

JUNE 3 Editorial Calendar
Print Issue Monthly Planner

2010

Issue	Special Features	Category Development	Product Focus	Bonus Distribution	Deadlines
JANUARY		Billing Services	Billing Systems		Ad Space: 12/07/09 Materials: 12/11/09
FEBRUARY	Ad Feedback Study	CPAPs	Apnea Monitors, Hoses, Humidification, Pulse Oximeters, Sleep Telehealth		Ad Space: 1/08/10 Materials: 1/13/10
MARCH	Retail Special Report Ad Close: 1/05/10 Materials: 1/22/10	Vehicle Lifts, Seating Systems, Stair Lifts, Seat/Back Cushions	Power Wheelchairs		Ad Space: 2/08/10 Materials: 2/11/10
APRIL	Medtrade Spring Pre-Show Issue	Bath Safety	Commodes, Bath Benches, Transfer Benches, Elevated Toilet Seats, Grab Bars, Tubs		Ad Space: 3/08/10 Materials: 3/12/10
MAY	Medtrade Spring Show Issue	Pediatrics	Orthotics/Prosthetics, Soft Goods	Medtrade Spring	Ad Space: 4/07/10 Materials: 4/12/10
JUNE	Technology Special Report Ad Close: 3/30/10 Materials: 4/21/10	Diabetes	Diabetic Shoes, Glucose Monitors, Strips, Lancets	Heartland Conference, NEMED	Ad Space: 5/06/10 Materials: 5/11/10
JULY		Portable Oxygen	Conservers, Regulators		Ad Space: 6/07/10 Materials: 6/11/10
AUGUST	Respiratory Special Report Ad Close: 5/27/10 Materials: 6/16/10	Scoters	Batteries, Ramps, Baskets, Covers, Oxygen Holders, Vehicle Lifts		Ad Space: 7/07/10 Materials: 7/12/10
SEPTEMBER		Bariatrics	Walkers, Beds, Wheelchairs, Patient Lifts, Lift Chairs, Other	HME News Business Summit	Ad Space: 8/06/10 Materials: 8/11/10
OCTOBER	Medtrade Pre-Show Issue	Manual Wheelchairs	CPAP Masks		Ad Space: 9/08/10 Materials: 9/13/10
NOVEMBER	Medtrade Show Issue	Incontinence/Skin Care	Pressure Mattresses/Wound Care, Hospital Beds	Medtrade	Ad Space: 10/07/10 Materials: 10/12/10
DECEMBER	State of the Industry Special Report Ad Close: 9/30/10 Materials: 10/19/10	Stationary Oxygen	Aids to Daily Living (ADLs)		Ad Space: 11/08/10 Materials: 11/12/10

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