



Editorial Calendar

Monthly Planner



Issue	Special Features	Category Development	Product Focus	Bonus Distribution	Deadlines
JANUARY		Billing Systems	Billing Systems/Services		Ad Space: 12/06/10 Materials: 12/10/10
FEBRUARY	Ad Feedback Study	CPAPs/ CPAP Masks	Apnea Monitors, Hoses, Humidification, Pulse Oximeters		Ad Space: 1/06/11 Materials: 1/11/11
MARCH	Medtrade Spring Pre-Show Issue ★ ONLINE EXCLUSIVE Hiring and Compensation Special Report	Power Wheelchairs	Vehicle Lifts, Seating Systems, Stair Lifts, Seat/Back Cushions	AAHomecare's Washington Legislative Conference	Ad Space: 2/07/11 Materials: 2/11/11
APRIL	Medtrade Spring Show Issue	Pediatrics	Orthotics/Prosthetics, Soft Goods	Medtrade Spring	Ad Space: 3/07/11 Materials: 3/11/11
MAY	Sleep/Respiratory Special Report Ad Space Close: 3/07/11	Bath Safety	Commodes, Bath Benches, Transfer Benches, Elevated Toilet Seats, Grab Bars, Tubs		Ad Space: 4/06/11 Materials: 4/11/11
JUNE	Cash Business Special Report Ad Space Close: 4/06/11	Diabetes	Diabetic Shoes, Glucose Monitors, Strips, Lancets	Heartland Conference; NEMED	Ad Space: 5/06/11 Materials: 5/11/11
JULY		Women's Health	Breast Forms, Bras/Camisoles, Swimsuits, Skin Care, Compression Hosiery, Other		Ad Space: 6/06/11 Materials: 6/10/11
AUGUST	Technology Special Report Ad Space Close: 6/06/11	Scooters	Batteries, Ramps, Baskets, Covers, Oxygen Holders, Vehicle Lifts		Ad Space: 7/07/11 Materials: 7/12/11
SEPTEMBER	Medtrade Pre-Show Issue	Bariatrics	Walkers, Beds, Wheelchairs, Patient Lifts, Lift Chairs, Other	HME News Business Summit	Ad Space: 8/05/11 Materials: 8/10/11
OCTOBER	Medtrade Show Issue	Oxygen	Stationary Concentrators, Portable Oxygen Concentrators, Conservers, Regulators, Tubing, Racks, Other	Medtrade	Ad Space: 9/06/11 Materials: 9/12/11
NOVEMBER		Incontinence/ Skin Care	Pressure Mattresses/Wound Care, Hospital Beds		Ad Space: 10/06/11 Materials: 10/11/11
DECEMBER	State of the Industry Special Report Ad Space Close: 10/07/11	Manual Wheelchairs	Aids To Daily Living (ADLs)		Ad Space: 11/07/11 Materials: 11/11/11

ONLINE: Daily Top Stories, Blogs, Tweets, Digital Editions, NewsWires, Webcasts & More!