

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.

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



3 issues in the period
16,814 average circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
HME BUSINESS MAGAZINE (3 issues in the period)	16,814	-	16,814

(See Paragraph 3b for Format Type and Source)

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	290
Allocated for Trade Shows and Conventions	33
All Other	79
TOTAL	402

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	16,814	100.0	16,814	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,814	100.0	16,814	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020 Issue	Print	Digital	Total Qualified
July/August	10,938	5,929	16,867
September/October	10,917	5,884	16,801
November/December	10,911	5,862	16,773

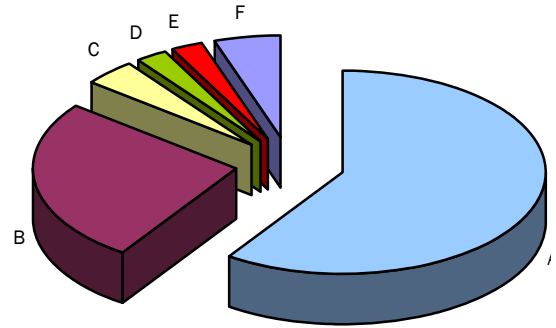
3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2020
This issue is 0.4% or 61 copies below the average of the other 2 issues reported in Paragraph 2.

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	9,993	59.5	8,432	1,561	8,163	546	514	11	759
Home Care Department/Product Line at a Pharmacy or Independent/Chain Drug Store	4,382	26.1	1,545	2,837	3,816	288	35	-	243
Rehab Clinic/Hospital/Private Practice for Respiratory/Physical/Occupational Therapy	664	4.0	164	500	404	236	7	-	17
Distributors/Wholesalers	432	2.6	100	332	320	8	61	4	39
Home Health Care Agency/manufacturers/manufacturers rep firms	416	2.5	143	273	172	15	134	52	43
Others Allied to the Field	886	5.3	527	359	433	97	77	3	276
TOTAL QUALIFIED CIRCULATION	16,773	100.0	10,911	5,862	13,308	1,190	828	70	1,377
PERCENT	100.0		65.1	34.9	79.4	7.1	4.9	0.4	8.2

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	9,993	59.5
B	Home Care Department/Product Line at a Pharmacy or Independent/Chain Drug Store	4,382	26.1
C	Rehab Clinic/Hospital/Private Practice for Respiratory/Physical/Occupational Therapy	664	4.0
D	Distributors/Wholesalers	432	2.6
E	Home Health Care Agency/manufacturers/manufacturers rep firms	416	2.5
F	Others Allied to the Field	886	5.3



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2020

Qualification Source	Print	Digital	Total Qualified	Percent
I. Direct Request:	6,492	2,682	9,174	54.7
II. Request from recipient's company:	182	5	187	1.1
III. Membership Benefit:	-	-	-	-
IV. Communication (other than request):	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	4,237	3,175	7,412	44.2
Association rosters and directories	-	-	-	-
*Business directories	4,237	3,175	7,412	44.2
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-
Other sources	-	-	-	-
VI. Single Copy Sales:	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10,911	5,862	16,773	100.0
PERCENT	65.1	34.9	100.0	

*See Additional Data

Note: 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 NOVEMBER/DECEMBER 2020

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	33	28	61		Kentucky	254	137	391	
New Hampshire	46	21	67		Tennessee	302	163	465	
Vermont	19	11	30		Alabama	291	143	434	
Massachusetts	171	108	279		Mississippi	177	56	233	
Rhode Island	29	15	44		EAST SO. CENTRAL	1,024	499	1,523	9.1
Connecticut	117	60	177		Arkansas	168	94	262	
NEW ENGLAND	415	243	658	3.9	Louisiana	203	104	307	
New York	595	460	1,055		Oklahoma	189	81	270	
New Jersey	262	150	412		Texas	702	378	1,080	
Pennsylvania	547	274	821		WEST SO. CENTRAL	1,262	657	1,919	11.4
MIDDLE ATLANTIC	1,404	884	2,288	13.7	Montana	52	38	90	
Ohio	432	253	685		Idaho	75	27	102	
Indiana	250	141	391		Wyoming	35	12	47	
Illinois	450	196	646		Colorado	134	87	221	
Michigan	350	231	581		New Mexico	59	24	83	
Wisconsin	183	109	292		Arizona	152	83	235	
EAST NO. CENTRAL	1,665	930	2,595	15.5	Utah	59	35	94	
Minnesota	207	97	304		Nevada	75	41	116	
Iowa	179	92	271		MOUNTAIN	641	347	988	5.9
Missouri	283	116	399		Alaska	16	10	26	
North Dakota	46	27	73		Washington	131	51	182	
South Dakota	52	35	87		Oregon	81	31	112	
Nebraska	107	44	151		California	877	403	1,280	
Kansas	151	62	213		Hawaii	33	13	46	
WEST NO. CENTRAL	1,025	473	1,498	8.9	PACIFIC	1,138	508	1,646	9.8
Delaware	24	11	35		UNITED STATES	10,904	5,856	16,760	99.9
Maryland	179	110	289		U.S. Territories	5	5	10	
Washington, DC	21	12	33		Canada	-	-	-	
Virginia	251	112	363		Mexico	-	-	-	
West Virginia	94	47	141		Other International	2	1	3	
North Carolina	378	211	589		APQ/FPO	-	-	-	
South Carolina	202	103	305						
Georgia	382	239	621						
Florida	799	470	1,269						
SOUTH ATLANTIC	2,330	1,315	3,645	21.7					
					TOTAL QUALIFIED CIRCULATION	10,911	5,862	16,773	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 7,412 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

January 26, 2021

State

Texas

City

Dallas

Received by BPA Worldwide

January 26, 2021

Type

BJ

ID Number

H074B0D0

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.