

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.

FIELD SERVED

HME BUSINESS serves home medical equipment (HME) dealers/providers; hospital based HME dealers/providers; pharmacies or independent/chain drug stores with home care dept/ product line; rehab clinic/hospital/private practice for respiratory/physical/occupational therapy; distributors; 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 and functions not available, including company copies.

CHANNELS

HME BUSINESS MAGAZINE



6 Issues in the period
18,127 average circulation

EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
HME BUSINESS MAGAZINE (6 issues in the period)	18,126	1	18,127
a. Print	13,061	1	13,062
b. Digital	5,065	-	5,065
1. Requested	4,363	-	4,363
2. Non-Requested	702	-	702

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	1
Advertiser and Agency	258
Allocated for Trade Shows and Conventions	258
All Other	134
TOTAL	651

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	18,127	100.0	18,126	100.0	1	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	18,127	100.0	18,126	100.0	1	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Print	Digital	Total Qualified
July	13,103	4,977	18,080
August	13,050	4,968	18,018
September	13,046	5,113	18,159
October	13,052	5,124	18,176
November	13,066	5,102	18,168
December	13,054	5,108	18,162

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017

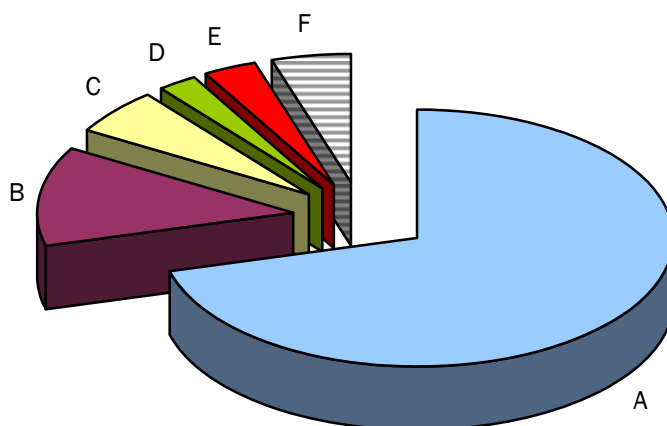
This issue is 0.3% or 49 copies above the average of the other 5 issues reported in Paragraph 2.

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, Functions	Other
Home Medical Equipment (HME) Dealer/Provider; Hospital Based HME Dealer/Provider	12,870	70.9	9,875	2,995	9,314	954	857	30	1,715
Home Care Department/Product Line at a Pharmacy or Independent/Chain Drug Store	2,276	12.5	1,572	704	1,665	381	54	2	174
Rehab Clinic/Hospital/Private Practice for Respiratory/Physical/Occupational Therapy	1,034	5.7	758	276	615	230	20	1	168
Distributors	497	2.7	243	254	283	11	91	10	102
Home Health Care Agency/manufacturers/manufacturers rep firms	599	3.3	210	389	260	23	188	76	52
Other	892	4.9	408	484	468	122	118	3	181
TOTAL QUALIFIED CIRCULATION	18,168	100.0	13,066	5,102	12,605	1,721	1,328	122	2,392
PERCENT	100.0		71.9	28.1	69.3	9.5	7.3	0.7	13.2

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; Hospital Based HME Dealer/Provider	12,870	70.9
B Home Care Department/Product Line at a Pharmacy or Independent/Chain Drug Store	2,276	12.5
C Rehab Clinic/Hospital/Private Practice for Respiratory/Physical/Occupational Therapy	1,034	5.7
D Distributors	497	2.7
E Home Health Care Agency/manufacturers/manufacturers rep firms	599	3.3
F Other	892	4.9



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	7,587	3,833	521	7,962	3,979	11,941	65.7
II. Request from recipient's company:	131	183	47	216	145	361	2.0
III. Membership Benefit:	-	-	-	-	-	-	-
IV. *Communication from recipient or recipient's company (other than request):	515	721	1	1,105	132	1,237	6.8
V. TOTAL - Sources other than above (listed alphabetically):	4,629	-	-	3,783	846	4,629	25.5
Association rosters and directories	-	-	-	-	-	-	-
*Business directories	4,629	-	-	3,783	846	4,629	25.5
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	12,862	4,737	569	13,066	5,102	18,168	100.0
PERCENT	70.8	26.1	3.1	72.0	28.0	100.0	

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	46	22	68		Kentucky	323	108	431	
New Hampshire	49	26	75		Tennessee	365	158	523	
Vermont	19	5	24		Alabama	305	106	411	
Massachusetts	197	74	271		Mississippi	203	70	273	
Rhode Island	26	19	45		EAST SO. CENTRAL	1,196	442	1,638	9.0
Connecticut	116	56	172		Arkansas	226	58	284	
NEW ENGLAND	453	202	655	3.6	Louisiana	232	70	302	
New York	723	248	971		Oklahoma	245	79	324	
New Jersey	285	88	373		Texas	966	345	1,311	
Pennsylvania	576	250	826		WEST SO. CENTRAL	1,669	552	2,221	12.2
MIDDLE ATLANTIC	1,584	586	2,170	11.9	Montana	67	25	92	
Ohio	548	227	775		Idaho	72	29	101	
Indiana	273	124	397		Wyoming	34	9	43	
Illinois	514	195	709		Colorado	177	85	262	
Michigan	410	184	594		New Mexico	72	21	93	
Wisconsin	263	122	385		Arizona	186	51	237	
EAST NO. CENTRAL	2,008	852	2,860	15.8	Utah	88	32	120	
Minnesota	260	100	360		Nevada	82	38	120	
Iowa	228	97	325		MOUNTAIN	778	290	1,068	5.9
Missouri	338	120	458		Alaska	21	5	26	
North Dakota	54	28	82		Washington	180	68	248	
South Dakota	69	29	98		Oregon	110	37	147	
Nebraska	128	56	184		California	1,056	443	1,499	
Kansas	188	64	252		Hawaii	26	14	40	
WEST NO. CENTRAL	1,265	494	1,759	9.7	PACIFIC	1,393	567	1,960	10.8
Delaware	17	6	23		UNITED STATES	13,051	5,076	18,127	99.8
Maryland	183	80	263		U.S. Territories	14	8	22	
Washington, DC	24	8	32		Canada	-	4	4	
Virginia	312	92	404		Mexico	-	-	-	
West Virginia	118	37	155		Other International	1	14	15	
North Carolina	495	194	689		APC/FPO	-	-	-	
South Carolina	236	88	324						
Georgia	463	234	697						
Florida	857	352	1,209						
SOUTH ATLANTIC	2,705	1,091	3,796	20.9					
					TOTAL QUALIFIED CIRCULATION	13,066	5,102	18,168	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.

PARAGRAPH 3b:

Communication from Recipient or Recipient's Company (Other than Request) includes 1 source of circulation for a quantity of 1,237 copies or 6.8%. Business directories include 1 source of circulation for a quantity of 4,629 copies or 25.5%, including Info USA Home Medical & Healthcare Equipment Providers.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Karen Cavallo, Group Publisher
Irene Fincher, Director, Audience Development

(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.

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