	US		2,356
	Combined		3,239
Enewsletter Leaderboard	Europe	4x monthly	3,218
	US		3,861
	Combined		5,294
Enewsletter Footer	Europe	4x monthly	2,621
	US		3,142
	Combined		4,320

Content Marketing

Item	1x page (USD)	2x page (USD)	4x page (USD)
Collaborated Content and Sponsored Features	7,038	12,668	22,522
Supplement	Upon request		
EBook	Upon request		

Video	
Item	(USD)
KOL/Executive Interview on Location	Upon request
Interviews at Congress	Upon request
Corporate Branding Assets	Upon request

Webinars	
Format	(USD)
Audio with Slides	16,800
Pre-recorded Video Webinar	27,000 Plus T&E
Live Video Webinar	42,000 Plus T&E

Partner Channel	
Item	Monthly (USD)
Partner Channel	3,240 (starting from)

Survey	
	Upon request

Micro-Magazines

Exclusive Sponsorship - Limited to 6X Participating Companies				
	Jan	Feb	Apr	Sep
Subject	Modern LASIK	MIGS Unlocked	Premium Cataract	The Dry Eye Opus
Double Page Spread	10,000	10,000	10,000	10,000

Technology to Empower

Exclusive Sponsorship - Limited to 5X Leading Technologies			
	Mar	Jul	Oct
Subject	Cataract Surgery	Imaging	Surgical Retina
Double Page Spread	7,750	7,750	7,750

Technical Specifications

Magazine

Ad Sizes	Metric	Imperial
Page Unit	Width x Depth	Width x Depth
Full Page	210mm x 266mm	8.3" x 10.5"
2/3 Page	130mm x 266mm	5.1" x 10.5"
1/2 Horizontal	210mm x 130mm	8.3" x 5.1"
1/2 Vertical	100mm x 266mm	3.9" x 10.5"
1/3 Vertical	70mm x 266mm	2.75" x 10.5"
1/3 Square	130mm x 130mm	5.1" x 5.1"
1/4 Page	100mm x 130mm	3.9" x 5.1"
1/6 Page	70mm x 130mm	2.75" x 5.1"

Format: All files must be supplied as PDF. Please ensure all fonts are embedded, and that all images used within are CMYK and at least 300dpi in quality. Bleed: Please supply with 3mm bleed on all sides. Live area: All text must be inset at least 5mm on all external edges. On internal edges (i.e. right hand side on a left hand page advert), we recommend inseting text by at least 10mm, to compensate for any space lost when binding.

e-Newsletter

Formats and sizes: All images below to be provided as JPG, PNG or GIF file types, with a maximum size of 45KB. All sizes in pixels.

Banners - Leaderboard Banner 728 x 90px

Footer Banner 728 x 90px

Product Profile - Text: Headline - up to 12 words.

Body text - up to 45 words describing the product.

Image: 150 x 150px image - image of product.

Hyperlink.

Application Notes - Text: Headline - up to 12 words. Body text - up to 45 words describing the application note.

Image: 150 x 150px image - image of application note content.

Exhibitor Highlight - Headline - up to 12 words.

Body text - up to 45 words describing the event.

Image: 150 x 150px Logo. Hyperlink.

Website

Ad Sizes	Metric
Right Hand Column	Width x Depth
Box	200 x 200px
Small Skyscraper	200 x 300px
Large Skyscraper	200 x 500px
In Content	
Postcard	300 x 200px
Content Filter	
3 sizes for different browser window sizes	450 x 210px 540 x 210px 900 x 210px

Formats and sizes: All ads to be provided as JPG, PNG, GIF file types, with a maximum size of 45KB.





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"The Ophthalmologist is a terrific addition to the eye scene in North America, bringing with it a breath of fresh transatlantic air. A progressive and innovative approach and a broad bandwidth make it a great read for the ophthalmologist with limited time but limitless interests!"

Julia Haller, Ophthalmologist-in-Chief, Wills Eye Hospital, Philadelphia, PA.



"There are many magazines and newspapers for ophthalmologists, but none as readable as The Ophthalmologist, which has a great knack for finding the novel and relevant. I really enjoy reading about emerging trends and new technologies that are of great interest to an early adopter like me."

David Huang, M.D, Ph.D., Weeks Professor of Ophthalmic Research, Professor of Ophthalmology and Biomedical Engineering, Oregon Health & Science University, Portland, OR



"The Ophthalmologist covers all bases; news, science, innovation, and delivery of clinical care with a dose of wit and touch of style."

Alex Huang, M.D., Ph.D., Doheny Eye Institute and the Department of Ophthalmology of the David Geffen School of Medicine at UCLA, Los Angeles, CA

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