

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.

1105 Media Inc.
6300 Canoga Avenue
Suite 1150
Woodland Hills, CA 91367
Tel.: (818) 814-5200
Fax: (818) 734-1526
www.hme-business.com



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)	14,660	-	14,660
a. Print	8,935	-	8,935
b. Digital	5,725	-	5,725

(See Paragraph 3b for Source)

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	292
Allocated for Trade Shows and Conventions	150
All Other	78
TOTAL	520

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	14,660	100.0	14,660	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	14,660	100.0	14,660	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2021 Issue	Print	Digital	Total Qualified
January/February	8,968	6,384	15,352
March/April	8,931	5,342	14,273
May/June	8,908	5,448	14,356

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2021

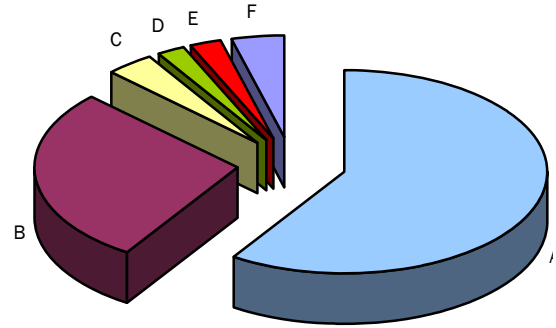
This issue is 3.1% or 457 copies below the average of the other 2 issues reported in Paragraph 2.

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	8,491	59.1	6,885	1,606	6,965	492	512	23	499
Home Care Department/Product Line at a Pharmacy or Independent/Chain Drug Store	4,038	28.1	1,298	2,740	3,596	252	33	2	155
Rehab Clinic/Hospital/Private Practice for Respiratory/Physical/Occupational Therapy	550	3.8	151	399	375	157	4	-	14
Distributors/Wholesalers	341	2.4	92	249	261	5	47	3	25
Home Health Care Agency/manufacturers/manufacturers rep firms	325	2.3	116	209	140	11	104	37	33
Others Allied to the Field	611	4.3	366	245	293	58	48	3	209
TOTAL QUALIFIED CIRCULATION	14,356	100.0	8,908	5,448	11,630	975	748	68	935
PERCENT	100.0		62.1	37.9	81.0	6.8	5.2	0.5	6.5

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	8,491	59.1
B	Home Care Department/Product Line at a Pharmacy or Independent/Chain Drug Store	4,038	28.1
C	Rehab Clinic/Hospital/Private Practice for Respiratory/Physical/Occupational Therapy	550	3.8
D	Distributors/Wholesalers	341	2.4
E	Home Health Care Agency/manufacturers/manufacturers rep firms	325	2.3
F	Others Allied to the Field	611	4.3



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2021

Qualification Source	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	5,386	1,807	1,709	6,407	2,495	8,902	62.0
II. Request from recipient's company:	6	106	11	120	3	123	0.8
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication (other than request):	37	-	-	-	37	37	0.3
V. TOTAL – Sources other than above (listed alphabetically):	5,294	-	-	2,381	2,913	5,294	36.9
Association rosters and directories	-	-	-	-	-	-	-
*Business directories	5,294	-	-	2,381	2,913	5,294	36.9
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10,723	1,913	1,720	8,908	5,448	14,356	100.0
PERCENT	74.7	13.3	12.0	62.1	37.9	100.0	

*See Additional Data

