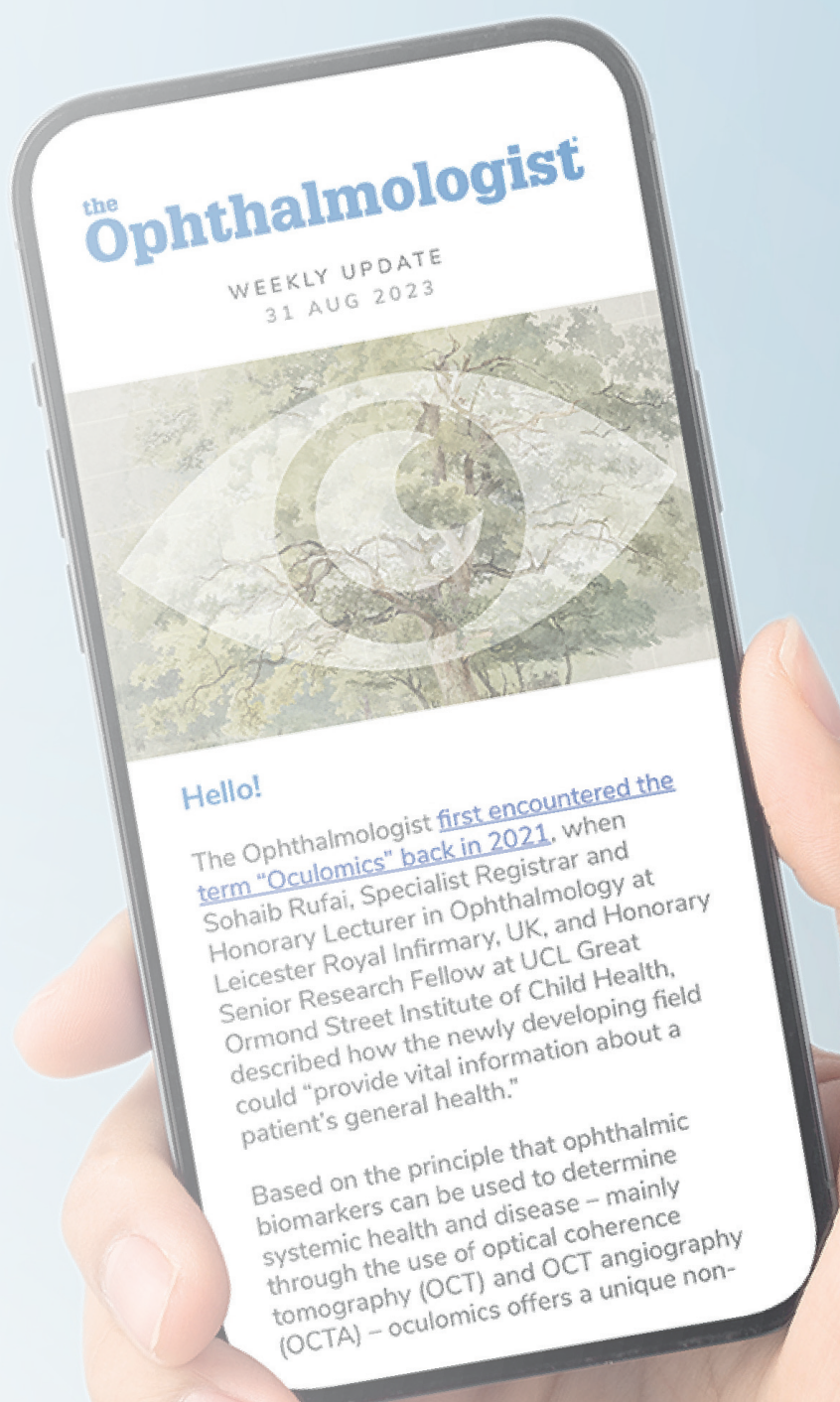


# Content Calendar 2025





<i>Issue</i>	Jan / Feb	Mar / Apr	May / Jun	Jul / Aug	Sep / Oct	Nov / Dec
<i>Print date</i>	28th January	25th March	27th May	29th July	23rd September	25th November
<i>Events Focus</i>		 	 	   		
<i>Feature</i>	Glaucoma		Landmark Literature	Art of Ophthalmology	Education	Innovation
<i>Practice Fundamentals</i>	<p>Our practice Fundamentals section consists of regular coverage, updates and insight into the Glaucoma, Retina and Anterior Segment spaces. Each issue will have a dedicated section for these articles, in order for you to align align your messaging in these areas.</p>					
<i>Topics</i>	The Future of Glaucoma Treatment / Myopia Management	The Power List	Retina Therapy Pipeline / Lens Technology	Practice Management / Multidisciplinary Eyecare	Eye Drop Focus / Access to EyeCare	Interventional Glaucoma / Laser Treatments

**RATE CARDS**

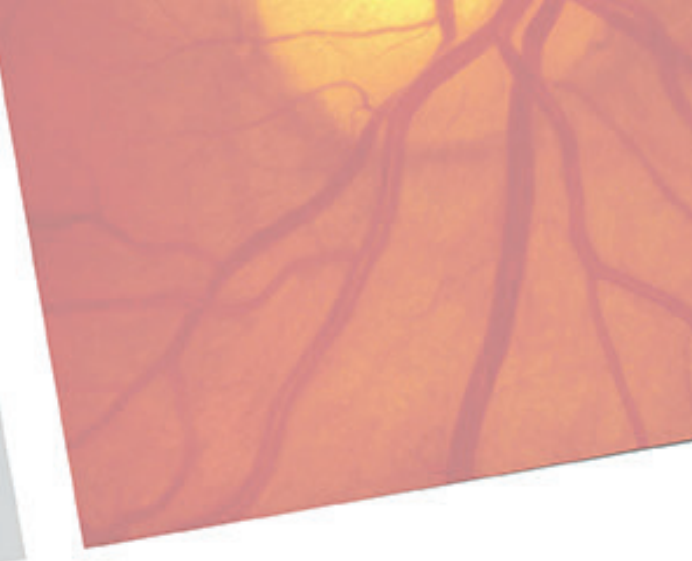
the **Ophthalmologist**

Rate Card 2025  
*Digital, Print and Creative Services*

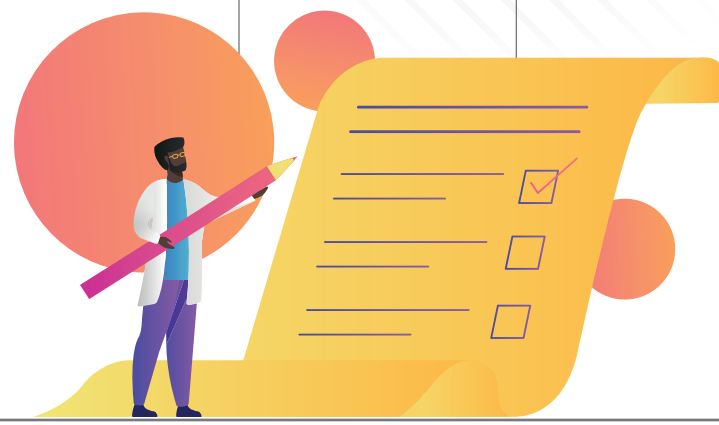
the **New Optometrist**

Rate Card 2025  
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Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Topic-Specific Newsletters	Glaucoma		Cataract		Dry Eye		Glaucoma		Cataract		Dry Eye	
Editorially-Led Roundtables			Glaucoma		Cataract				Dry Eye			Retina
Industry Surveys			Glaucoma			Cataract			Dry Eye			Retina



**EXAMPLES**



Key Event Video  
*At ASCRS*



Topic Specific Newsletter  
*Retina*



Editorially-Led Roundtable  
*Advanced Glaucoma Technologies*

**Key Events**

The Ophthalmologist has developed a unique package combining video and digital to help you get the most out of your exhibition investment.

Our **video service** consists of our film and editorial team attending your booth to produce a 2-minute interview with one of your product specialists. This will then be edited and distributed to our global audience.

Meanwhile, our **exhibition package** includes **Show Daily Newsletters** and a dedicated **Website Hub**. Combined, these provide an amazing opportunity for you to showcase your products, personality and presence to our highly-engaged audience during and even after the event.

Ideal for product launches, announcements or as a call to action to attract more visitors to your booth, our packages serve to highlight the most innovative companies attending these key events.

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