

2022 Magazine Editorial Calendar

JAN/FEB

Ad close: 1/19/22

Materials due: 1/26/22

Features

- The Annual Big Ten: Key Trends Shaping the Year for HME providers
- HME and Healthcare's Last Mile
- Sleep Therapy in 2022: Will Supply Channels Finally Open Up?

Products

- Problem Solver: **Telehealth**
- Product Solutions: **Cleaning and Infection Control**

SPECIAL EDITION DME Pharmacy

Ad close: 2/28/22

Materials due: 3/2/22

Features

- Sleep Therapy and Community Pharmacies
- Properly Serving Incontinence Patients

Products

Marketplace; **Bath Safety**

Special Distribution*

9,500** pharmacies/ drugstores that sell HME

Bonus Distribution*

- **Medtrade West**
Phoenix, Arizona,
April 4-6

MAR/APR

Ad close: 3/2/22

Materials due: 3/7/22

Features

- Spring Product Launch Roundup
- Implementing e-Prescription

Products

- Problem Solver: **Equipment Management**
- Product Solutions: **Orthopedic Braces**

Special Advertiser Programs
Spring Product Launch

Bonus Distribution*

- **Medtrade West**
Phoenix, Arizona,
April 4-6

MAY/JUN

Ad close: 5/23/22

Materials due: 5/31/22

Features

- Annual HME Handbook: Articles to Help Providers Improve & Expand Their Businesses

Products

- Problem Solver: **Mobility**
- Product Solutions: **Support Surfaces**

Bonus Distribution*

- **VGM Heartland Conference**
Waterloo, Iowa
June 13-15

*If in-person events occur

**Media Owner's Own Data

2022 Magazine Editorial Calendar

JUL/AUG

Ad close: 7/25/22

Materials due: 7/28/22

Features

- Annual Profile Issue: Half- and Full-Page Profiles of Innovative Vendors
- Outsourcing: Creative New Approaches

Products

- Problem Solver: **Pain Management**
- Product Solutions: **Software**

Special Advertiser Programs
Company Profiles

SEP/OCT

Ad close: 9/23/22

Materials due: 9/28/22

Features

- Fall Product Launch Issue
- Your Referral Sales Game Plan: Strategy, Tools, Resources

Products

- Problem Solver: **Billing**
- Product Solutions: **Accreditation**

Bonus Distribution*
Medtrade East
Atlanta, Georgia
October 24-26

Special Advertiser Programs
Fall Product Launch
Live From Medtrade

NOV/DEC

Ad close: 11/18/22

Materials due: 12/2/22

Features

- *HMEB* New Product Awards
- HME Software Trends
- Resupply Revisited: The Right Services, Products & Infrastructure

Products

- Problem Solver: **Sleep**
- Product Solutions: **Oxygen**

SPECIAL EDITION DME Pharmacy

Ad close: 11/22/22

Materials due: 12/1/22

Features

- DME Offerings that Make a Difference for Seniors
- Taking Infusion Services to the Next Level

Products

Marketplace; **Woman's Health**

Special Distribution*
9,500** pharmacies/
drugstores that sell HME

*If in-person events occur
**Media Owner's Own Data

2022 eSource Editorial Calendar

EDITION	SPECIAL FOCUS	EDITION	SPECIAL FOCUS	EDITION	SPECIAL FOCUS				
JANUARY									
1/7	General eSource	MAY							
1/14	General eSource	5/6	General eSource	SEPTEMBER					
1/21	General eSource	5/13	General eSource	9/2	General eSource				
1/25	<i>DME Pharmacy</i>	5/20	General eSource	9/9	General eSource				
1/28	General eSource	5/27	General eSource	9/16	General eSource				
FEBRUARY									
2/4	General eSource	JUNE							
2/11	General eSource	6/3	General eSource	6/7	General eSource				
2/18	General eSource	6/10	General eSource	6/14	General eSource				
2/25	General eSource	6/17	General eSource	6/18	<i>Product Launch Showcase</i>				
MARCH									
3/4	General eSource	6/21	<i>DME Pharmacy</i>	6/21	General eSource				
3/11	General eSource	6/24	General eSource	6/28	General eSource				
3/15	<i>DME Pharmacy</i>	JULY							
3/18	General eSource	7/1	General eSource	NOVEMBER					
3/25	General eSource	7/8	General eSource	11/1	<i>Product Launch Showcase</i>				
3/29	<i>Product Launch Showcase</i>	7/15	General eSource	11/4	General eSource				
APRIL									
4/1	General eSource	7/22	General eSource	11/11	General eSource				
4/8	General eSource	7/29	General eSource	11/18	General eSource				
4/12	<i>Product Launch Showcase</i>	AUGUST							
4/15	General eSource	8/5	General eSource	DECEMBER					
4/19	<i>DME Pharmacy</i>	8/12	General eSource	12/2	General eSource				
4/22	General eSource	8/19	General eSource	12/9	General eSource				
4/29	General eSource	8/23	<i>DME Pharmacy</i>	12/13	<i>DME Pharmacy</i>				
MAY									
JUNE									
JULY									
AUGUST									
SEPTEMBER									
OCTOBER									
NOVEMBER									
DECEMBER									