

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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Scan for publisher's contact information

HME BUSINESS covers the entire spectrum of the HME industry with in-depth news, analysis, product trends and feature stories reported from a product perspective. HME Business offers product solutions and business strategies in every product category segment designed to assist our subscribers in business efficiency and profitability. HME Business' editorial coverage reaches across the entire market spectrum with informational tools to help HME businesses thrive.

FIELD SERVED

HME BUSINESS serves home medical equipment (HME) dealers/providers; hospital based HME dealers/providers; pharmacies or independent/chain drug stores with home care dept/product line; rehab clinic/hospital/private practice for respiratory/physical/occupational therapy; distributors/wholesalers; and others allied to the field including manufacturers/manufacturers' rep firms.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are company officials, management personnel, licensed medical professionals, sales/marketing personnel, physical/rehab/occupational/respiratory therapists, home health directors/administrators, manufacturers' representatives and other functions and functions not available, including company copies.

CHANNELS

HME BUSINESS MAGAZINE



4 issues in the period
17,665 average circulation

EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
HME BUSINESS MAGAZINE (4 issues in the period)	17,664	1	17,665
a. Print	12,280	1	12,281
b. Digital	5,384	-	5,384
1. Requested	2,091	-	2,091
2. Non-Requested	3,293	-	3,293

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	1
Advertiser and Agency	244
Allocated for Trade Shows and Conventions	312
All Other	86
TOTAL	643

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	17,665	100.0	17,664	100.0	1	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	17,665	100.0	17,664	100.0	1	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Print	Digital	Total Qualified
July	13,144	5,289	18,433
August/September	13,085	5,060	18,145
October	11,467	5,664	17,131
November/December	11,429	5,522	16,951

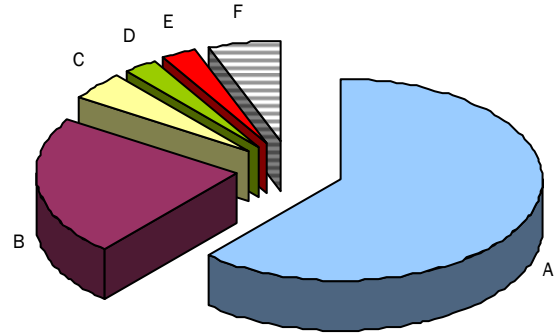
3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2018
 This issue is 5.3% or 952 copies below the average of the other 3 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total	Print	Digital	Company Official/ Management Personnel/ Home Health Director/ Administrator (Note 1)	Physical/Rehab/ Occupational/ Respiratory Therapist, Licensed Medical Professional (Note 2)	Sales/ Marketing Professional	Manufacturer's Rep	Other Functions
Home Medical Equipment (HME) Dealer/Provider; Hospital Based HME Dealer/Provider	10,398	61.4	8,656	1,742	8,365	626	523	15	869
Home Care Department/Product Line at a Pharmacy or Independent/Chain Drug Store	3,838	22.6	1,752	2,086	2,748	292	41	1	756
Rehab Clinic/Hospital/Private Practice for Respiratory/Physical/Occupational Therapy	787	4.6	219	568	537	165	12	-	73
Distributors/Wholesalers	487	2.9	126	361	379	5	59	4	40
Home Health Care Agency/manufacturers/manufacturers rep firms	458	2.7	185	273	186	14	148	61	49
Others Allied to the Field	983	5.8	491	492	556	121	98	4	204
TOTAL QUALIFIED CIRCULATION	16,951	100.0	11,429	5,522	12,771	1,223	881	85	1,991
PERCENT	100.0		67.4	32.6	75.4	7.2	5.2	0.5	11.7

Note 1: Includes titles of Owner, President, Vice President, Principal, CEO, CFO, COO, Director, Administrator and Manager
 Note 2: Includes titles of Pharmacist, Occupational Therapist, Physical Therapist and Respiratory Therapist

3a. Breakout of Qualified Circulation by Business and Industry

	Business and Industry	Total Qualified	Percent of Total
A	Home Medical Equipment (HME) Dealer/Provider; Hospital Based HME Dealer/Provider	10,398	61.4
B	Home Care Department/Product Line at a Pharmacy or Independent/Chain Drug Store	3,838	22.6
C	Rehab Clinic/Hospital/Private Practice for Respiratory/Physical/Occupational Therapy	787	4.6
D	Distributors/Wholesalers	487	2.9
E	Home Health Care Agency/manufacturers/manufacturers rep firms	458	2.7
F	Other	983	5.8



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2018

Qualification Source	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	5,305	3,273	2	6,217	2,363	8,580	50.7
II. Request from recipient's company:	80	96	-	167	9	176	1.0
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	8,192	3	-	5,045	3,150	8,195	48.3
Association rosters and directories	-	-	-	-	-	-	-
*Business directories	8,192	3	-	5,045	3,150	8,195	48.3
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	13,577	3,372	2	11,429	5,522	16,951	100.0
PERCENT	80.1	19.9	-	67.4	32.6	100.0	

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2018

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	40	34	74		Kentucky	273	130	403	
New Hampshire	40	32	72		Tennessee	308	150	458	
Vermont	12	12	24		Alabama	291	140	431	
Massachusetts	173	119	292		Mississippi	176	59	235	
Rhode Island	26	17	43		EAST SO. CENTRAL	1,048	479	1,527	9.0
Connecticut	124	73	197		Arkansas	186	85	271	
NEW ENGLAND	415	287	702	4.1	Louisiana	200	109	309	
New York	594	295	889		Oklahoma	185	67	252	
New Jersey	248	109	357		Texas	746	375	1,121	
Pennsylvania	459	229	688		WEST SO. CENTRAL	1,317	636	1,953	11.5
MIDDLE ATLANTIC	1,301	633	1,934	11.4	Montana	63	28	91	
Ohio	465	235	700		Idaho	78	26	104	
Indiana	269	145	414		Wyoming	29	12	41	
Illinois	494	254	748		Colorado	153	101	254	
Michigan	376	188	564		New Mexico	62	29	91	
Wisconsin	220	111	331		Arizona	196	96	292	
EAST NO. CENTRAL	1,824	933	2,757	16.3	Utah	75	31	106	
Minnesota	228	94	322		Nevada	84	25	109	
Iowa	197	104	301		MOUNTAIN	740	348	1,088	6.4
Missouri	289	111	400		Alaska	17	12	29	
North Dakota	59	12	71		Washington	146	50	196	
South Dakota	69	26	95		Oregon	87	22	109	
Nebraska	118	48	166		California	1,088	428	1,516	
Kansas	144	70	214		Hawaii	27	5	32	
WEST NO. CENTRAL	1,104	465	1,569	9.3	PACIFIC	1,365	517	1,882	11.1
Delaware	21	4	25		UNITED STATES	11,424	5,517	16,941	99.9
Maryland	169	110	279		U.S. Territories	4	4	8	
Washington, DC	21	8	29		Canada	-	-	-	
Virginia	238	87	325		Mexico	-	-	-	
West Virginia	88	29	117		Other International	1	1	2	
North Carolina	378	199	577		APQ/FPO	-	-	-	
South Carolina	186	90	276						
Georgia	406	240	646						
Florida	803	452	1,255						
SOUTH ATLANTIC	2,310	1,219	3,529	20.8					
					TOTAL QUALIFIED CIRCULATION	11,429	5,522	16,951	100.0

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

CHANGE IN FREQUENCY:

Effective with the January 2018 issue, HME Business changed its frequency from 12 to 10 issues per year.

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 8,195 copies or 48.3%, including InfoUSA Home Medical & Healthcare Equipment Providers.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Karen Cavallo, Group Publisher

Irene Fincher, Director, Audience Development

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed

January 16, 2019

State

Texas

City

Dallas

Received by BPA Worldwide

January 16, 2019

Type

BJ

ID Number

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About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.