

CEO OPTHALMOLOGY

RATE SHEET

Verified Executive Circulation

Print Circulation: 8,500–10,000 highly curated executives

Digital Reach: 18,000–22,000 senior leaders annually

Distribution Model: Invitation-driven, non-public subscription

Audience Integrity: No students, residents, or non-decision-makers

Why Circulation Is Capped by Design

CEO Ophthalmology prioritizes authority over volume. Each issue is delivered exclusively to individuals with direct control over capital allocation, technology adoption, mergers & acquisitions, and strategic growth decisions. This deliberate curation preserves exclusivity, maximizes advertiser ROI, and positions CEO Ophthalmology as a boardroom-level publication rather than a trade magazine.

Who Reads CEO Ophthalmology

[Audience Segment Approx. %]

55%

20%

15%

10%

Practice CEOs / Founders / Managing Partners **55%**

Multi-location Owners & ASC Executives **20%**

Industry Executives (Device, Pharma, Tech) **15%**

Private Equity, Board Members, Advisors **10%**

TIER 1

Founders Circle

Annual Investment \$100,000 | Monthly \$8,333

Invitation-only | Category-exclusive | Brand-defining partners

Positioning: The highest level of visibility and influence within CEO Ophthalmology. Reserved for foundational partners who want **long-term leadership association** with the publication and its ecosystem.

Includes:

- Category exclusivity (no competitors)
- **Back cover or inside front cover** in all 4 print issues
- Full-page premium placement in every issue
- Prominent **Founders Circle recognition** page in each issue
- Co-branded **Corner Office** or **Leadership Lens** feature (clearly labeled)
- Year-round digital leadership presence, VIP presence at **Outliers** and **CEO Ophthalmology Summit**
- Private executive roundtable participation (invite-only)
- Multi-year preferred pricing protection
- First right of refusal on future initiatives (special issues, reports)

Ideal Partners: Alcon, Zeiss, Johnson & Johnson Vision, Bausch + Lomb, Major PE-backed platforms

TIER 2

Platinum Partner

Annual Investment \$75,000 | Monthly \$6,250

Premium visibility across leadership and execution

Positioning: For industry leaders seeking **top-tier CEO exposure** without full exclusivity.

Includes:

- Full-page ad in **all 4 print issues**
- Featured placement within one flagship editorial section
- Premium digital exposure throughout the year
- Speaking or featured role at one CEO Ophthalmology or Outliers event
- Priority placement in special editions
- Integrated exposure opportunity with OBM (optional bundle)

Ideal Partners: Diagnostic manufacturers, Capital equipment companies, Enterprise software platforms, Strategic consulting firms

MORE SPONSORSHIP OPPORTUNITIES →

TIER 3

Gold Partner

Annual Investment \$65,000 | Monthly \$5,417

High-value presence with flexible commitment

Positioning: Strong leadership alignment with controlled spend.

Includes:

- Full-page ad in **2 print issues**
- Premium digital placements during those issues
- Sponsored leadership article or interview
- Logo recognition in select issues
- Optional OBM digital add-on

Ideal Partners: Emerging technology companies, Growth-stage service providers, Recruiting, staffing, and HR platforms, Mid-market software solutions

TIER 4

Silver Partner

Annual Investment \$50,000 | Monthly \$4,167

Entry-level access to executive leadership audience

Positioning: For companies testing CEO-level exposure.

Includes:

- Full-page ad in **1 print issue**
- Limited digital placements during those issues
- Recognition in advertiser index
- Upgrade credit toward higher tiers

Ideal Partners: Niche service providers, Boutique consultancies, Regional or pilot-stage vendors

A-la-carte

Full Page Ad \$5,000 | Half Page Ad \$3,500

Pricing is per issue advertising

Advertiser Value Metric

CPDM – Cost Per Decision-Maker

CEO Ophthalmology replaces traditional CPM with CPDM, reflecting near-zero audience waste and unparalleled access to final decision authority.

CEO OPTHALMOLOGY

Business resource for CEOs, C-Suite, and Business Leaders

Rates valid as of January 2026