

Magazine Editorial Calendar

January - June 2019

Issue Date	Features	Products	Bonus Distribution	Special Advertiser Programs
January/February Ad Space: 11/27 Materials: 12/3	The Annual Big Ten IT: What KPIs Should You Track Via Your Software	Problem Solver: Portable Oxygen Product Solutions: Compression		
March Ad Space: 1/25 Materials: 1/31	Top Non-Medicare Sources Funding (SNF, VA, ACO, Medicaid, etc.) Must-Stock Retail Categories	Problem Solver: Accreditation Product Solutions: Software		Products & Services That Work
April Ad Space: 2/26 Materials: 3/4	Medtrade Spring Issue IT: Connected Care and HME; Preparing for Growth The Industry's Distributors and How to Work With Them	Problem Solver: Sports Rehab Product Solutions: Access	Medtrade Spring Las Vegas, Nev. April 17-18	Medtrade Spring Exhibitor Spotlights
April Specialty Publication Ad Space: 2/26 Materials: 3/4	DME PHARMACY		9,500* pharmacies/drugstores that sell HME	
May Ad Space: 3/28 Materials: 4/3	Top Ways for Oxygen Providers to Generate More Revenue Accreditation and Certification: Wielding these two strategic assets	Problem Solver: IT: Using Data to Expand Referral Partner Relationships Product Solutions: Senior Products	AAHomecare Washington Legislative Conference Washington, D.C. TBD	
June Ad Space: 4/30 Materials: 5/6	Annual HME Handbook Featuring Accreditation, Compression, Home Access, IT, MSOs, Oxygen, Sleep Outsourcing: Working with billing services	Product Solutions: Sleep	VGM Heartland Conference Waterloo, Iowa June 10-12	Baxter Ad Readership Study

Magazine Editorial Calendar

July-December 2019

Issue Date	Features	Products	Bonus Distribution	Special Advertiser Programs
July Ad Space: 5/24 Materials: 5/31	Annual HME Buyer's Guide		Medtrade Fall Medtrade Spring 2020	Buyer's Guide Package including Company Profiles
August/September Ad Space: 7/30 Materials: 8/5	Remote Patient Monitoring for Oxygen & Sleep The Seven Habits of a Highly Effective Mobility Business Medtrade Preview	Problem Solver: Using IT to Improve Delivery Product Solutions: Accreditation		
October Ad Space: 8/27 Materials: 9/3	Medtrade Fall Issue Medtrade Products Roundup Annual EAB Roundtable	Problem Solver: Audits Product Solutions: Women's Health	Medtrade Fall Atlanta, GA October 21-23	Medtrade Spring Exhibitor Spotlights
November/December Ad Space: 10/25 Materials: 10/31	HME Business New Product Awards IT: Annual HME Software Roundup	Problem Solver: Accessibility for 2020 Product Solutions: Portable Oxygen		
November/December Specialty Publication Ad Space: 10/25 Materials: 10/31	DME PHARMACY		9,500* pharmacies/drugstores that sell HME	*Media Owner's Own Data