

Magazine Editorial Calendar

January - June 2019

Issue Date	Features	Products	Bonus Distribution	Special Advertiser Programs
January/February Ad Space: 11/27 Materials: 11/28	The Annual Big Ten IT: What KPIs Should You Track Via Your Software	Problem Solver: Portable Oxygen Product Solutions: Compression		
March Ad Space: 1/25 Materials: 1/28	Top Non-Medicare Sources Funding (SNF, VA, ACO, Medicaid, etc.) Must-Stock Retail Categories	Problem Solver: Accreditation Product Solutions: Software		Products & Services That Work
April Ad Space: 2/26 Materials: 2/27	Medtrade Spring Issue IT: Connected Care and HME; Preparing for Growth The Industry's Distributors and How to Work With Them	Problem Solver: Sports Rehab Product Solutions: Access	Medtrade Spring Las Vegas, Nev. April 17-18	Medtrade Spring Exhibitor Spotlights
April Specialty Publication Ad Space: 2/26 Materials: 2/27	DME PHARMACY		9,500* pharmacies/ drugstores that sell HME	
May Ad Space: 3/28 Materials: 3/29	Top Ways for Oxygen Providers to Generate More Revenue Accreditation and Certification: Wielding these two strategic assets	Problem Solver: IT: Using Data to Expand Referral Partner Relationships Product Solutions: Senior Products	AAHomecare Washington Legislative Conference Washington, D.C. TBD	
June Ad Space: 4/30 Materials: 5/1	Annual HME Handbook Featuring Accreditation, Compression, Home Access, IT, MSOs, Oxygen, Sleep Outsourcing: Working with billing services	Product Solutions: Sleep	VGM Heartland Conference Waterloo, Iowa June 10-12	Baxter Ad Readership Study

Magazine Editorial Calendar

July-December 2019

Issue Date	Features	Products	Bonus Distribution	Special Advertiser Programs
July Ad Space: 5/24 Materials: 5/28	Annual HME Buyer's Guide		Medtrade Fall Medtrade Spring 2020	Buyer's Guide Package including Company Profiles
August/September Ad Space: 7/30 Materials: 7/31	Driving Oxygen Profitability The Seven Habits of a Highly Effective Mobility Business Medtrade Preview	Problem Solver: Using IT to Improve Delivery Product Solutions: Accreditation		
October Ad Space: 8/27 Materials: 8/28	Medtrade Fall Issue Medtrade Products Roundup Annual EAB Roundtable	Problem Solver: Audits Product Solutions: Women's Health	Medtrade Fall Atlanta, GA October 21-23	Medtrade Spring Exhibitor Spotlights
November/December Ad Space: 10/25 Materials: 10/28	HME Business New Product Awards IT: Annual HME Software Roundup	Problem Solver: Accessibility for 2020 Product Solutions: Portable Oxygen		
November/December Specialty Publication Ad Space: 10/25 Materials: 10/28	DME PHARMACY		9,500* pharmacies/drugstores that sell HME	*Media Owner's Own Data

e-Source Editorial Calendar

January 2019

January 11 General e-Source
January 15 **Special Edition on Software**
January 18 General e-Source
January 25 General e-Source

February 2019

February 1 General e-Source
February 8 General e-Source
February 15 General e-Source
February 20 **DME PHARMACY**
February 22 General e-Source

March 2019

March 1 General e-Source
March 8 General e-Source
March 15 General e-Source
March 22 General e-Source
March 29 General e-Source

April 2019

April 5 General e-Source
April 12 General e-Source
April 26 General e-Source

May 2019

May 3 General e-Source
May 7 **Special Edition on Accreditation**
May 10 General e-Source
May 12 **DME PHARMACY**
May 17 General e-Source
May 31 General e-Source

June 2019

June 7 General e-Source
June 14 General e-Source
June 28 General e-Source

July 2019

July 12 General e-Source
July 19 General e-Source
July 23 **Special Edition on Technology**
July 26 General e-Source

August 2019

August 2 General e-Source
August 7 **Special Edition on Portable Oxygen**
August 9 General e-Source
August 16 General e-Source
August 23 General e-Source
August 30 General e-Source

September 2019

September 6 General e-Source
September 13 General e-Source
September 20 General e-Source
September 24 **DME PHARMACY**
September 27 General e-Source

October 2019

October 4 General e-Source
October 11 General e-Source
October 18 General e-Source
October 25 General e-Source

November 2019

November 1 General e-Source
November 6 **DME PHARMACY**
November 8 General e-Source
November 15 General e-Source
November 29 General e-Source

December 2019

December 6 General e-Source
December 10 **Special Edition on Access**
December 13 General e-Source
December 20 General e-Source