

MEETINGS & CONFERENCES



Event Planning

Turnkey operations guided by the *Review Group's* staff and experts in optometry, ophthalmology, and contact lenses. These events are tailored to fit your marketing needs, such as stand-alone programs or arrangements that tie in with major industry shows and conferences.

- You pick the format: Meeting, Conference, Roundtable, Continuing Education Seminar, Hosted Dinner Program.
- We handle all the details!
- Each program is tailored for you and fit to your budget.
- The *Review* brand attracts attendees.
- Call your regional sales representative for more information and pricing.

The *Review Group's* Continuing Education Conferences

REVIEW'S 2010 ANNUAL CONFERENCES INCLUDE:

Ophthalmology:

- ACES/SEE Caribbean Eye 2010: February 12-16, Ritz-Carlton San Juan, Puerto Rico

Optometry:

- Maui 2010: June 10-13, Westin Maui Resort & Spa, Ka'anapali Beach, Maui, HI
- Bermuda 2010: July 15-18, Fairmont Hamilton Princess, Bermuda
- New Technology & Treatments in Vision Care: Fall 2010, San Diego Area, CA

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REVIEW
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REVIEW
OF OPTOMETRY

Review of
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REVIEW GROUP PRINT PUBLICATIONS



Review of Optometry

Review of Optometry serves the growing vision care market by delivering optometrists' practice and patient needs with clinical, practice management, news and market trend information. Continuing education programs in print and online have also been a mainstay of *Review's* commitment to the profession. *Review of Optometry* is the most-read magazine by optometrists, and is the advertising and market share leader.

Circulation: 35,100



Review of Ophthalmology

Review of Ophthalmology highlights current, clinically relevant information on surgical techniques, new technologies, disease diagnosis and management. *Review's* physician and staff editors present timely reports in a format that stresses accessible editorial information and graphics, including industry news, regulatory issues, practice management, and ophthalmic sub-specialties such as glaucoma, retina, refractive surgery, cornea and external disease, contact lenses, and optical. *Review* successfully bridges the gap between scientific journals and tabloids, providing "full scope" editorial coverage.

Circulation: 21,300



Review of Cornea & Contact Lenses

Review of Cornea & Contact Lenses is published nine times a year. It's written for O.D. and M.D. contact lens practitioners, including high-volume fitters. It's delivered to more than 18,000 practices, many performing 16+ fits/refits per week. *Review of Cornea & Contact Lenses* provides unique editorial coverage of contact lenses, clinical studies, lens care products and offers selected clinical focus on the cornea and anterior segment in every issue.



Ophthalmic Product Guides

Published in February and July, *Review's Ophthalmic Product Guides* generate leads and sales in the most effective and cost-efficient manner. Twice a year, the *Ophthalmic Product Guides* reach more than 52,000 O.D.s and M.D.s. They are the perfect vehicle for new and existing products, promotions and catalogs. The guides are also distributed at all major industry shows throughout the year.

Special Projects & Programs

- Webcasts
- Print Products
- Teleconferences
- Event Planning
- Continuing Education Conferences & Meetings



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Custom-Sponsored Supplements

The *Review Group* offers advertisers the opportunity to sponsor targeted editorial supplements. These high-quality products achieve the sponsor's goals and are valuable, innovative resources for doctors. Your marketing message benefits from the credibility and high readership of the *Review Group*. These custom-designed, sponsored supplements are used as reference materials by doctors and, as such, extend your marketing message throughout the year. These supplements are an effective media for new drug introduction, new product introduction, company profiles and show/meeting distribution. They provide sponsor benefits both in print and online. Ask your sales representative how you can present your marketing message in this unique format.



Roundtables

Key doctors come together to discuss a specific topic of interest to you and the profession. The information receives added respect and notice since distinguished peers participate in the panel discussion. The event is photographed and recorded, then produced as a written supplement with online option, and with one or more magazines in the *Review Group*. Our experienced staff provides you with a turn-key program. You choose the topic and the venue and we do the rest. Pricing and programs are customized to your needs and the type of event or program. Ask your sales representative to work up a special proposal for your company.

CONTINUING...EDUCATION

Review of Optometry's CE Sponsorship

Review of Optometry's CE programs offer O.D.s the opportunity to earn two hours of credit from University of Alabama, Birmingham, approved by the Council on Optometric Practitioner Education (COPE). Sponsored CE programs have a long shelf life as doctors have one year to complete each course. Plus, you also have the option of sponsoring the course on our website, www.revoptom.com, for one year. Keep your company name in front of your customers while showing support for optometric education. 45% of *Review's* readers have obtained CE credits from the magazine or website. (Source: Readex Study)



Review of Ophthalmology's CME Sponsorship

Review of Ophthalmology offers joint sponsorship of continuing medical education programs through *Jobson Medical Information's Postgraduate Institute for Medicine (PIM)*, which produces hundreds of educational activities annually in live, print, multimedia and online formats. *Review* offers the sponsor the opportunity to provide an unrestricted grant for educational support for an accredited CME program for ophthalmologists. The program gives a balanced view of treatment and/or therapeutic options for comprehensive M.D.s, surgeons and other specialists. Your sponsored course, published in *Review of Ophthalmology*, will reach a circulation of 21,300, and includes an online option.

ELECTRONIC PRODUCTS

Optometric Physician

The *Optometric Physician* is a FREE weekly e-newsletter launched in 2001 and now reaches thousands of optometrists. This timely e-journal offers the latest medical eyecare news, capsules of relevant ophthalmic literature and clinical wisdom in an attractive HTML format. *Optometric Physician* is one of the best ways to reach the busy optometrist. Call your sales representative today for details on how to use the web for truly effective advertising.



Customized E-Mail Programs

Deliver your own specialized message! Choose a customized e-mail blast to reach thousands of customer prospects. Provide special links to your website; introduce new products; send the latest clinical data, pre-show promotions; establish your brand(s). Call your sales representative today to utilize this unique format!

Review of Ophthalmology Online

Reach thousands of doctors every Monday morning! With *Review of Ophthalmology Online*, you can reach prime prospects in the U.S. You can advertise in a single issue for a special announcement or in every issue, week after week, for effective branding and awareness. Sponsors can place a logo and a brief message within the content of the e-newsletter, as well as a direct link to your website. Special custom e-mail blasts and creation of your own e-newsletter program and e-packages also available from *Review*! Call your sales representative for more details on using this newsletter to successfully reach ophthalmologists with your marketing message.



Websites



www.revoptom.com

Review of Optometry's website generates thousands of visits per day, as optometrists log on to retrieve information, research ophthalmic topics and earn CE credits. Visitors gather highlights of the current print issue, while instantly accessing archives, products and services. Contact your local sales representative for further information on banner advertising and other online marketing opportunities.

www.revophth.com

Ophthalmologists are active Internet users, accessing the web professionally for medical information, research, CME and product searches. Take advantage of the Internet to reach those doctors who frequent our website for issue highlights and archives. Contact your local sales representative for further information on banner advertising.

