

**Regional &
International
Glaucoma
Societies**

*American
Glaucoma
Society*

*Asia-Pacific
Glaucoma
Society*

*Australia and
New Zealand
Glaucoma
Society*

*Canadian
Glaucoma
Society*

*Childhood
Glaucoma
Research
Network*

*Chinese
Glaucoma
Society*

*Commonwealth
Independent States
Glaucoma
Society*

*European
Glaucoma
Society*

*Glaucoma
Society
of India*

*International
Society for
Glaucoma
Surgery*

*Japan
Glaucoma
Society*

*Latin American
Glaucoma
Society*

*Middle East
African
Glaucoma
Society*

*Optometric
Glaucoma
Society*

*Pan American
Glaucoma
Society*

[Click here for an
overview of all WGA
affiliated National
Glaucoma Societies](#)

International Glaucoma Review

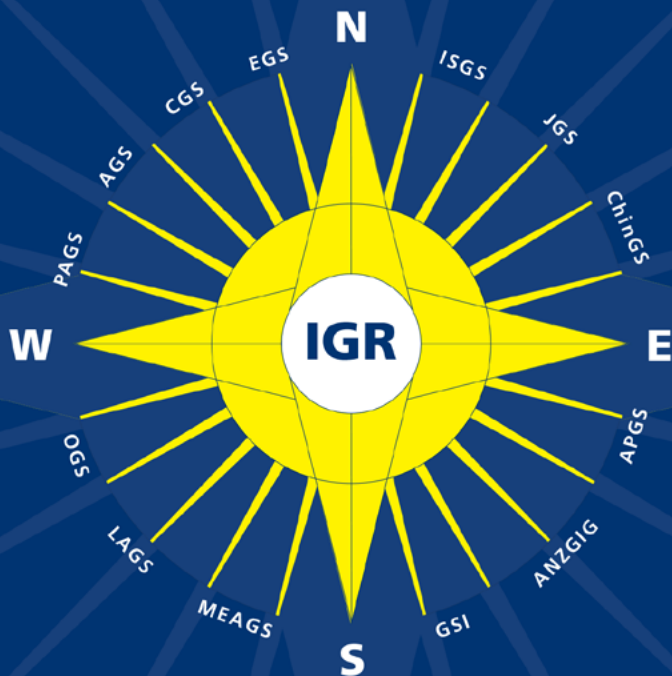
The journal of the World Glaucoma Association

Abstracts and Review of Glaucoma Literature

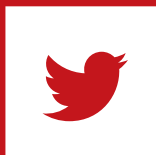
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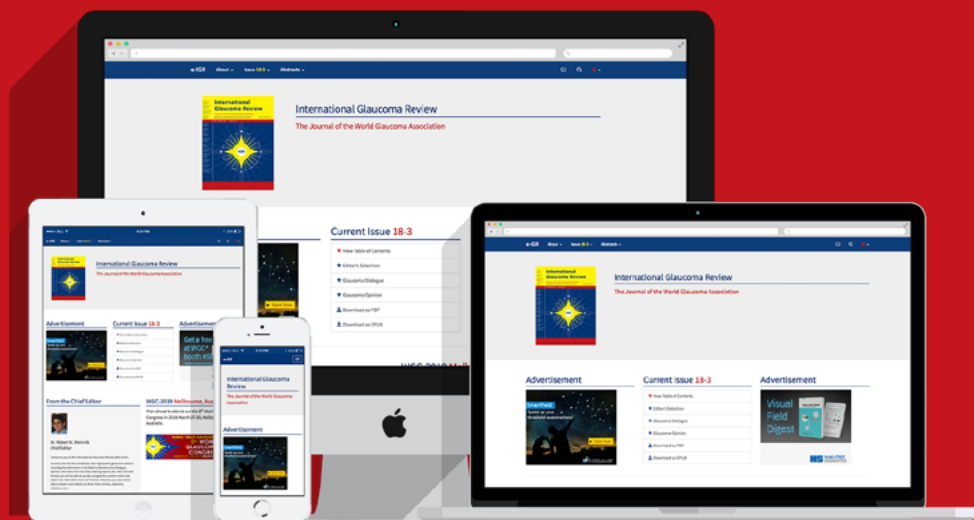
MEDIA KIT 2023



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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. 2000+ 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

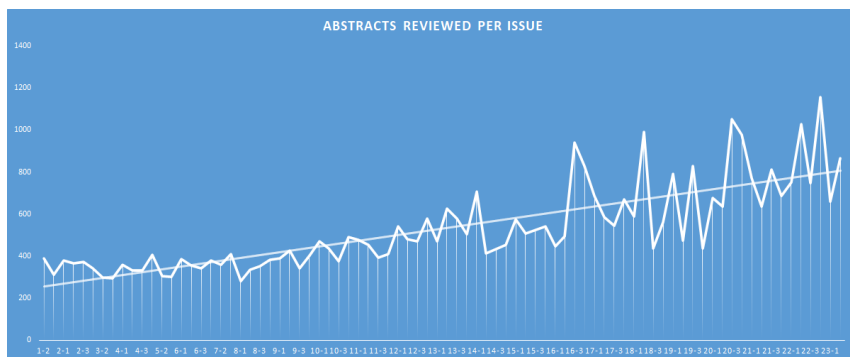
- Classified (over 120 headings) abstracts of papers on glaucoma (approximately 2000 abstracts per year).
- Editors selection: critical review of the most interesting 10% of papers on glaucoma by experts in the field
- Glaucoma Opinion: a short essay (1200–1600 words) by a top glaucoma expert on a current 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 and, Editors Selection comments.

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 44,000 searchable and categorized abstracts (by IGR's unique classification system).
- Of these abstracts, more than 2,200 are commented on by more than 665 experts from around the world.

IGR Readership

IGR is distributed free of charge to all individual members of the 91 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

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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.
3. Public Awareness and Recognition of Glaucoma: Public awareness and recognition of glaucoma will increase.
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:

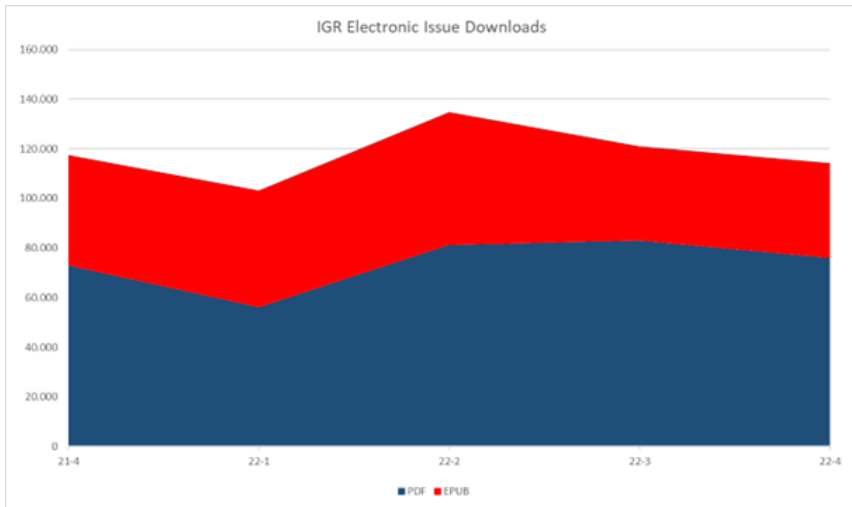
WGA Executive Office

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: ~70,000
 - Average EPUB download per issue: ~24,000
- Measured over IGR volumes > 20*



International Glaucoma Review

The Journal of the World Glaucoma Association

As of volume 18, all IGR issues are archived and accessible through **WGA#ONE**

Visit www.wga.one for more information.

E-mail Statistics

- Approximately 8 e-mailings per year
- Average subscribers per emailing: 16,050
- Average opens per emailing: 35,86%
- Average clicks per emailing: 5,74%

Measured over IGR volumes > 20

WGC-2023

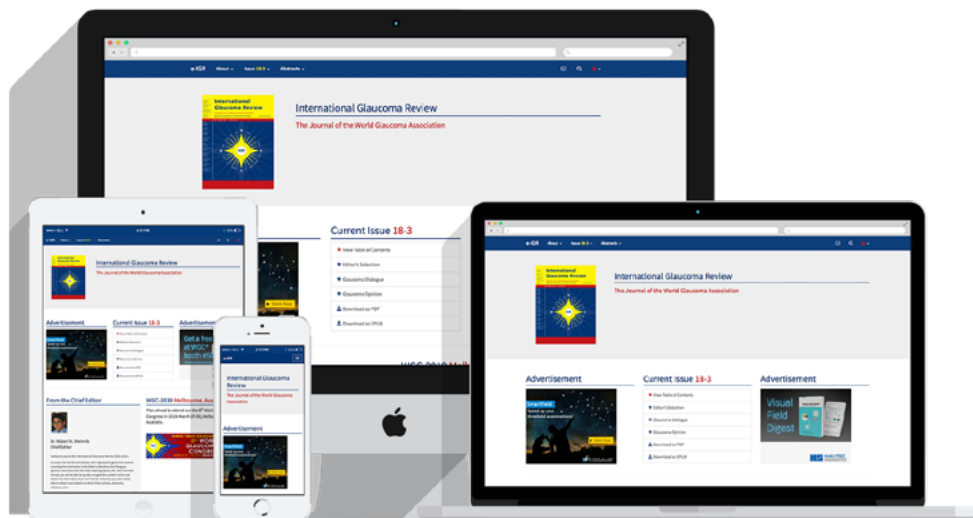
- IGR 23-4 will be distributed in print to all WGC attendees
- All WGC-2023 abstracts will be published as a supplement to IGR (electronic edition only)



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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 your banner per issue. For download statistics please refer to page 8. Web statistics will be shared with advertisers on a half-year basis.

Fees per 4 issues

- Banner on IGR homepage* \$5,000
- Banner throughout IGR website (excluding IGR homepage)* \$5,000

**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).

WGC-2023

IGR 23-4 will be printed and distributed to all WGC participants. Contact the WGA executive office for advertisement details.

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 \$ 5,000 per issue 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 - \$2,500 (per issue, 2x)

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

	Trim		Bleed	
	Millimetres	Inches	Millimetres	Inches
Spread	296x210mm	11.6x8.3in	306x220mm	12x8.7in
Full page	148x210mm	5.8x8.3in	158x220mm	6.2x8.7in

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

Banner Requirements

Top of page

Leaderboard

Width: 728px

Height: 90px

Resolution: 300dpi

File type: (animated) gif,

jpg, png

Right menu

Vertical rectangle

Width: 240px

Height: 400px

Resolution: 300dpi

File type: (animated) gif,

jpg, png

6. PUBLICATION SCHEME

Issue	Publication date	Ad materials due
23-3	March 2023	March 2, 2023
23-4*	June 2023	June 8, 2023
24-1	September 2023	September 8, 2023
24-2	December 2023	December 1, 2023
* Special WGC-2023 print edition		

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

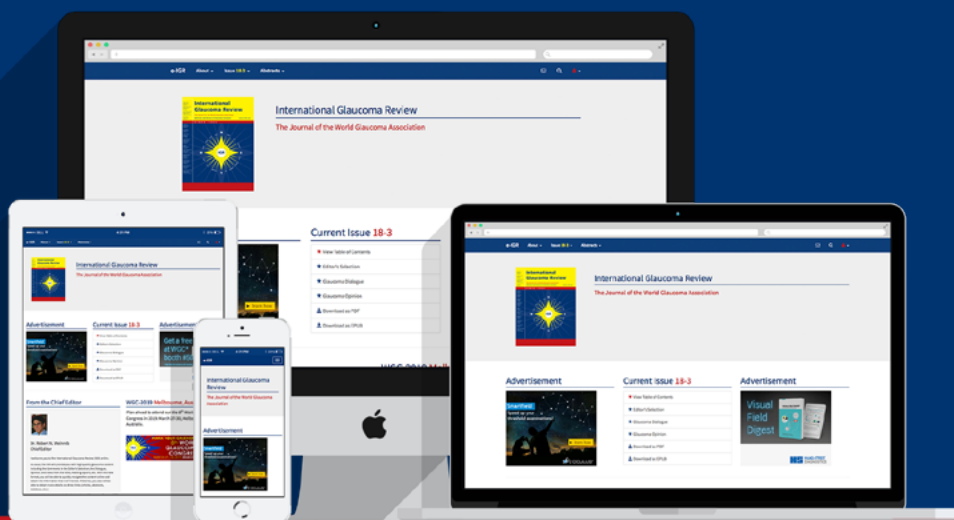
The Netherlands



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IGR ADVERTISING APPLICATION FORM

(1 of 2)

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)

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

☐ 1 page advertisement

\$ 13,500

☐ 2 page advertisement

\$ 25,000

Website banners (per 4 issues)*

☐ Banner on IGR homepage*

\$5,000

☐ Banner throughout IGR website (excluding IGR Homepage)*

\$5,000

**to be shared with other advertisers*

Newsletter banner

☐ IGR newsletter banner per issue*

\$2,500

**per issue two newsletters are send*

IGR ADVERTISING APPLICATION FORM

(2 of 2)

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 twenty days after receipt, will be forwarded to the prospective advertiser. The balance of payment will be due and payable within 20 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