

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 including hospitals; pharmacies or independent/chain drug stores with home care dept/product line; rehab clinic/hospital/private practice for respiratory/physical/occupational therapy; distributors/wholesalers; home care health agencies, 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.

CHANNELS

HME BUSINESS MAGAZINE



4 issues in the period
17,035 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)	17,035	-	17,035
a. Print	10,966	-	10,966
1. Requested	7,221	-	7,221
2. All Other Sources	3,745	-	3,745
b. Digital	6,069	-	6,069
1. Requested	1,948	-	1,948
2. All Other Sources	4,121	-	4,121

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	287
Allocated for Trade Shows and Conventions	163
All Other	79
TOTAL	529

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	17,035	100.0	17,035	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	17,035	100.0	17,035	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020 Issue	Print	Digital	Total Qualified
January/February	10,938	6,082	17,020
March	10,919	6,104	17,023
April	10,964	5,936	16,900
May/June	11,043	6,153	17,196

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2020

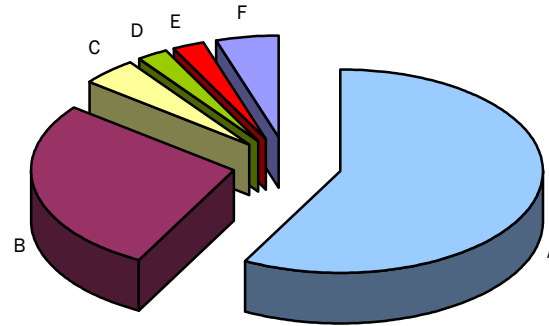
This issue is 1.3% or 215 copies above the average of the other 3 issues reported in Paragraph 2.

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, including Hospitals	9,961	57.9	8,526	1,435	8,158	543	507	11	742
Home Care Department/Product Line at a Pharmacy or Independent/Chain Drug Store	4,744	27.6	1,555	3,189	4,178	287	38	-	241
Rehab Clinic/Hospital/Private Practice for Respiratory/Physical/Occupational Therapy	767	4.5	201	566	496	248	7	-	16
Distributors/Wholesalers	449	2.6	107	342	332	8	63	4	42
Home Health Care Agency/manufacturers/manufacturers rep firms	402	2.3	143	259	168	15	128	51	40
Others Allied to the Field	873	5.1	511	362	428	98	79	3	265
TOTAL QUALIFIED CIRCULATION	17,196	100.0	11,043	6,153	13,760	1,199	822	69	1,346
PERCENT	100.0		64.2	35.8	80.0	7.0	4.8	0.4	7.8

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, including Hospitals	9,961	57.9
B	Home Care Department/Product Line at a Pharmacy or Independent/Chain Drug Store	4,744	27.6
C	Rehab Clinic/Hospital/Private Practice for Respiratory/Physical/Occupational Therapy	767	4.5
D	Distributors/Wholesalers	449	2.6
E	Home Health Care Agency/manufacturers/manufacturers rep firms	402	2.3
F	Others Allied to the Field	873	5.1



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2020

Qualification Source	Print	Digital	Total Qualified	Percent
I. Direct Request:	6,860	2,545	9,405	54.7
II. Request from recipient's company:	187	5	192	1.1
III. Membership Benefit:	-	-	-	-
IV. Communication (other than request):	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	3,996	3,603	7,599	44.2
Association rosters and directories	-	-	-	-
*Business directories	3,996	3,603	7,599	44.2
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-
Other sources	-	-	-	-
VI. Single Copy Sales:	-	-	-	-
TOTAL QUALIFIED CIRCULATION	11,043	6,153	17,196	100.0
PERCENT	64.2	35.8	100.0	

***See Additional Data**

Note: In these unprecedented times caused by the coronavirus (COVID-19) pandemic, resulting in workplace closures, sporadic workplace visits and work-from-home solutions, consent and renewal campaigns are impacted. Therefore, BPA Worldwide has granted an exception to reporting Age of Source for all 2020 reports. Although age is not reported, all qualified circulation must be sourced within 36 months of the analyzed issue.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2020

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	36	30	66		Kentucky	252	147	399	
New Hampshire	45	22	67		Tennessee	294	178	472	
Vermont	20	13	33		Alabama	286	157	443	
Massachusetts	175	114	289		Mississippi	177	64	241	
Rhode Island	26	19	45		EAST SO. CENTRAL	1,009	546	1,555	9.1
Connecticut	119	73	192		Arkansas	176	92	268	
NEW ENGLAND	421	271	692	4.0	Louisiana	219	105	324	
New York	572	405	977		Oklahoma	196	84	280	
New Jersey	267	166	433		Texas	745	382	1,127	
Pennsylvania	543	301	844		WEST SO. CENTRAL	1,336	663	1,999	11.6
MIDDLE ATLANTIC	1,382	872	2,254	13.1	Montana	56	35	91	
Ohio	432	265	697		Idaho	72	33	105	
Indiana	248	157	405		Wyoming	37	12	49	
Illinois	483	192	675		Colorado	149	83	232	
Michigan	341	251	592		New Mexico	58	28	86	
Wisconsin	184	119	303		Arizona	161	89	250	
EAST NO. CENTRAL	1,688	984	2,672	15.5	Utah	63	30	93	
Minnesota	202	116	318		Nevada	80	40	120	
Iowa	174	101	275		MOUNTAIN	676	350	1,026	6.0
Missouri	292	117	409		Alaska	17	10	27	
North Dakota	48	24	72		Washington	133	53	186	
South Dakota	54	34	88		Oregon	82	31	113	
Nebraska	103	52	155		California	900	412	1,312	
Kansas	156	64	220		Hawaii	32	13	45	
WEST NO. CENTRAL	1,029	508	1,537	8.9	PACIFIC	1,164	519	1,683	9.8
Delaware	24	12	36		UNITED STATES	11,037	6,146	17,183	99.9
Maryland	178	119	297		U.S. Territories	4	6	10	
Washington, DC	21	11	32		Canada	-	-	-	
Virginia	251	131	382		Mexico	-	-	-	
West Virginia	98	45	143		Other International	2	1	3	
North Carolina	386	227	613		APQ/FPO	-	-	-	
South Carolina	192	118	310						
Georgia	378	263	641						
Florida	804	507	1,311						
SOUTH ATLANTIC	2,332	1,433	3,765	21.9					
					TOTAL QUALIFIED CIRCULATION	11,043	6,153	17,196	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 2020 issue, HME Business changed its frequency from 9 to 7 issues per year.

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 7,599 copies or 44.2%, 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.

David Kopf, Publisher
Irene Fincher, Audience Development Director

(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 August 7, 2020
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Type BJ
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About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization’s sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.