

2026

working with

20/20

including **LT**

As the leading trade publication in the optical industry, 20/20 delivers a wealth of products including our print magazine, 2020mag.com, digital editions, special supplements, e-blasts and social media communications. 20/20 delivers high quality editorial insight on the issues that impact optical retailing and dispensing in categories such as eyewear, sunwear, accessories, retail displays, lenses and technology.

This guide is your reference to working with the 20/20 editorial team, including a descriptive listing of editorial products, departments, materials, editors and contact information.



Anne Cooper



Christine Yeh



Deborah Kotob



Jillian Urcelay



Linda Conlin



Gwendolyn Plummer

UPFRONT

What's Hot in optical on a variety of levels from celebrity sightings to merchandising to marketing in an exciting front-of-the magazine section delivering stories and mini-features meant to keep pace with the interests and concerns of all optical retailers.

✉ Christine Yeh, cyeh@jobson.com

FEATURED MONTHLY HIGHLIGHTS INCLUDE:

- Hall of Frames (celebrities in eyewear) -
✉ Gwendolyn Plummer, gplummer@jobson.com
- What Eye Hear - ✉ Jillian Urcelay, jurcelay@jobson.com
- L&T Marketing - ✉ Anne Cooper, acooper@jobson.com
- Inside the Frame - ✉ Jillian Urcelay, jurcelay@jobson.com

FEATURES

Everything you need to know about frames, sunwear and fashion as it relates to optical dispensing.

• EYEWEAR PRODUCT FEATURES

Trends and upcoming frame products as photographed by 20/20.
✉ Jillian Urcelay, jurcelay@jobson.com

• MARKETPULSE

An authoritative look at an industry issue or product category, bolstered by 20/20's exclusive MarketPulse research results.
✉ Christine Yeh, cyeh@jobson.com

• SUCCESSFUL RETAIL STRATEGIES

Profiles of the best in optical retailing — the stores and their stories.
✉ Gwendolyn Plummer, gplummer@jobson.com



NEW PRODUCTS

Including **What's New**, **What's Next** and **New Products**

✉ Gwendolyn Plummer,
gplummer@jobson.com

WHAT'S NEW

Full page on a new collection or product launch.

NEEDED: High-resolution images (.jpg or .tiff format) and press releases with product information about the collection, including shapes, material, target market, price ranges and special features.

DEADLINE: Two months prior to publication.

WHAT'S NEXT

Half page treatment of a line extension or new direction/refocusing of an existing collection or product line.

NEEDED: High-resolution images (.jpg or .tiff format) depicting model/image shot and press releases with product information about the collection, including shapes, material, target market, price ranges and special features.

DEADLINE: Two months prior to publication.

NEW PRODUCTS

Product spotlight featuring an array of single individual new products.

NEEDED: High-resolution images (.jpg or .tiff format) of product, new styles, etc., press release about how the collection has been refocused/redirected (e.g., lower price points, new target market, added sunwear collection, etc.), information on styles shown: color, sizes, materials.

FASHION SHOOT

Photography shot both on model and as still life.

NEEDED: Actual product as requested; a variety of choices is vital.



L&T

Lenses & Technology for Vision Care Professionals

FEATURES INCLUDE:

- RxPertise
- Artist of the Lens
- Lens and Lab Reports

✉ Anne Cooper, acooper@jobson.com

L&T — NEW PRODUCTS

- A special section of L&T exclusively devoted to New Products in the Lens and Equipment segment of the optical industry
- See requirements for New Products in 20/20 as same details apply to L&T

✉ Anne Cooper, acooper@jobson.com

20/20 DIGITAL & ONLINE

2020MAG.COM

2020mag.com provides online access to 20/20's renowned editorial coverage and receives a monthly average of over 43,000 visits. Features include web-exclusive content, current articles, links to digital issues, archive search, Continuing Education courses and videos.

2020MAG.COM VIDEO

The 2020mag.com Video Village hosts powerful edit and advertising media energized with visual messages, giving visitors special access to enriching resources that bring optical stories to life.

20/20 ON SOCIAL MEDIA

20/20's presence on Instagram, Facebook, LinkedIn and X drives readers daily to the insights and features of 2020mag.com, and invites readers to experience minute-by-minute behind the scenes coverage with the 20/20 editorial team in a manner and consistency unmatched by any medium in the optical community.

20/20 DIGITAL EDITION

20/20 print is available in digital format. Readers can view the entire issue online page by page, zoom in on articles and ads, access live web links and download their favorite articles.

20/20 PRO TO PRO

20/20 is the leader in Continuing Education among ECPs and the newest level starts with Pro to Pro: tips and trends for an educated YOU. Pro to Pro is a monthly newsletter delivering what those in the know need to know in order to lead in the new future of optical. Claim the horizon by seeing what's happening now, ahead of the competition. Pro to Pro is delivered to over 50,000 subscribers and includes multiple monthly sponsorship banner positions.

✉ Deborah Kotob, dkotob@jobson.com

20/20 EDITORIAL

ANNE COOPER

EDITORIAL DIRECTOR

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- Oversees and is responsible for the editorial direction, strategy, and day-to-day operations
- Key contributor to special events, including the annual VM Leadership Summit and Most Influential Women in Optical luncheon
- Guest host for LTV, 20/20's regular video program that shares lens and technology news

CHRISTINE YEH

SENIOR EXECUTIVE EDITOR

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- Manages 20/20's editorial deadlines and features
- Writes features and market "beats" including retailing and fashion
- Editorial point person for Upfront

JILLIAN URCELAY

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- Manages all Instagram, Facebook, LinkedIn, and social media for 20/20 and Vision Monday
- Feature Writer
- Manages product reviews
- Co-manages all information for new products
- Assists at photo shoots
- Video contact for 2020mag.com

GWENDOLYN PLUMMER

EDITOR, FEATURES AND FASHION

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- Covers news and feature topics in frames, sunwear, fashion accessories markets, retailing, and independent eyewear practice
- Writes The Independent Eye newsletter, highlighting fresh ideas and tactics for independent ECPs
- Oversees VMAIL LaunchPad, providing daily briefings on frames, sunwear and accessories line additions

20/20 PRO TO PRO

DEBORAH KOTOB

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- Writes 20/20 Pro to Pro monthly columns
- Editorial point person for 20/20 Pro to Pro Continuing Education
- Manage all aspects of ABO/NCLE CE for print/online and webinar courses (content development, accreditation, administration, and presentation)
- Content development and approval of sponsored and non-sponsored articles in 20/20 Pro to Pro

LINDA CONLIN

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- Coordinates and edits eblast articles
- Solicits and reviews submissions from freelance contributors
- Writes feature articles and editorial columns
- Writes and reviews continuing education courses

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