

THE 2025 MEDIA PLANNING GUIDE

INVISION

SUCCESS IN SIGHT.

CREATE THE
DEEPER CUSTOMER
RELATIONSHIPS YOU
WANT WITH THE
AWARD-WINNING
MEDIA EYECARE
PROS LOVE.

MEDIA PRODUCTS

INVISION MAGAZINE / [INVISIONMAG.COM](https://invisionmag.com) / CUSTOM CONTENT / EVENTS / WEBINARS



INTEGRATED MARKETING WITH INVISION



KEY NUMBERS

INVISION MAGAZINE

41,000*

DISTRIBUTION

99%

Optical Store, Optometric Practice and Ophthalmology Practice/Dispensary

INVISIONMAG.COM

47,395

AVG USERS PER MONTH**

50,356

AVG SESSIONS PER MONTH**

153,595

AVG PAGEVIEWS PER MONTH**

* Print and digital edition combined.

**Source Google Analytics, January 1 - June 30, 2024

SOCIAL MEDIA

6,700+
Facebook
followers

1,100+
Private Facebook
community

9,000+
Instagram
followers

950+
Brain Squad
members

INVISION BRAND STRENGTH

OFFERING A HIGH-IMPACT PRESENCE IN ALL MEDIA CHANNELS

INVISION takes an integrated approach to maximizing your marketing efforts and budget. Whether it's an ad campaign for print or online, sponsored content, a webinar, podcast or e-mail campaign, the INVISION Sales & Marketing Team will partner with you to design a program that's unique to your needs.

SEE MORE DETAILS AT:

smartworkmedia.com/ivhome

MAGAZINE

2024 TABPI GOLD AWARD FOR SINGLE BEST ISSUE

WEBSITE

AWARD-WINNING WEB PRESENCE

Folio Awards (2017-19)
TABPI Awards (2017)

INVISION AWARDS

UNMATCHED DESIGN AND CONTENT THAT GRABS READER ATTENTION

Bright, sassy and designed to attract maximum attention, INVISION — in print and online — has been recognized for excellence in journalism and design every year since its debut. SmartWork Media, the parent company of INVISION, has won a total of 190+ international honors (and counting) — more than any other comparably-sized trade publishing company in the industry.

SEE OUR FULL LIST OF AWARDS AT:

smartworkmedia.com/awards

READ OUR READER RAVES ONLINE AT:

smartworkmedia.com/iv-raves



THE BRAND

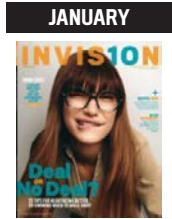
32

MAJOR PUBLISHING AWARDS SINCE LAUNCH IN 2014

WHO'S GOT THE BEST PUBLICATION IN B2B MEDIA? WE DO.

In April 2019, INVISION won its biggest honor yet — taking home one of B2B publishing's most prestigious prizes, the Neal Award for Best Single Issue. Judges selected the Nov-Dec 2018 issue of our publication as the winner.

INVISION 2025 EDITORIAL CALENDAR



FEATURE STORY
DOING BUSINESS DANGEROUSLY

EYEGLASSES AND SUNGLASSES
 Checks, Stripes, Polka Dots

BETTER VISION
 Contact Lenses

DEADLINES
 PUBLICITY: 11/13/24
 SALES: 11/20/24
 ARTWORK: 12/4/24



FEATURE STORY
VEW BUYING GUIDE

Our shopping guide to the big show.

SPECIAL FEATURE
LOW VISION

EYEGLASSES
 Classics
SUNGLASSES
 Charms

BETTER VISION
 Small Diagnostics

DEADLINES
 PUBLICITY: 12/11/24
 SALES: 12/18/24
 ARTWORK: 1/1/25

TRADE SHOW DISTRIBUTION
Vision Expo East
Heart of America SECO



FEATURE STORY
STRATEGIC PLANNING

EYEGLASSES AND SUNGLASSES
 Big & Little

BETTER VISION
 Eye training and treatment programs

DEADLINES
 PUBLICITY: 1/8/25
 SALES: 1/15/25
 ARTWORK: 1/29/25



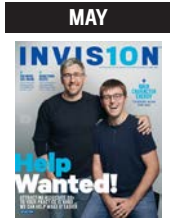
FEATURE STORY
LEADERSHIP

EYEGLASSES AND SUNGLASSES
 Organic/Neutral

BETTER VISION
 Dry Eye Update

DEADLINES
 PUBLICITY: 2/19/25
 SALES: 2/26/25
 ARTWORK: 3/11/25

TRADE SHOW DISTRIBUTION
North East Optical Show
10,000 Frames



FEATURE STORY
ECPS WITH ADVENTUROUS HOBBIES

EYEGLASSES AND SUNGLASSES
 Multifunctional Kid's Styles

BETTER VISION
 Myopia treatment updates

DEADLINES
 PUBLICITY: 3/19/25
 SALES: 3/26/25
 ARTWORK: 4/9/25



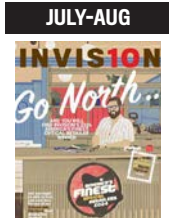
FEATURE STORY
COMPANIES, PEOPLE, AND PRODUCTS PUSHING INDUSTRY FORWARD

EYEGLASSES AND SUNGLASSES
 Tech Eyewear

BETTER VISION
 Optical Apps

DEADLINES
 PUBLICITY: 4/16/25
 SALES: 4/23/25
 ARTWORK: 5/7/25

TRADE SHOW DISTRIBUTION
Optometry's Meeting



FEATURE STORY
AMERICA'S FINEST 2025

EYEGLASSES AND SUNGLASSES
 Black and White

BETTER VISION
 Office Design

DEADLINES
 PUBLICITY: 6/11/2025
 SALES: 6/18/2025
 ARTWORK: 7/2/2025



FEATURE STORY
HOW TO ANSWER QUESTIONS PATIENTS AND CUSTOMERS ASK EVERY DAY

SPECIAL FEATURE
VEW BUYING GUIDE

EYEGLASSES
 Oversized Squares

SUNGLASSES
 Riotous Color

BETTER VISION
 EHR/AI Integrations

DEADLINES
 PUBLICITY: 7/14/25
 SALES: 7/21/25
 ARTWORK: 8/4/25

TRADE SHOW DISTRIBUTION
Vision Expo West



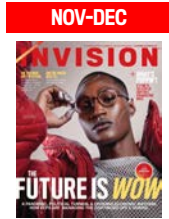
FEATURE STORY
EVENT PLANNING

EYEGLASSES AND SUNGLASSES
 Amber

BETTER VISION
 Nutraceuticals

DEADLINES
 PUBLICITY: 8/13/25
 SALES: 8/20/25
 ARTWORK: 9/3/25

TRADE SHOW DISTRIBUTION
American Academy of Optometry



FEATURE STORY
BIG SURVEY 2025

EYEGLASSES AND SUNGLASSES
 Show Trend Report

BETTER VISION
 Remote Care

DEADLINES
 PUBLICITY: 10/1/25
 SALES: 10/8/25
 ARTWORK: 10/22/25



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
 How eyecare pros keep cool.

TIP SHEET
 Smart advice for eyecare business owners.

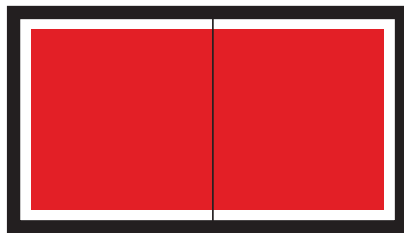
INVISION 2025 PRINT RATES & SIZES

+ RATES

PICK YOUR SIZE	2-PAGE SPREAD GET MAX IMPACT!	FULL PAGE THE CLASSIC FORMAT	2/3 PAGE A NEARLY FULL FEELING	1/2 PAGE GET ATTENTION	1/3 PAGE STAND TALL! (OR GO WIDE!)	1/4 PAGE SMART VALUES	PRODUCT SHOWCASE SHOW YOUR STUFF!
12x	\$13,200	\$7,380	\$6,050	\$4,940	\$4,110	\$3,390	--
6x	\$13,930	\$7,790	\$6,420	\$5,190	\$4,330	\$3,590	--
3x	\$14,650	\$8,200	\$6,770	\$5,470	\$4,550	\$3,760	--
1x	\$15,410	\$8,630	\$7,120	\$5,760	\$4,790	\$3,960	--
TRIM SIZE	18 x 10 7/8	9 x 10 7/8	5 3/4 x 10 7/8 (VERT.) 9 x 7 (HOR.)	4 1/4 x 10 7/8 (VERT.) 9 x 5 1/4 (HOR.)	2 3/4 x 10 7/8 (VERT.) 9 x 3 3/4 (HOR.)	3 7/8 x 4 3/4 (VERT.) 8 x 2 3/8 (HOR.)	2 1/2 x 4 7/8
BLEED	18 1/4 x 11 1/8	9 1/4 x 11 1/8	6 x 11 1/8 (VERT.) 9 1/4 x 7 1/4 (HOR.)	4 1/2 x 11 1/8 (VERT.) 9 1/4 x 5 1/2 (HOR.)	3 x 11 1/8 (VERT.) 9 1/4 x 4 (HOR.)	---	---
NON BLEED	17 x 9 7/8	8 x 9 7/8	5 1/2 x 9 7/8 (VERT.) 8 x 6 5/8 (HOR.)	3 7/8 x 9 7/8 (VERT.) 8 x 4 3/4 (HOR.)	2 1/2 x 9 7/8 (VERT.) 8 x 3 1/8 (HOR.)	---	---

SIZES LISTED IN INCHES

+ FORMATS



2-PAGE SPREAD



FULL PAGE



2/3 VERTICAL



2/3 HORIZONTAL



1/2 VERTICAL



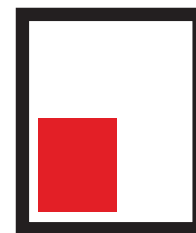
1/2 HORIZONTAL



1/3 VERTICAL



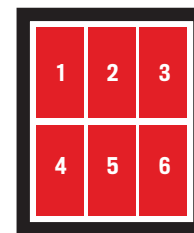
1/3 HORIZONTAL



1/4 VERTICAL



1/4 HORIZONTAL



PRODUCT SHOWCASE

WE DESIGN YOUR PRODUCT SHOWCASE AD
Provide us with one product shot as a digital file (300 dpi, CMYK color). We also need up to 75 words of ad copy, which includes your contact information.

INVISION DIGITAL OVERVIEW

INVISION IS CAPTURING YOUR CUSTOMERS' ATTENTION ONLINE

With a state-of-the-art website that rivals top consumer sites for function and beauty, INVISIONMAG.COM continues its rapid growth with eyecare pros. Extra-large banner sizes make it easier for advertisers to attract the attention of site visitors reading our engaging content.

CHECK OUT THE WEBSITE AT:

invisionmag.com

KEY DIGITAL METRICS

21,251+

Average emails sent
INVISION Daily Bulletin (Monday-Saturday)

29.5% / 3.21%

Average open rate / click through rate*
Beats publishing industry averages

ON SOCIAL MEDIA

Facebook
6,700+ followers

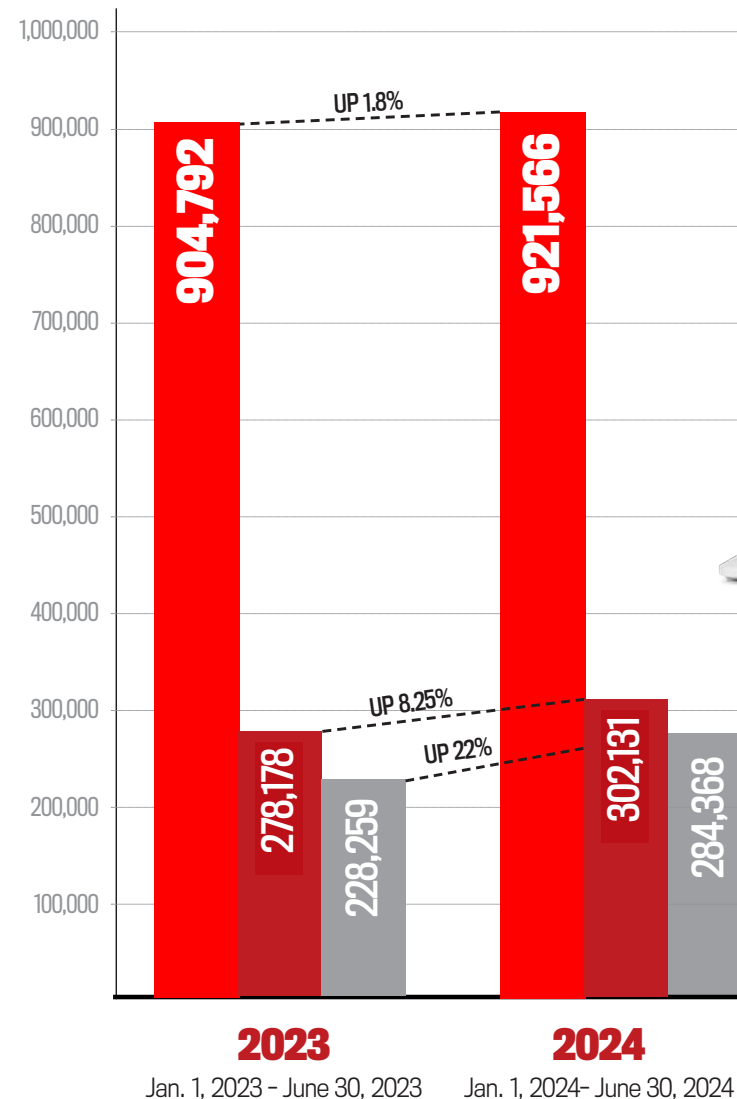
Instagram
9,000+ followers

* Source: Omeda Audience Data, January-June 2024



INVISIONMAG.COM TRAFFIC 2023 VS. 2024

Site users and sessions saw strong gains in 2024.



■ PAGEVIEWS
■ SESSIONS
■ USERS

* Source: Google Analytics, Jan 1 - June 30, 2023 and Jan 1-June 30, 2024



Award-Winning Quality

INVISIONMAG.COM is a three-time winner (2017-2019) for best website in the Health/Fitness category in the prestigious FOLIO Awards.

INVISION 2025 INVISIONMAG.COM RATES

WEBSITE BANNERS

Our award-winning website provides best-in-class ad visibility and improved exposure on mobile devices.

STANDARD PAGE LAYOUT

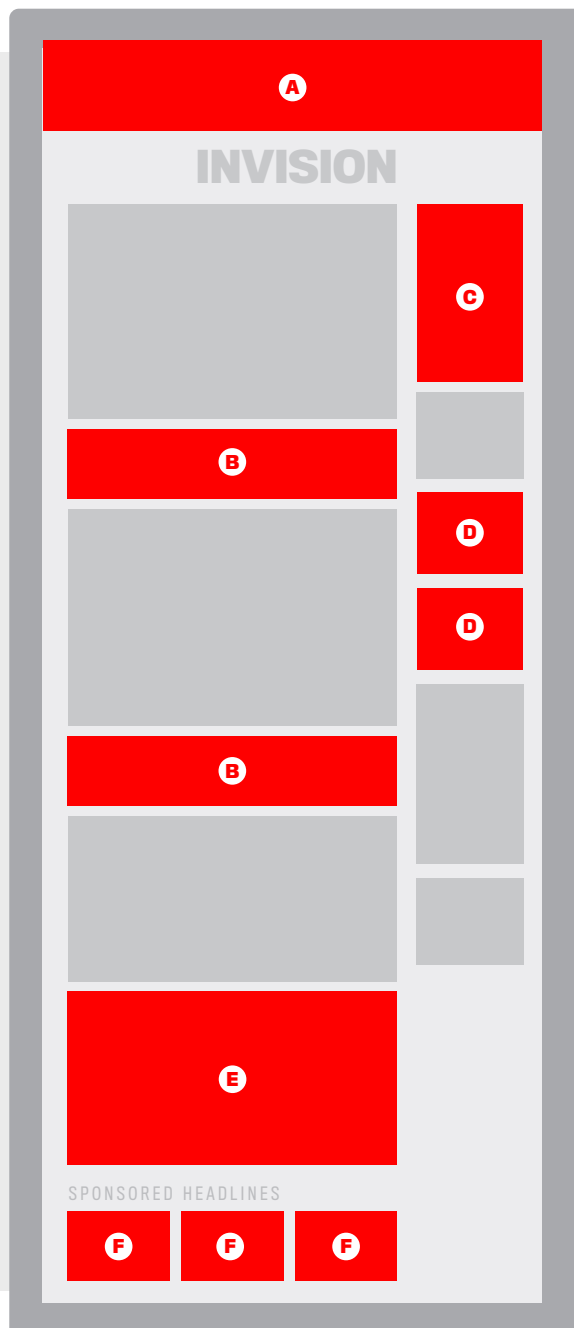
This wireframe represents what an average run-of-site page on INVISIONMAG.COM looks like.

Headline Banners (B) generally appear every six paragraphs in editorial content. A story can have as few as one, or as many as six Headline Banners.

SPONSOR THE INVISION DIGIMAG

Your advertisement will appear opposite the cover of the latest edition of INVISION's digital flipbook, and is featured in two e-blasts to our full email list announcing the release of the latest issue.

\$2,620 PER MONTH



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

CPM RATES
JAN-DEC \$260
Desktop: 1800 x 460 pixels;
Mobile: 400 x 300 pixels

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

CPM RATES
JAN-DEC \$130
Desktop: 740 x 190 pixels;
Mobile: 300 x 250 pixels;
Homepage: 1800 x 460 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 \$110
Desktop: 300 x 600 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 \$110
Desktop: 300 x 300 pixels

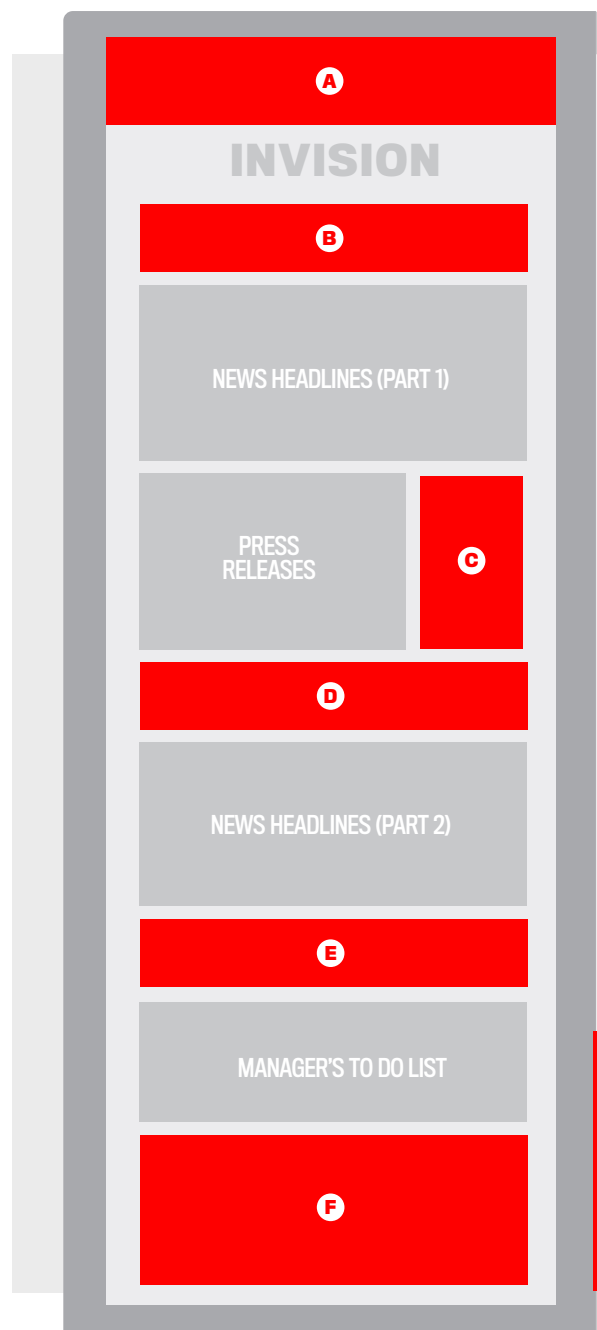
E VIDEO THEATER
This end-of-story position ensures high visibility for your video message or advertisement.

CPM RATES
JAN-DEC \$190
Send 1080P video files in popular video formats via smartworkmedia.com/sendvideo

F SPONSORED HEADLINES
Point readers to key news about your business with a click-worthy headline and thumbnail art appearing below our content.

CPM RATES
JAN-DEC \$70
Send 400 x 240 thumbnail image and URL for content

INVISION 2025 NEWSLETTER RATES



EMAIL BANNERS

Get your message to 21,000+ pros.

A BILLBOARD

RATES	
MONTHLY	\$4,095
WEEKLY	\$1,285

Size: 600 x 155 pixels

B HEADLINE BANNER 1

RATES	
MONTHLY	\$2,710
WEEKLY	\$855

Size: 560 x 145 pixels

C SKYSCRAPER

RATES	
MONTHLY	\$2,710
WEEKLY	\$855

Size: 250 x 500 pixels

D HEADLINE BANNER 2

RATES	
MONTHLY	\$2,170
WEEKLY	\$655

Size: 560 x 145 pixels

E TO-DO-LIST BANNER

RATES	
MONTHLY	\$2,710
WEEKLY	\$605

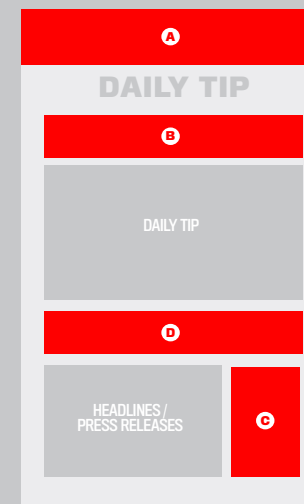
Size: 560 x 145 pixels

F BIG FOOT BANNER

RATES	
MONTHLY	\$2,215
WEEKLY	\$575

Size: 560 x 300 pixels

SPECIAL PRODUCT TIP OF THE DAY BULLETIN



	MONTHLY	WEEKLY
A BILLBOARD Size: 600 x 155 pixels	\$3,900	\$1,130
B LEADERBOARD Size: 560 x 145 pixels	\$2,580	\$815
C SKYSCRAPER Size: 250 x 500 pixels	\$2,580	\$815
D LOWER BANNER Size: 560 x 145 pixels	\$2,065	\$625

MORE EMAIL OPTIONS GET ATTENTION WITH CUSTOM E-BLASTS

Attract new customers with your company's customized message.



We send your email to a targeted list curated from our first-party subscriber data. Selections include "type of business," "job function," and more!

PRICES START AT **\$230 CPM**

INVISION BILLING AND TERMS

ESSENTIAL INFORMATION BEFORE BEGINNING YOUR INVISION AD CAMPAIGN

BILLING, COMMISSION AND TERMS

- ▶ New advertisers will be asked to prepay the amount due for the first ad. A 1.5 percent finance charge will be added each month to all outstanding invoices not paid within 30 days.
- ▶ Agency commission is 15 percent 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.



INVISION ADVERTISING SPECS

TECHNICAL GUIDELINES FOR PRINT ADVERTISEMENTS

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

BRETT MOORE

DIRECTOR OF SALES AND BUSINESS DEVELOPMENT

brett.moore@smartworkmedia.com

(607) 437-5690

PETER SIENKIEWICZ

WEST COAST ACCOUNT EXECUTIVE

pete@smartworkmedia.com

(415) 385-6684

SMARTWORK MEDIA

(212) 981-9625

smartworkmedia.com

28 Valley Road, Suite 1
Montclair, NJ 07042

INVISION SPONSORSHIP OPPORTUNITIES**BRING YOUR BRAND TO THE MOST POPULAR INVISION FEATURE OF THE YEAR!**

Affiliate your brand with excellence by sponsoring the country's most prestigious competition for optical retailers

AMERICA'S FINEST OPTICAL RETAILERS 2025 BRAND SPONSORSHIP INCLUDES:**LOGO PLACEMENT**

- ✦ Entry outreach advertisements in January, February and March issues of INVISION
- ✦ All email promos (2X in January, February and March)
- ✦ Digital display units across run of site on invisionmag.com
- ✦ 10 sponsored AFOR awarded practice emails
- ✦ 10x America's Finest profile stories in INVISION magazine (January 2025 - Nov/Dec 2025)

PLUS

- ✦ Display ad (300x300) on America's Finest Optical Retailers landing page
- ✦ Display ad in editorial eBulletin "teaser" (pre-issue release of winners online in July 2025)
- ✦ Logo on intro page of INVISION'S America's Finest winners feature in July-August 2025
- ✦ AFOR Sponsor recognition at Vision Expo West award presentation and reception

**PACKAGE COST****\$8,900**6 SPONSORSHIPS
AVAILABLE

INVISION DIGIMAG

MAKE YOURSELF A COVER STAR WITH AN **INVISION DIGIMAG SPONSORSHIP**

Want a high-profile online placement that puts your business in the starring role opposite the cover of INVISION magazine? It's easy with a sponsorship of our monthly digital flipbook. With a can't-miss full-page ad adjacent to our cover (plus online and email banners), it's a powerful and cost-effective way to associate your brand with eyecare pros' favorite business publication.

AD OPPOSITE FRONT COVER

PACKAGE INCLUDES

- Full page ad opposite front cover of digital edition
- Skyscraper ad (250 x 500 pixels) on 2x monthly emails
- Your company logo on all INVISION digital edition promotions for that issue (including banners, rotators)

\$2,620 PER EDITION

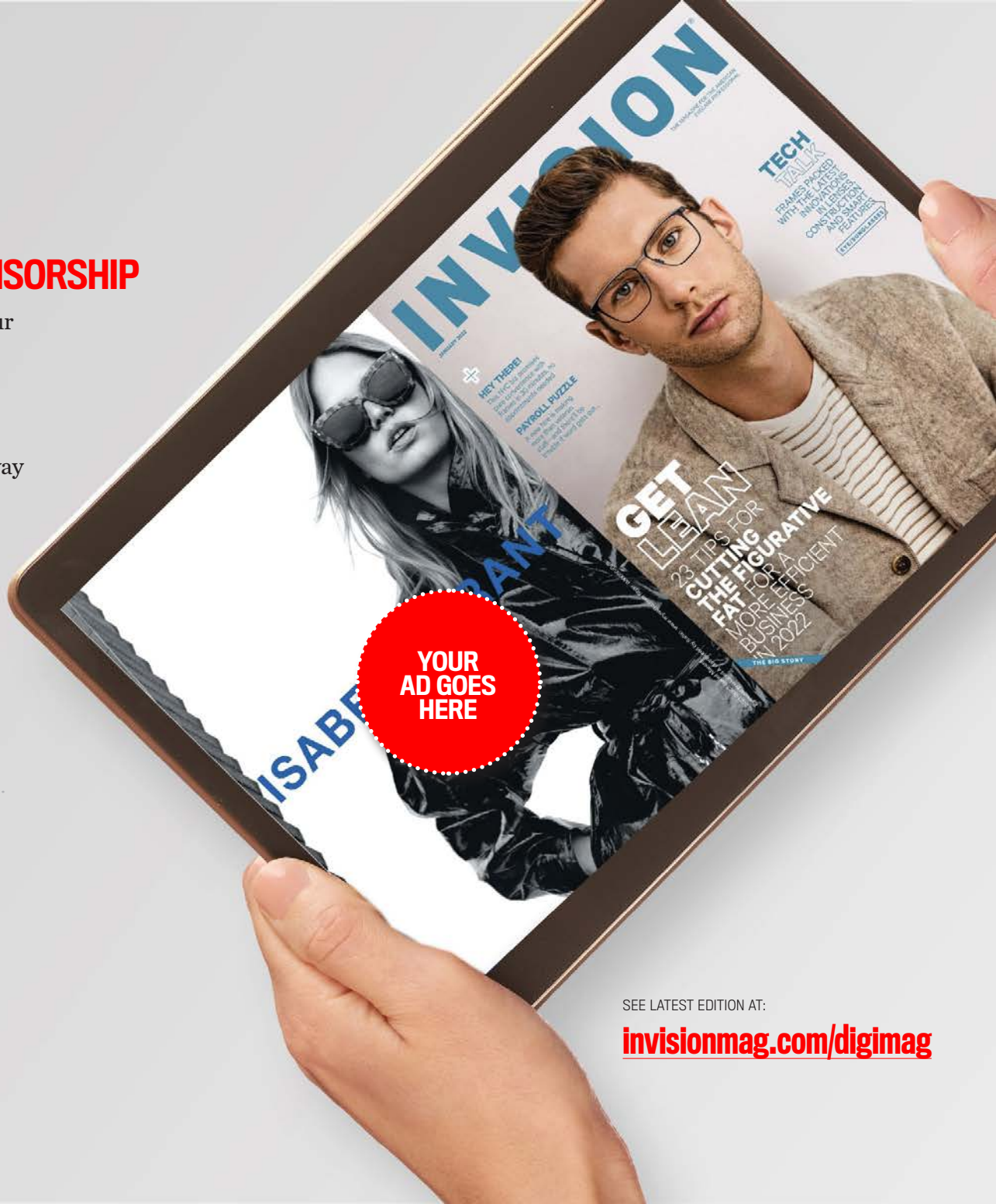
AVAILABLE AD ENHANCEMENTS

Video or audio integration

\$500 per ad

Ad animation

\$500 per ad



SEE LATEST EDITION AT:

invisionmag.com/digimag

OUR SERVICES

CONTENT
MARKETING
(PRINT AND
ONLINE)

SOCIAL MEDIA
MARKETING

WEBINARS

PODCASTS

FOCUS
GROUPS

VIDEOS

BLOGS

EMAIL
MARKETING

COLLATERAL
& POP
MATERIALS

PRINT &
DIGITAL
AD CAMPAIGNS

EVENT
MANAGEMENT



INVISION MARKETING SERVICES

LET US TELL THE STORY OF YOUR BRAND

As if you didn't know, content is king. That's why SmartWork Media's Content Studio is ready and willing to help you to tell your story in the strongest, most impactful way possible.

From print to videos, webinars to podcasts, the SmartWork Media Content Studio works with you to create content that focuses your brand's strengths and delivers your story to our network of over 20,200 independent eyecare business professionals.

The SWM Content Studio takes a tailored approach to each client's needs and will work with you to identify the best strategy for your brand.

Smart
WORK
CONTENT STUDIO

INVISION

WEBSITE TAKEOVER PROGRAM

Level Up Your Digital Presence Among INVISION'S Passionate Audience of Professionals!

Make a powerful online marketing impact with INVISION's Website Takeover Banner Ads Program! With this program your banner ad creative populates a webpage all at once, making an impactful presentation. Place your banner creative in four (4) different sized positions so all appear simultaneously on the webpage when the INVISION digital reader visits the page.

WEBSITE TAKEOVER BANNER SIZES:

- ➔ Billboard Banner: 1800x460, 400x300 pixels; 300KB max file size.
- ➔ Headline Banner: 740x190, 300x250 pixels; 100KB max file size.
- ➔ Skyscraper: 300x600 pixels; 100KB max file size.
- ➔ Side Standard: 300 x 300 pixels; 100KB max file size.


RATE:

\$7,150

for 40K Cumulative Impressions.

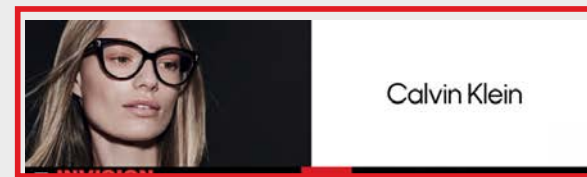
Available in 40K & 80K Impressions per month.



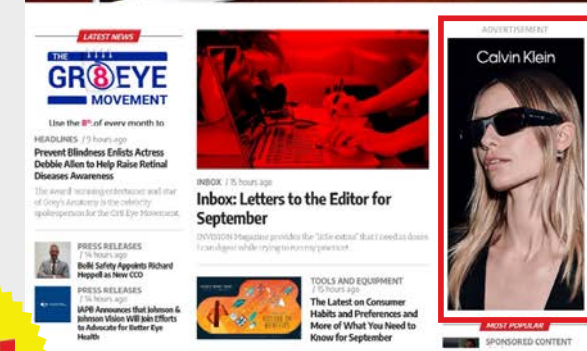
 **JUMPSTART YOUR WEBSITE TAKEOVER PROGRAM TODAY!**
CONTACT YOUR INVISION SALES REPRESENTATIVE TO LEARN MORE.

Brett Moore
 DIRECTOR OF SALES & BUSINESS DEVELOPMENT
 E brett.moore@smartworkmedia.com
 P (607) 437-5690

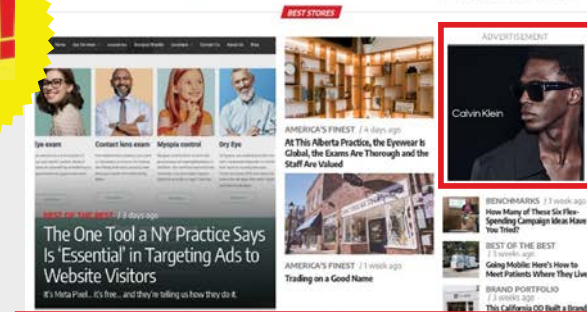
Peter Sienkiewicz
 ACCOUNT EXECUTIVE
 E pete@smartworkmedia.com
 P (415) 385-6684



← BILLBOARD BANNERS



← SKYSCRAPER BANNERS



← SIDE STANDARD BANNERS



← HEADLINE BANNERS