## Production and Editorial Calendar 2019

### January Issue
- **Ad close:** December 06
- **Materials due:** December 12
- **Inserts due:** December 18

**Editorial features**: Special Topic: Glaucoma
- **Departments:** Glaucoma, Diabetes, Practice Management, Dry Eye

**Bonus Distribution**: Glaucoma 360–GRF, February 1, San Francisco, CA; SECO International, February 20-24, New Orleans, LA

### February Issue
- **Ad close:** January 09
- **Materials due:** January 16
- **Inserts due:** January 23

**Editorial features**: Special Topic: Allergy
- **Departments:** Allergy, Nutrition, Technology, Refractive Surgery

**Bonus Distribution**: SECO International, February 20-24, New Orleans; Vision Expo East (VEE), March 21-24, New York City, NY

### March Issue
- **Ad close:** February 07
- **Materials due:** February 13
- **Inserts due:** February 20

**Editorial features**: Special Topic: Frames & Lenses
- **Departments:** Glaucoma, Contact Lenses, Comanagement, Diabetes

**Bonus Distribution**: Vision Expo East (VEE), March 21-24, New York City, NY; Cornea 360, April 4-7, 2019

### April Issue
- **Ad close:** March 13
- **Materials due:** March 19
- **Inserts due:** March 25

**Editorial features**: Special Topic: Comanagement
- **Departments:** InDispensable, Retina, Dry Eye, Practice Management

**Readex Research Ad Performance Study Issue**

**Bonus Distribution**: The Association for Research in Vision and Ophthalmology (ARVO) Annual Meeting, April 28 - May 2, Vancouver, Canada; ASCRS-ASOA Annual Meeting, May 3-7, San Diego, CA

### May Issue
- **Ad close:** April 10
- **Materials due:** April 16
- **Inserts due:** April 22

**Editorial features**: Special Topic: Practice Management
- **Departments:** Diabetes, Glaucoma, Nutrition, Refractive Surgery

**Bonus Distribution**: American Optometric Association (AOA) Optometry’s Meeting, June 19-23, St. Louis, MO

### June Issue
- **Ad close:** May 10
- **Materials due:** May 16
- **Inserts due:** May 22

**Editorial features**: Special Topic: Diabetes
- **Departments:** Practice Management, Retina, Technology, Contact Lenses

**Bonus Distribution**: American Optometric Association (AOA) Optometry’s Meeting, June 19-23, St. Louis, MO

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*Editorial content subject to change. Please contact your sales representative for the most current editorial calendar topics.*
### Production and Editorial Calendar 2019

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**Editorial features**: Special Topic: Contact Lenses  
• Departments: Glaucoma, Dry Eye, Comanagement, Nutrition

**Editorial features**: Special Topic: Pediatrics  
• Departments: Allergy, Technology, Diabetes, Refractive Surgery

**Readex Research Ad Performance Study Issue**

**Bonus Distribution**: Vision Expo West (VEW), September 18-21 in Las Vegas

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**Editorial features**: Special Topic: Cornea  
• Departments: Practice Management, Retina, Technology, Dry Eye


**Editorial features**: Special Topic: Retina  
• Departments: Glaucoma, Diabetes, Comanagement, Refractive Surgery

**Editorial features**: Special Topic: Diagnostics & Imaging  
• Departments: InDispensable, Retina, Nutrition, Contact Lenses

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