1. UNIQUENESS OF IGR

Online Only
In addition to the IGR website special e-versions are available (e-PDF, ePUB). This results in a versatile IGR that is easily accessible from anywhere at any time and offers the IGR advertisers all kinds of opportunities.

What Makes IGR Unique?
IGR is the only ophthalmic subspecialty journal to provide a reliable literature overview and critical review, which is a huge time saver to stay on top of the most significant glaucoma developments. IGR’s 4-level system for glaucoma literature works as follows:

1. 1200+ glaucoma abstracts will be added to the IGR abstract database annually
2. The Editors selection provides 10% of most interesting & relevant abstracts
3. Highlights are selected from the “Editors selection”
4. News flashes provide the reader with super selected one liners

IGR Provides
• Classified (over 120 headings) abstracts of papers on glaucoma (approximately 1200 abstracts per year).
• Editors selection: critical review of the most interesting 10% of papers on glaucoma by experts in the field
• Glaucoma Opinion: a short essay (1200–1600 words) by a top glaucoma expert on a current topic.
• Glaucoma Dialogue: 3–5 experts comment on the same article, and the original authors respond to those comments.
• News Flashes
• Announcements and reports from WGA Member Glaucoma Societies throughout the world

Robert N. Weinreb, Chief Editor of IGR, about our Editor’s Selection: “With the multitude and variety of publications it seems almost impossible for the ophthalmologist to intelligently read all the relevant subspecialty literature. Even the dedicated glaucomatologist may have difficulty to absorb 1200+ yearly publications concerning his/her favorite subject. An approach to this confusing situation may be a critical selection and review of the world literature”.
IGR Abstract Database

IGR has the most complete collection of abstracts from the glaucoma literature which are otherwise not available, certainly not within the same time span. The searchable database provides all available glaucoma abstracts since 1999 (over 32,000), Editors Selection comments and references.

**IGR statistics: too much to read on Glaucoma**
- The average number of publications in Glaucoma is rapidly growing and thus is the number of abstracts to review prior to soliciting expert comments: It roughly tripled since 1999.
- The IGR database now holds well over 32,000 searchable and categorized abstracts (by IGR’s unique classification system).
- Of these abstracts, almost 2,000 are commented on by 530+ experts from around the world.

**IGR Readership**
IGR is distributed free of charge to all individual members of the 85 WGA affiliated glaucoma societies worldwide, representing over 12,000 glaucoma specialists.

**Publication Frequency**
IGR is circulated four times a year.

**Publisher**
IGR is published by Kugler Publications on behalf of the World Glaucoma Association.

Kugler Publications
www.kuglerpublications.com
IGR Editors

Chief Editor Robert N. Weinreb

Contributing Editors
Christopher Leung (HK), Kaweh Mansouri (Switzerland), Arthur Sit (US)

Associate Editors
Makoto Araie (JP), Jonathan Crowston (AU), Ki Ho Park (KR),
Jeffrey Liebmann (US), Remo Susanna (BR)

Society Editors
Ellen Ancker (SAGS), Makoto Araie (JGS and APGS), Anne M. Brooks (ANZGIG),
Seng Kheong Fang (APGS), Christopher Girkin (AGS), Francesco Goñi (EGS),
Rodolfo Perez Grossman (LAGS), Harsh Kumar (GSI), Marcello Nicolela (CanGS),
Mike Patella (OGS), Tarek Shaarawy (ISGS), Patricio Schlottmann (PAGS),
Fotis Topouzis (EGS), Moustafa Yaqub (MEAGS), Ningli Wang (ChinGS)

Board of Editors
Makoto Aihara (JP), Tadamichi Akagi (JP), Lee Alward (US), Alfonso Anton (SP),
Leon Au (UK), Tin Aung (SG), Augusto Azuara Blanco (UK), Keith Barton (UK),
Christoph Baudouin (FR), Eytan Blumenthal (IS), Andreas Boehm (DE),
Rupert Bourne (UK), Chris Bowd (US), Andrew Camp (US), Subho Chakrabartithi (IN),
Jack Cioffi (US), Anne Coleman (US), Tanuj Dada (IN), Gustavo DeMoraes (US),
Robert Fechtner (US), Robert Feldman (US), Murray Fingeret (US),
David Friedman (US), Jiang Ge (CN), Chris Girkin (US), Ivan Goldberg (AU),
David Greenfield (US), Franz Grehn (DE), Neeru Gupta (CA), Alon Harris (US),
Mingguang He (CN), Paul Healey (AU), Esther Hoffman (DE), Gabor Holló (HU),
Alex Huang (US), Henry Jampel (US), Chris Johnson (US), Jost Jonas (DE),
Malik Kahook (US), Kenji Kashiwagi (JP), Tae Woo Kim (KR), Dennis Lam (HK),
George Lambrou (GR), Fabian Lerner (AR), Christopher Leung (HK), Shan Lin (US),
John Liu (US), Nils Loewen (US), Steve Mansberger (US), Keith Martin (UK),
Eugenio Maul (CL), Stefano Miglior (IT), Sasan Moghimi (IR), Sameh Mosaed (US),
Kourosh Nouri-Madhavi (US), Paul Palmberg (US), Louis Pasquale (US),
Norbert Pfeiffer (DE), Luciano Quaranta (IT), Pradeep Ramulu (US), Harsha Rao (IN),
Tony Realini (US), Doug Rhee (US), Prin RojanaPongpun (TH), Joel Schuman (US),
Tarek Shaarawy (CH), Takuhei Shoji (JP), Kuldev Singh (US), Arthur Sit (US),
George Spaeth (US), Min Hee Suh (US), Ernst Tamm (DE), Hidenobu Tanihara (JP),
Andrew Tatham (UK), Fotis Topouzis (GR), Anja Tuulonen (FI), Rohit Varma (US),
Ningli Wang (CN), Derek Welsbie (US), Tina Wong (SG), Benjamin Xu (US),
Yeni Yücel (CA), Linda Zangwill (US)

Abstract Editor
George Lambrou (GR)
2. IGR AND THE WORLD GLAUCOMA ASSOCIATION

As providing education is one the core goals of the WGA, IGR is one of the key pillars of the WGA Educational activities. Below we provide you with an overview of the WGA purpose, core values and goals.

WGA Core Purpose
To eliminate glaucoma-related disability worldwide.

WGA Core Values
The leadership and member societies of WGA are committed to acting consistently with the following values:
- Responsibility (Accountability)—to each other, to member societies, to the larger global glaucoma community, to the patient and to the public.
- Consensus—open communication, inclusion of diverse viewpoints, and the aspiration to achieve practical consensus before acting.
- Collegiality and Mutual Respect.
- Best Care and Service—advancing the best care available to glaucoma patients worldwide.
WGA Strategic Goals

1. Education: The WGA will be an important source of education for ophthalmologists and other healthcare providers related to glaucoma.
2. WGC: The WGC will be the best glaucoma meeting in the world.
4. Impact in Developing Countries: The resources of the global glaucoma community—including individuals, member societies, industry, governments, NGOs and patients—will be integrated and leveraged to enhance glaucoma care, particularly in developing countries.
5. Technology: The WGA will use information/communication technologies as a key tool in achieving its goals.
6. Organization: The WGA will be financially sound and organized to lead the glaucoma community.

More information about WGA is available via www.worldglaucoma.org

WGA Contact Details:
WGA Executive Office, info@worldglaucoma.org

IGR advertisers assist the World Glaucoma Association in reaching its goal of providing education to the global glaucoma community.
3. CIRCULATION

Electronic issue downloads

- Average PDF download per issue: 10,013
- Average EPUB download per issue: 1,578

Additional hard copies of IGR 19-1 have been made available to participants of EGS-2018, WOC-2018, ESCRS-2018 and AAO-2018.

Website Statistics

- Average of 4,500 monthly visitors
- Average of 2 monthly visits per unique visitor
- Average of 23,881 monthly page hits

Measured over January - October 2018
- Average of 4,500 monthly visitors
- Average of 2 monthly visits per unique visitor
- Average of 23,881 monthly page hits

More detailed statistics are provided to advertisers on a quarterly basis (after publication of each issue).
E-mail Statistics
- 8 e-mailings per year (2 per issue)
- Average subscribers per emailing: 11,000
- Average opens per emailing: 28.92%
- Average clicks per emailing: 7.6%
4. ADVERTISING OPPORTUNITIES

E-PDF / E-PUB
Advertisements are inserted into the flow of reading, and may be linked to websites or other materials.
1 page advertisement $13,500 per Volume (4 issues)
2 pages advertisement $25,000 per Volume (4 issues)

Website Banners
Below you find some suggested banner options. Please do inform us if you would like to vary you banner per issue or per region of the world. For realised web statistics please refer to page 8.

Fees per Volume (4 issues)
• Banner throughout IGR website* $8,000
• Banner throughout Editors selection* $6,000
• Banner throughout Dialogue* $6,000
• Banner throughout Abstract database* $8,000
*To be shared with other advertisers

Please do inform us if you are interested to advertise with animated images/movies. Prices are available upon request.

Printed Editions
IGR is offering your company the distribution of hardcopies of IGR during major glaucoma related meetings or within a certain country/region of the world. Advertisement(s) of your company only will be included.

Prices are available upon request.

Your company’s printed version of IGR may in addition be translated into your choice of language under supervision of WGA glaucoma experts (additional fees applicable).
Practice Edition / Language Edition
A special edition containing a selection of IGR content targeted for the general ophthalmologist (either in electronic or print format). This practice edition may in addition be translated into your choice of language. Do let us know if you are interested in receiving a tailor-made proposal.

Supplements
An IGR supplement covering your company sponsored satellite meeting held during the World Glaucoma Congress or other glaucoma related meeting. Supplements may be published in print or electronically. Do let us know if you are interested in receiving a tailor-made proposal.

Industry News
A complimentary service to be provided to any advertising company with a total IGR advertising budget exceeding $20,000 per Volume may provide us with a 500 word editorial for the section “Industry news” to be published in the issue of your company’s choice. Text to be approved by the WGA and Chief Editor of IGR.

IGR Newsletter Banner
• A banner in the newsletter distributed around the publication of each issue of IGR - $8,000 (8x)

Do inform us if you have any additional ideas on the above list of advertising options. We are open to all kinds of suggestions and are more than willing to provide you with a tailor-made proposal.

For more information on IGR advertising, please contact the WGA Executive Office, info@worldglaucoma.org.
To apply, please complete the IGR Advertising Application Form (see page 15 and 16).
## 5. TECHNICAL SPECIFICATIONS

### Available Advertising Unit Sizes

*Inches are approximates, please use metric units*

<table>
<thead>
<tr>
<th></th>
<th>Trim</th>
<th></th>
<th>Bleed</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Millimetres</td>
<td>Inches</td>
<td>Millimetres</td>
<td>Inches</td>
</tr>
<tr>
<td>Spread</td>
<td>296x210mm</td>
<td>11.6x8.3in</td>
<td>306x220mm</td>
<td>12x8.7in</td>
</tr>
<tr>
<td>Full page</td>
<td>148x210mm</td>
<td>5.8x8.3in</td>
<td>158x220mm</td>
<td>6.2x8.7in</td>
</tr>
</tbody>
</table>

*Please note:*
- For bleed the image area is extended (in each direction requiring bleed) by approximately 5mm or 0.2in from trim.
- Please allow a margin of approximately 10mm (0.4in) from trim for non-bleed ads.

### Advertisement File Requirements

- **CMYK** (not RGB) should be selected for all imported images as well as software setting for page makeup.
- **Transparency** setting should be set on **HIGH**. This will automatically flattened the images and avoid any layering issues that could result in graphics or text dropping out when final print files are ripped. The default setting is generally medium which will not necessarily flatten the files.
- **OPI**: (Open Prepress Interface) extension must be turned off before creating PDF. Also uncheck the box for OPI comments in the advanced tab of the distiller options.
- **File Size**: Make sure all compression options are checked in the distiller software to make sure the PDF file is of a manageable size.
- **ICC Profiles**: Under distilling options...Color management feature should be turned off when distilling file to avoid any ICC profiles being assigned to the file.
- **Four-color images** should be scanned at a minimum of 300 dpi, with CMYK colors (not RGB!).
- **Black-and-white photos** should be scanned at a minimum of 266 dpi.
- **Line art** should be scanned at a minimum of 900 dpi and saved as TIFF.
- **Please only supply high-resolution PDF files. No other file format is accepted.**
- Files may be compressed using WinZip or Stuffit (**not** WinRar)
- Files may be sent on by e-mail, WeTransfer or DropBox to: info@kuglerpublications.com
6. PUBLICATION SCHEME

<table>
<thead>
<tr>
<th>IGR Issue</th>
<th>Date of publication</th>
<th>Advertising materials due</th>
</tr>
</thead>
<tbody>
<tr>
<td>19-4</td>
<td>February 2019</td>
<td>January 27, 2019*</td>
</tr>
<tr>
<td>20-1</td>
<td>May 2019</td>
<td>April 30, 2019</td>
</tr>
<tr>
<td>20-2</td>
<td>August 2019</td>
<td>August 1, 2019</td>
</tr>
<tr>
<td>20-3</td>
<td>November 2019</td>
<td>November 2, 2019</td>
</tr>
<tr>
<td>20-4</td>
<td>February 2020</td>
<td>February 3, 2020</td>
</tr>
</tbody>
</table>

*Special WGC-2019 issue, hard copies will be made available.

Please send all materials to:

**Kugler Publications**
E: info@kuglerpublications.com
T: +31 70 33 00 253
www.kuglerpublications.com

Postal address:
P.O. Box 20538
1001 NM Amsterdam
The Netherlands
IGR ADVERTISING APPLICATION FORM

Company Name*

VAT Number (compulsory for European Companies)

Address

City State ZIP Code

Country Website

Telephone no. Fax no.

E-mail address

Contact Person

We are interested in advertising in IGR, volume 20 (2019)

E-PDF/E-PUB (per Volume, 4 issues)

☐ 1 page advertisement $13,500
☐ 2 page advertisement $25,000

Website banners (per Volume, 4 issues)

☐ Banner throughout IGR website $8,000<sup>1</sup>
☐ Banner throughout Editors selection $6,000<sup>2</sup>
☐ Banner throughout Dialogue $6,000<sup>2</sup>
☐ Banner throughout Abstract database $8,000<sup>2</sup>

☐ IGR newsletter banner, per Volume (8 issues) $8,000

<sup>1</sup>leaderboard banner, <sup>2</sup>pop-under banner
Please send us a tailor-made proposal for the following advertising option(s):

☐ Print issues
☐ Practice edition/language edition
☐ Supplements

If applicable, VAT will be added to all above rates. Subject to change.

☐ I have read and accepted the payment and cancellation policy as indicated below.

Payment and Cancellation Policy

TERMS OF PAYMENT
After the enclosed advertising interest form has been received by the WGA Executive Office, confirmation together with an invoice, due to be paid within three weeks after receipt, will be forwarded to the prospective advertiser. The balance of payment will be due and payable within 30 days after receipt of the invoice. A penalty of 1.5% per month accrues after 60 days.

TERMS OF CANCELLATION
Written cancellation of order must be received at least three weeks prior to issue date. No cancellation will be accepted without written acknowledgement from WGA. Any order cancelled after the issue deadline stated in the Publication Calendar will incur the full insertion cost. Late delivery of materials may incur forfeiture of space at full cost.

Date

Signature

Please return this form to:

WGA Executive Office
Corresponding Address:
Schipluidenlaan 4
1062 HE Amsterdam
The Netherlands
T: +31 20 570 96 00
IGR@worldglaucoma.org