

**Regional & International Glaucoma Societies**

*American Glaucoma Society*

*Asia-Pacific Glaucoma Society*

*Australia and New Zealand Glaucoma Society*

# International Glaucoma Review

The journal of the World Glaucoma Association

Abstracts and Review of Glaucoma Literature

[www.e-IGR.com](http://www.e-IGR.com)

S I N C E 1 9 8 4

ISSN 1566-1040

*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*

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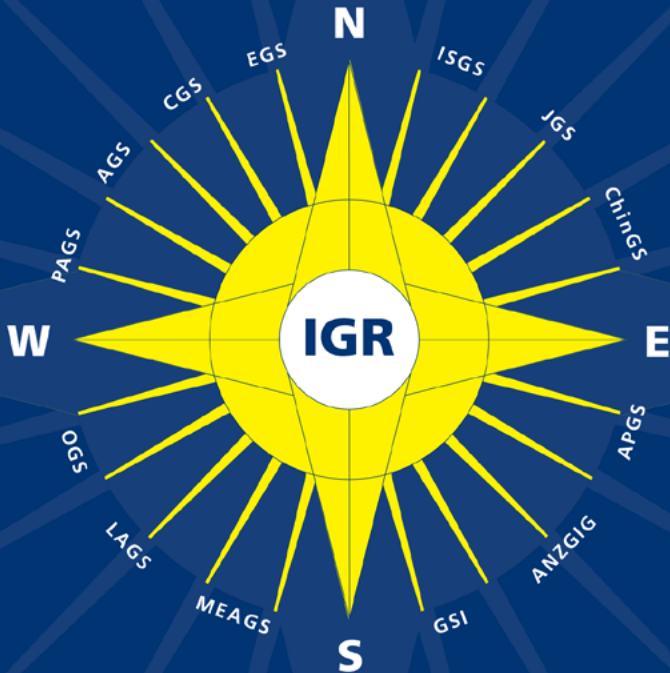
*Latin American Glaucoma Society*

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*Optometric Glaucoma Society*

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



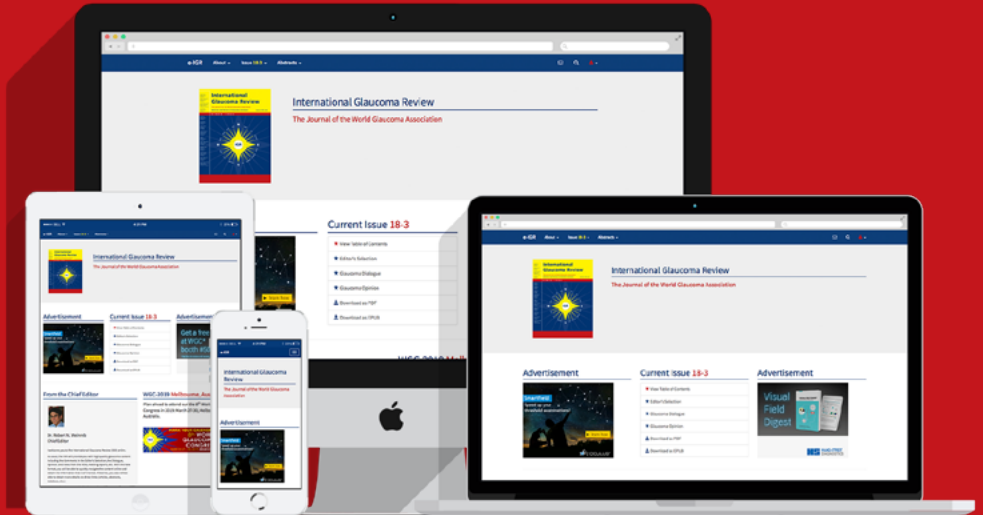
**MEDIA KIT 2025**



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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. More than 3,500+ 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

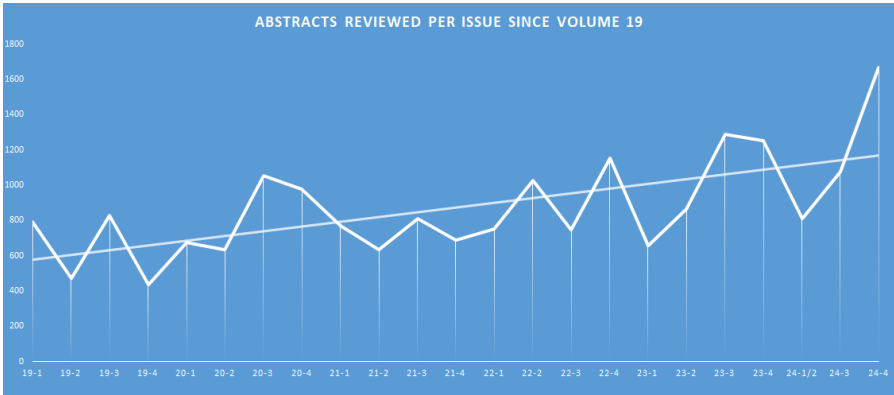
- Classified (over 120 headings) abstracts of papers on glaucoma
- Editors selection: critical review of the most interesting 10% of papers on glaucoma by experts in the field
- Glaucoma Opinion: a short essay (1200–1600 words) by a top glaucoma expert on a current topic.
- Glaucoma Dialogue: 3–5 experts comment on the same article, and the original authors respond to those comments.
- News Flashes



### **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 50,000 searchable and categorized abstracts (by IGR's unique classification system).
- Of these abstracts, approximately 2,300 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 20,000 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](http://www.kuglerpublications.com)

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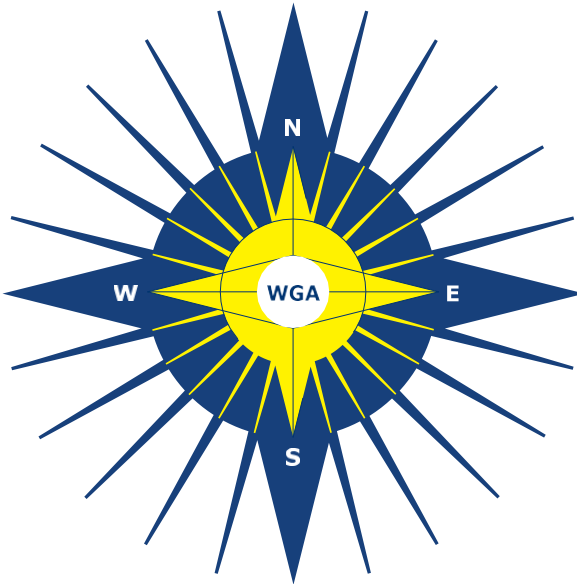
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## 2. IGR AND THE WORLD GLAUCOMA ASSOCIATION

As providing education is one of 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](http://www.worldglaucoma.org).

## **WGA Contact Details:**

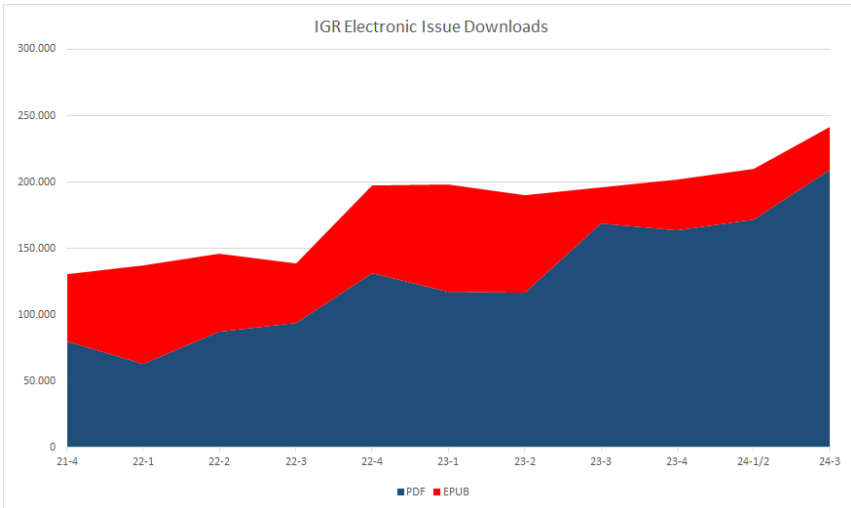
WGA Executive Office

[info@worldglaucoma.org](mailto: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: ~ 71,000
  - Average EPUB download per issue: ~ 28,000
- Measured over IGR the most recent 20 issues*



## 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](http://www.wga.one) for more information.



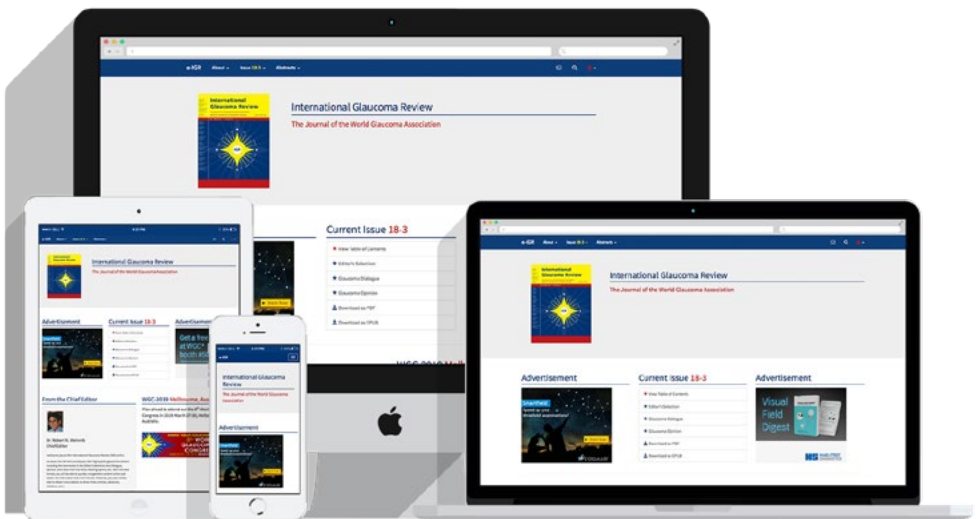
## E-mail Statistics

- ~ 8 e-mailings per year
- Average subscribers per emailing: 17.416
- Average opens per emailing: 36,99%
- Average clicks per emailing: 5,71%

*Measured over last 10 issues*

## WGC-2025

- IGR 25-2 will be distributed in print to attendees
- All WGC-2025 abstracts will be published as a supplement to IGR (electronic edition only)



# 4. ADVERTISING OPPORTUNITIES

## E-PDF / E-PUB

Advertisements are inserted into the flow of reading, and may be linked to websites or other materials.

Advertisement Costs		
<i>Per</i>	<b>Issue</b>	<b>Volume*</b>
<b>One page</b>	\$4.000	\$13.500
<b>Spread</b>	\$7.000	\$20.000

*\*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. For download statistics please refer to page 8. Web statistics will be shared with advertisers on a half-year basis.

BannersCosts*		
<i>Per</i>	<b>Issue</b>	<b>Volume</b>
<b>IGR homepage</b>	\$2.500	\$7.500
<b>Editors Selection</b>	\$2.500	\$7.500
<b>Throughout IGR website**</b>	\$1.500	\$4.500

*\*To be shared with other advertisers.*

*\*\*Excluding the homepage and Editors Selection*

Please do inform us if you are interested to advertise with videos. 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 \$10,000 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 - \$3,500 (per issue)

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](mailto:info@worldglaucoma.org).

# 5. TECHNICAL SPECIFICATIONS

## Available Advertising Unit Sizes

*Inches are approximates, please use metric units*

	Trim		Bleed	
	Millimeters	Inches	Millimeters	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
- 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
25-1	March 2025	March 2, 2025
25-2 *	June 2025	May 15, 2025
25-3	September 2025	September 8, 2025
25-4	December 2025	December 1, 2025

\* Special WGC-2025 print edition

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