

Magazine Editorial Calendar

Issue Date	Features	Products	Special Distribution*	Special Advertiser Programs
January Ad Space: 1/25 Materials: 2/1	The Annual Big Ten Oxygen Care and Business Models in 2021	Problem Solver: Audits Product Solutions: Sleep		
March/April Ad Space: 3/4 Materials: 3/11	Software: How to Best Use Your Data Sleep Therapy Trends That Are Here to Stay	Problem Solver: Wound Care Product Solutions: Compression	Medtrade West Las Vegas, Nevada April 12-14	Spring Product Launch
April DME Pharmacy Ad Space: 3/3 Materials: 3/10	Women's Health and Community Pharmacies COVID's Lasting Impact	Marketplace: Standing and Walking Aids	9,500** pharmacies/ drugstores that sell HME	
May/June Ad Space: 5/21 Materials: 5/28	Annual HME Handbook Services That Should Be Part of Your Business Plan	Problem Solutions: Bath Safety	AAHomecare Washington Legislative Conference Washington, D.C. VGM Heartland Conference Waterloo, Iowa June 14-16	
July/August Ad Space: 7/20 Materials: 7/27	Profile Issue Your Pain Management Lineup Tapping Into Distributors	Problem Solver: Oxygen Product Solutions: Software		Company Profiles
September/ October Ad Space: 9/23 Materials: 9/30	Fall Product Launch Issue Building a Winning Online HME Business	Problem Solver: Billing Product Solutions: Oxygen	Medtrade East Atlanta, Georgia October 18-20	Fall Product Launch
November/ December Ad Space: 11/15 Materials: 11/22	HMEB New Product Awards Annual Software Roundup	Problem Solver: Sleep Product Solutions: Orthopedic Offerings		Spring Product Launch
December DME Pharmacy Ad Space: 11/10 Materials: 11/18	Must-Stock Retail DME Offerings DMEPOS Accreditation: Expanding Into New Offerings	Marketplace: Compression Products	9,500** pharmacies/ drugstores that sell HME	

*If in-person events occur

**Media Owner's Own Data

e-Source Editorial Calendar

January 2021

January 8 General e-Source
January 15 General e-Source
January 22 General e-Source
January 26 **DME PHARMACY**
January 29 General e-Source

February 2021

February 5 General e-Source
February 9 **QUARTERLY PRODUCT REVIEW**
February 12 General e-Source
February 19 General e-Source
February 26 General e-Source

March 2021

March 5 General e-Source
March 12 General e-Source
March 19 General e-Source
March 26 General e-Source

April 2021

April 2 General e-Source
April 6 **PRODUCT LAUNCH SHOWCASE**
April 9 General e-Source
April 16 General e-Source
April 20 **PRODUCT LAUNCH SHOWCASE**
April 23 General e-Source
April 30 General e-Source

May 2021

May 7 General e-Source
May 14 General e-Source
May 21 General e-Source
May 28 General e-Source

June 2021

June 4 General e-Source
June 8 **DME PHARMACY**
June 11 General e-Source
June 18 General e-Source
June 22 **QUARTERLY PRODUCT REVIEW**
June 25 General e-Source

July 2021

July 2 General e-Source
July 6 **DME PHARMACY**
July 9 General e-Source
July 16 General e-Source
July 23 General e-Source
July 30 General e-Source

August 2021

August 6 General e-Source
August 13 General e-Source
August 20 General e-Source
August 24 **QUARTERLY PRODUCT REVIEW**
August 27 General e-Source

September 2021

September 3 General e-Source
September 10 General e-Source
September 17 General e-Source
September 24 General e-Source

October 2021

October 1 General e-Source
October 8 General e-Source
October 12 **PRODUCT LAUNCH SHOWCASE**
October 15 General e-Source
October 22 General e-Source
October 26 **PRODUCT LAUNCH SHOWCASE**
October 29 General e-Source

November 2021

November 5 General e-Source
November 12 General e-Source
November 19 General e-Source
November 30 **QUARTERLY PRODUCT REVIEW**

December 2021

December 3 General e-Source
December 7 **DME PHARMACY**
December 10 General e-Source
December 17 General e-Source