



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 promotional needs, whether stand-alone programs or tied in with major industry shows and conferences.

- You pick the format: Meeting, Conference, Roundtable, Educational 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!



REVIEW GROUP

Print Publications

The *Review* Group's Continuing Education Conferences

Review's 2013 annual conferences include:

- Maui 2013: June 13-16, 2013
- Bermuda 2013: July 25-28, 2013
- New Technology & Treatment in Vision Care San Diego: September 20-22, 2013

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Review of Optometry



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

Circulation: 36,636

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, regulatory issues, practice management, and ophthalmic sub-specialties such as glaucoma, retina, refractive surgery, cornea and external disease, contact lenses and optical as well as industry news. *Review* successfully bridges the gap between scientific journals and tabloids, providing "full-scope" editorial coverage.

Circulation: 21,270

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.

Review Ophthalmic Product Guides



Published annually 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 57,000 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.

Review Special Projects & Programs

- Custom Roundtables
- Webcasts
- Teleconferences
- CE & CME Conferences & Meetings
- Print Products
- Event Planning
- Sponsored Meetings



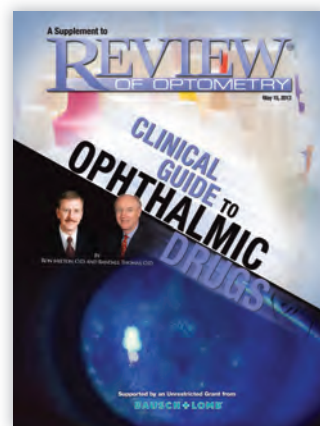
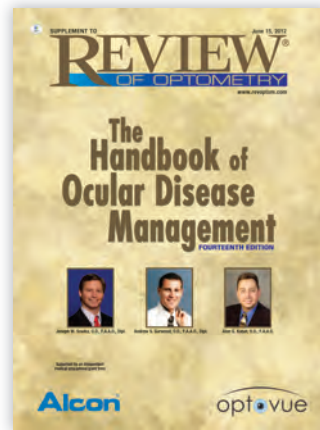
Custom Print Opportunities Roundtables

Key doctors come together to discuss a specific topic of interest to you and the profession. The information receives added respect and notice because distinguished peers participate in the panel discussion. The event is photographed and recorded, then produced as a written supplement with an online option, and

with one or more magazines in the *Review* Group. Our experienced staff provides you with a turnkey program. You choose the topic and the venue and we do the rest. Pricing and programs are customized to your needs and objectives. Ask your sales representative to work up a special proposal for your company.

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. They can also be used for sales 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.



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. Seventy-three percent of *Review's* readers have obtained CE credits from the magazine or website.

(Source: *Readex Study*)

73% of *Review's* readers have obtained CE credits from the magazine or website.

Review of Ophthalmology's CME Sponsorship

Review of Ophthalmology offers joint sponsorship of continuing medical education programs 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

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.reviewofcontactlenses.com

Review of Cornea & Contact Lenses' website draws in eyecare practitioners who are actively looking to further develop their clinical expertise in the cornea and contact lens specialty, while growing this segment of their practices. Visitors can stay abreast of the latest research and discoveries, learn about new technological advances within the field, and engage with colleagues on a breadth of topics.



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.

Digital Editions



▶▶ Ask your sales representative about custom advertising and marketing in *Review's* monthly Digital Editions.

The *Review* Group provides you with a variety of electronic products to capture your target market. Use our resources to roll out new ad campaigns, launch new products, release clinical information, recruit attendees for conferences and alert doctors before trade shows and educational events.

▶▶ **Weekly e-newsletters**

Your message can reach O.D.s and M.D.s every week!

- *Optometric Physician*
- *Review of Ophthalmology Online*

▶▶ **Monthly e-newsletters**

- *Retina Online*
- Target retina specialists and referring M.D.s each month

▶▶ **Custom e-blasts to O.D. and M.D. databases**

▶▶ **Sponsored online CE or CME**

▶▶ **Webcasting**

▶▶ **Teleconferencing**

▶▶ **Custom online content**

- White Papers
- Case Reports