

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.

MAGAZINE CHANNEL FORMAT – PRINT AND DIGITAL ISSUES

HME BUSINESS is produced in print and digital formats. The editorial for the print copy is the same for all recipients. The digital format is written and designed for the digital reading experience, accessed by a computer, mobile phone, or tablet.

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



EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
HME BUSINESS PRINT AND DIGITAL MAGAZINE (3 issues in the period)	14,738	-	14,738
a. Print	8,934	-	8,934
b. Digital	5,804	-	5,804

(See Paragraph 3b for Source)

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	293
Allocated for Trade Shows and Conventions	233
All Other	76
TOTAL	602

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	14,738	100.0	14,738	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	14,738	100.0	14,738	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2021 Issue	Print	Digital	Total Qualified
July/August	8,920	5,758	14,678
September/October	8,926	5,817	14,743
November/December	8,957	5,837	14,794

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2021

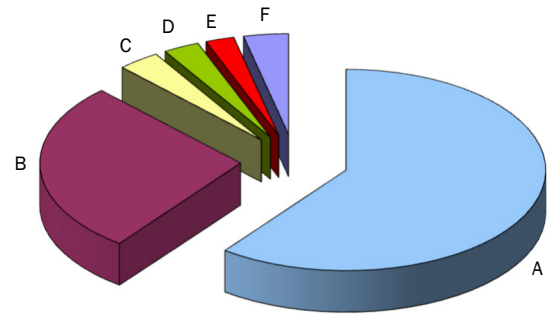
This issue is 0.6% or 83 copies above the average of the other 2 issues reported in Paragraph 2.

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	8,919	60.3	6,644	2,275	7,380	492	522	22	503
Home Care Department/Product Line at a Pharmacy or Independent/Chain Drug Store	4,071	27.5	1,647	2,424	3,644	251	31	2	143
Rehab Clinic/Hospital/Private Practice for Respiratory/Physical/Occupational Therapy	501	3.4	175	326	335	147	4	1	14
Distributors/Wholesalers	426	2.9	103	323	343	5	48	3	27
Home Health Care Agency/manufacturers/manufacturers rep firms	345	2.3	123	222	151	12	109	37	36
Others Allied to the Field	532	3.6	265	267	250	52	43	3	184
TOTAL QUALIFIED CIRCULATION	14,794	100.0	8,957	5,837	12,103	959	757	68	907
PERCENT	100.0		60.5	39.5	81.8	6.5	5.1	0.5	6.1

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	8,919	60.3
B	Home Care Department/Product Line at a Pharmacy or Independent/Chain Drug Store	4,071	27.5
C	Rehab Clinic/Hospital/Private Practice for Respiratory/Physical/Occupational Therapy	501	3.4
D	Distributors/Wholesalers	426	2.9
E	Home Health Care Agency/manufacturers/manufacturers rep firms	345	2.3
F	Others Allied to the Field	532	3.6



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2021

Qualification Source	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	5,551	1,862	1,761	5,851	3,323	9,174	62.0
II. Request from recipient's company:	6	109	11	118	8	126	0.8
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication (other than request):	38	-	-	3	35	38	0.3
V. TOTAL – Sources other than above (listed alphabetically):	5,456	-	-	2,985	2,471	5,456	36.9
Association rosters and directories	-	-	-	-	-	-	-
*Business directories	5,456	-	-	2,985	2,471	5,456	36.9
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	11,051	1,971	1,772	8,957	5,837	14,794	100.0
PERCENT	74.7	13.3	12.0	60.5	39.5	100.0	

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2021

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	34	30	64		Kentucky	230	135	365	
New Hampshire	43	20	63		Tennessee	256	151	407	
Vermont	20	12	32		Alabama	228	125	353	
Massachusetts	157	110	267		Mississippi	143	58	201	
Rhode Island	25	13	38		EAST SO. CENTRAL	857	469	1,326	9.0
Connecticut	93	48	141		Arkansas	141	94	235	
NEW ENGLAND	372	233	605	4.1	Louisiana	141	100	241	
New York	481	387	868		Oklahoma	153	87	240	
New Jersey	215	173	388		Texas	581	379	960	
Pennsylvania	427	282	709		WEST SO. CENTRAL	1,016	660	1,676	11.3
MIDDLE ATLANTIC	1,123	842	1,965	13.3	Montana	39	42	81	
Ohio	358	263	621		Idaho	62	25	87	
Indiana	195	126	321		Wyoming	30	9	39	
Illinois	342	206	548		Colorado	111	83	194	
Michigan	253	220	473		New Mexico	45	21	66	
Wisconsin	142	123	265		Arizona	140	88	228	
EAST NO. CENTRAL	1,290	938	2,228	15.0	Utah	64	44	108	
Minnesota	166	115	281		Nevada	64	37	101	
Iowa	146	85	231		MOUNTAIN	555	349	904	6.1
Missouri	232	117	349		Alaska	12	12	24	
North Dakota	29	27	56		Washington	120	61	181	
South Dakota	46	38	84		Oregon	79	39	118	
Nebraska	81	58	139		California	738	472	1,210	
Kansas	131	58	189		Hawaii	26	16	42	
WEST NO. CENTRAL	831	498	1,329	9.0	PACIFIC	975	600	1,575	10.6
Delaware	17	15	32		UNITED STATES	8,954	5,831	14,785	99.9
Maryland	132	107	239		U.S. Territories	3	4	7	
Washington, DC	13	9	22		Canada	-	-	-	
Virginia	223	102	325		Mexico	-	-	-	
West Virginia	66	54	120		Other International	-	2	2	
North Carolina	317	198	515		APO/FPO	-	-	-	
South Carolina	170	108	278						
Georgia	318	224	542						
Florida	679	425	1,104						
SOUTH ATLANTIC	1,935	1,242	3,177	21.5					
					TOTAL QUALIFIED CIRCULATION	8,957	5,837	14,794	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 2021 issue, HME Business changed its frequency from 7 to 6 issues per year.

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 5,456 copies or 36.9%, including InfoUSA.

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

January 27, 2022

State

Texas

City

Dallas

Received by BPA Worldwide

January 27, 2022

Type

BJ

ID Number

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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.