

# Editorial Calendar

## Ad Feedback Study

Get actual measurable results on the effectiveness of your display ads directly from your prospects – our readers. Advertise in the January issue.

Issue	Special Features	Category Development	Product Focus	Bonus Distribution	Deadlines
JANUARY	Ad Feedback Study	Incontinence/Skin Care	Pressure Mattresses/Wound Care, Hospital Beds		Ad Space: 12/04/08 Materials: 12/08/08
FEBRUARY	Medtrade Spring Pre-Show Issue	Manual Wheelchairs	CPAP Masks		Ad Space: 1/06/09 Materials: 1/09/09
MARCH	Medtrade Spring Show Issue/HME Expo-HME Business Summit Pre-Show  Complex Rehab Special Report Ad Close: 12/29/08	Bath Safety	Commodes, Bath Benches, Transfer Benches, Elevated Toilet Seats, Grab Bars, Tubs		Ad Space: 2/04/09 Materials: 2/07/09
APRIL	HME Expo-HME Business Summit Show Issue	Diabetes	Diabetic Shoes, Glucose Monitors, Strips, Lancets	HME Expo-HME Business Summit	Ad Space: 3/05/09 Materials: 3/09/09
MAY		Accreditation	Billing Systems, Services		Ad Space: 4/06/09 Materials: 4/09/09
JUNE	Retail Special Report Ad Close: 3/17/09	Portable Oxygen	Conservers, Regulators	Heartland Conference; NEMED	Ad Space: 5/05/09 Materials: 5/08/09
JULY		Scooters	Batteries, Ramps, Baskets, Covers, Oxygen Holders, Vehicle Lifts		Ad Space: 6/04/09 Materials: 6/08/09
AUGUST	Respiratory Special Report Ad Close: 5/26/09	Orthotics/Prosthetics, Soft Goods	Pediatrics		Ad Space: 7/06/09 Materials: 7/09/09
SEPTEMBER	Medtrade Pre-Show Issue	CPAPs	Apnea Monitors, Hoses, Humidification, Pulse Oximeters, Sleep Telehealth		Ad Space: 8/05/09 Materials: 8/10/09
OCTOBER	Medtrade Show Issue	Bariatrics	Walkers, Beds, Wheelchairs, Patient Lifts, Lift Chairs, Other		Ad Space: 9/04/09 Materials: 9/08/09
NOVEMBER		Power Wheelchairs	Vehicle Lifts, Seating Systems, Stair Lifts, Seat/Back Cushions		Ad Space: 9/30/09 Materials: 10/03/09
DECEMBER	State of the Industry White Paper Ad Close: 9/24/09	Oxygen	Ambulatory Aids		Ad Space: 11/05/09 Materials: 11/09/09

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