

## Publisher's Sworn Statement

HME News provides comprehensive access to the home medical equipment market. Its flagship monthly publication is the "newspaper of record" for the HME industry. In addition, the HME News brand extends to a full multichannel array of e-newsletters including a weekly general news wire, six monthly segment-focused emails and a Web site. The brand produces the most premium priced face-to-face event in the industry and the only Medicare reimbursement rate database by product and county available anywhere. On an annual basis, our products provide 1,546,000 audience touches.

This Publisher's Sworn statement provides a detailed look at the audience of HME News, using the May 2018 print issue and averages based on January – June 2018. This information is to be used exclusively and solely by United Publications, HME News and their clients.

## Field Served:

HME News serves HME (Home Medical Equipment) Providers; HME rental/sales dealers; suppliers; rehabilitation technology suppliers; pharmacies with HME; mass merchandisers with HME; hospital owned or affiliated HME; in-patient facilities, including sleep labs, rehab centers, skilled nursing facilities. Also served are other home health care businesses; HME wholesalers, distributors; HHA, VNA, home health/hospice, insurance carriers, health care payers; and others allied to the field.

## Definition of Recipient Qualification:

Qualified recipients include Owner/President; VP/General Manager/Director; HME Manager; HME Buyer/Assistance Buyer; Occupational Therapist; Case Manager; and Other titled personnel.

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Rick Rector, Publisher

This Integrated Database analysis is provided by Stamats Data Management. The analysis provides a better understanding and identification of all the media channels HME News audience consumes. Tables contained in this report reflect net unique, unduplicated counts of individuals receiving one or more media channels available from the Publisher.

\*Note: All Data contained in this report is "Publishers' Own Data" as of May 2018



<b>EXECUTIVE SUMMARY</b>		<i>6-Month Average*</i>
<b>HME News</b> (January - June 2018 Avg.)		16,100
<b>PRINT</b>		13,854
<b>DIGITAL</b>		4,811
Digital (requested)		4,811
<b>HME E-NEWSLETTERS</b>		
HME Newswire		10,898
HME Showcase		7,385
HME Top 5 Mobility		6,237
HME Top 5 Moneyline		7,775
HME Most Read		8,249
HME News Poll		9,538
HME Top 5 Respiratory		6,959
<b>HME WEBSITE</b> (January - June 2018 Avg. Monthly users)		19,206

<b>Integrated Database Analysis - May 2018</b>	
<b>NET UNIQUE INDIVIDUALS</b>	27,906
<b>INDIVIDUALS RECEIVING ONLY ONE CHANNEL</b>	15,317
<b>AVERAGE CHANNELS PER INDIVIDUAL</b>	2.8

\* e-Newsletter number is average of May 2018 e-Newsletter data; all other Data contained in this report is a 6-month average as of June 2018 unless otherwise noted. All data is sourced as "Publishers' Own Data".

<b>Communication Channels - May 2018</b>												
CHANNELS	HME News	HME Newswire	HME Mobility	HME Moneyline	HME Most Read	HME Respiratory	HME Showcase	Webcast Registrants	HME Summit Attendees	HME Databank	Website Registrants	HME News Poll
HME News	16,102	4,747	2,976	3,618	3,974	3,324	3,394	386	222	66	413	3,746
HME Newswire	4,747	10,948	5,394	6,681	7,071	6,006	6,053	490	337	127	620	7,146
HME Mobility	2,976	5,394	6,236	4,746	5,310	4,682	4,668	254	171	67	365	4,662
HME Moneyline	3,618	6,681	4,746	7,774	5,942	5,162	5,343	374	261	99	439	5,317
HME Most Read	3,974	7,071	5,310	5,942	8,250	5,846	5,632	386	262	106	514	6,082
HME Respiratory	3,324	6,006	4,682	5,162	5,846	6,959	4,913	359	249	72	432	5,186
HME Showcase	3,394	6,053	4,668	5,343	5,632	4,913	7,383	333	213	72	399	5,154
Webcast Registrants	386	490	254	374	386	359	333	1,223	73	17	72	428
HME Summit Attendees	222	337	171	261	262	249	213	73	930	32	69	287
HME Databank	66	127	67	99	106	72	72	17	32	243	30	106
Website Registrants	413	620	365	439	514	432	399	72	69	30	2,205	554
HME News Poll	3,746	7,146	4,662	5,317	6,082	5,186	5,154	428	287	106	554	9,535

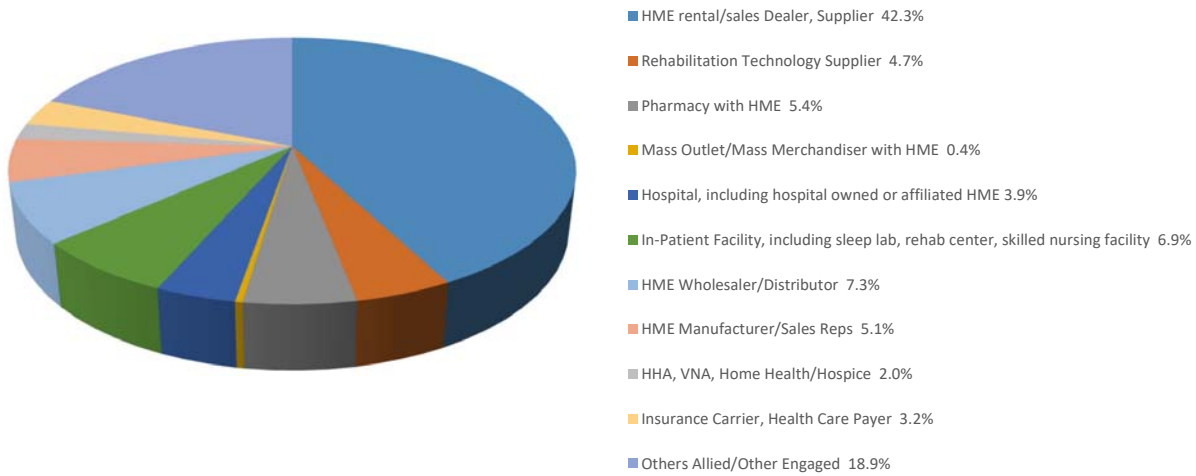
<b>Total Unique Individuals - May 2018</b>													
CHANNELS RECEIVED	HME News	HME Newswire	HME Mobility	HME Moneyline	HME Most Read	HME Respiratory	HME Showcase	Webcast Registrants	HME Summit Attendees	HME Databank	Website Registrants	HME News Poll	UNIQUE INDIVIDUALS
MULTIPLE CHANNEL RECIP	5,777	10,189	6,162	7,514	8,140	6,889	7,093	656	455	165	842	8,589	12,589
SINGLE CHANNEL RECIP	10,325	759	74	260	110	70	290	567	475	78	1,363	946	15,317
TOTAL	16,102	10,948	6,236	7,774	8,250	6,959	7,383	1,223	930	243	2,205	9,535	27,906

\*Note: All Data contained in this report is "Publishers' Own Data" as of May 2018

## Brand - Business & Industry - May 2018

	Total Unique Individuals	%	HME News	HME Newswire	HME Showcase	HME Mobility	HME Moneyline	HME Most Read	HME Respiratory	Webcast Registrants	Summit Attendees	HME Databank	Website Registrants	HME News Poll
HME rental/sales Dealer, Supplier	11,803	42.3%	8,036	5,162	3,677	3,028	3,563	4,072	3,634	482	378	74	866	4,210
Rehabilitation Technology Supplier	1,301	4.7%	945	513	339	466	353	423	256	20	28	8	116	439
Pharmacy with HME	1,498	5.4%	998	619	443	314	383	450	344	44	28	5	110	470
Mass Outlet/Mass Merchandiser with HME	98	0.4%	50	35	25	25	30	31	25	3			33	19
Hospital, including hospital owned or affiliated HME	1,083	3.9%	919	219	148	112	144	155	148	24	12	4	55	161
In-Patient Facility, including sleep lab, rehab center, skilled nursing facility	1,922	6.9%	1,801	128	90	69	86	96	94	4	4		44	106
HME Wholesaler/Distributor	2,028	7.3%	1,611	537	394	334	373	422	341	15	40	12	115	406
HME Manufacturer/Sales Reps	1,435	5.1%	498	890	720	612	612	794	650	35	79	24	188	749
HHA, VNA, Home Health/Hospice	572	2.0%	460	128	98	78	102	98	85	11	12	1	48	106
Insurance Carrier, Health Care Payer	904	3.2%	756	400	265	249	284	326	275	17	19		76	298
Others Allied/Other Engaged	5,262	18.9%	28	2,317	1,184	949	1,844	1,383	1,107	568	330	115	554	2,571
<b>Grand Total</b>	<b>27,906</b>	<b>100.0%</b>	<b>16,102</b>	<b>10,948</b>	<b>7,383</b>	<b>6,236</b>	<b>7,774</b>	<b>8,250</b>	<b>6,959</b>	<b>1,223</b>	<b>930</b>	<b>243</b>	<b>2,205</b>	<b>9,535</b>

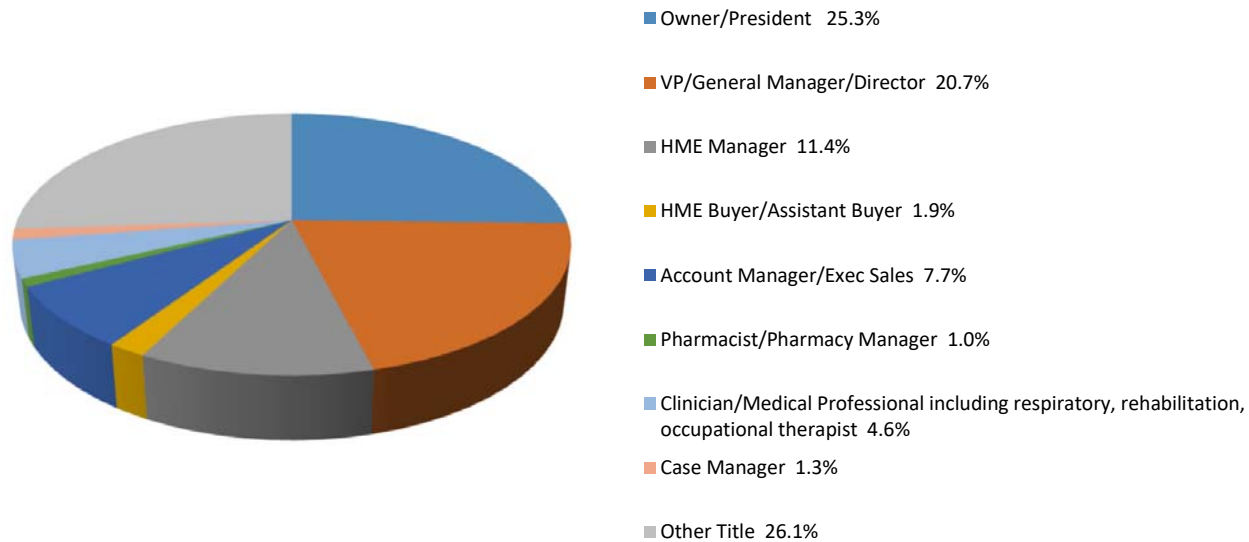
### Audience Distribution



## Brand - Classification by Title - May 2018

	Total Unique Individuals	%	HME News	HME Newswire	HME Showcase	HME Mobility	HME Moneyline	HME Most Read	HME Respiratory	HME News Poll
Owner/President	7,071	25.3%	5,500	2,450	1,810	1,574	1,773	1,979	1,595	2,124
VP/General Manager/Director	5,782	20.7%	4,626	2,070	1,396	1,216	1,443	1,626	1,358	1,610
HME Manager	3,190	11.4%	2,471	1,281	879	773	827	1,024	894	1,006
HME Buyer/Assistant Buyer	521	1.9%	435	230	185	153	167	190	166	174
Account Manager/Exec Sales	2,142	7.7%	1,232	1,266	981	829	869	1,055	930	966
Pharmacist/Pharmacy Manager	270	1.0%	225	68	49	32	39	46	28	49
Clinician/Medical Professional including respiratory, rehabilitation, occupational therapist	1,281	4.6%	919	533	395	303	345	422	429	482
Case Manager	368	1.3%	331	130	84	73	69	91	72	89
Other Title	7,281	26.1%	363	2,920	1,604	1,283	2,242	1,817	1,487	3,035
<b>Grand Total</b>	<b>27,906</b>	<b>100.0%</b>	<b>16,102</b>	<b>10,948</b>	<b>7,383</b>	<b>6,236</b>	<b>7,774</b>	<b>8,250</b>	<b>6,959</b>	<b>9,535</b>

Classification by Title



## Brand - Geographic Distribution - May 2018

STATE	Total Unique Individuals	PRINT	DIGITAL	HME Newswire	HME Showcase	HME Mobility	HME Moneyline	HME Most Read	HME Respiratory	HME News Poll
Connecticut	323	222	50	113	75	66	73	80	64	93
Massachusetts	565	365	90	195	130	112	148	157	135	167
Maine	130	82	10	41	18	26	19	31	28	36
New Hampshire	115	69	19	45	21	24	26	26	26	32
Rhode Island	80	52	9	22	17	15	22	20	14	23
Vermont	38	29	4	7	6	5	7	4	2	3
<b>NEW ENGLAND</b>	<b>1,251</b>	<b>819</b>	<b>182</b>	<b>423</b>	<b>267</b>	<b>248</b>	<b>295</b>	<b>318</b>	<b>269</b>	<b>354</b>
New Jersey	654	416	98	231	149	126	162	174	139	192
New York	1,470	905	253	488	331	300	371	385	296	391
Pennsylvania	1,421	776	254	573	424	328	418	446	393	469
<b>MIDDLE ATLANTIC</b>	<b>3,545</b>	<b>2,097</b>	<b>605</b>	<b>1,292</b>	<b>904</b>	<b>754</b>	<b>951</b>	<b>1,005</b>	<b>828</b>	<b>1,052</b>
Illinois	935	414	202	463	298	256	326	348	301	358
Indiana	392	194	75	174	112	90	125	124	115	140
Michigan	754	405	147	337	235	183	221	242	208	262
Ohio	1,350	732	244	538	376	298	382	431	365	436
Wisconsin	387	213	97	169	115	94	114	133	104	134
<b>EAST NORTH CENTRAL</b>	<b>3,818</b>	<b>1,958</b>	<b>765</b>	<b>1,681</b>	<b>1,136</b>	<b>921</b>	<b>1,168</b>	<b>1,278</b>	<b>1,093</b>	<b>1,330</b>
Iowa	330	198	78	169	125	105	118	133	115	132
Kansas	264	144	40	113	73	56	70	68	71	85
Minnesota	431	200	92	180	130	100	135	148	118	162
Missouri	540	279	117	245	139	120	143	177	148	177
North Dakota	88	49	23	41	22	22	23	33	22	36
Nebraska	149	90	35	63	42	34	44	54	42	46
South Dakota	55	34	14	22	12	18	13	21	14	15
<b>WEST NORTH CENTRAL</b>	<b>1,857</b>	<b>994</b>	<b>399</b>	<b>833</b>	<b>543</b>	<b>455</b>	<b>546</b>	<b>634</b>	<b>530</b>	<b>653</b>
Washington DC	72	27	18	26	17	15	16	22	16	19
Delaware	61	37	4	13	10	6	9	11	9	18
Florida	2,115	1,279	369	761	535	467	564	605	526	655
Georgia	911	537	138	294	211	178	222	240	210	264
Maryland	564	334	82	188	135	103	139	143	124	149
North Carolina	933	569	154	347	237	192	239	275	225	282
South Carolina	477	281	76	180	106	93	114	138	122	147
Virginia	661	386	106	238	142	120	167	170	146	185
West Virginia	177	107	22	52	45	33	36	39	35	43
<b>SOUTH ATLANTIC</b>	<b>5,971</b>	<b>3,557</b>	<b>969</b>	<b>2,099</b>	<b>1,438</b>	<b>1,207</b>	<b>1,506</b>	<b>1,643</b>	<b>1,413</b>	<b>1,762</b>

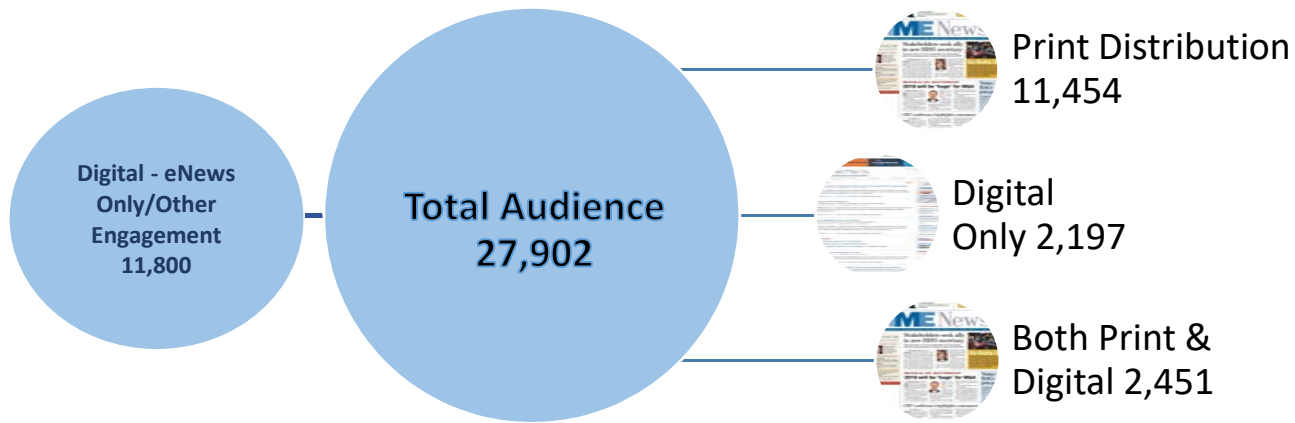
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<b>Brand - Geographic Distribution - May 2018</b>										
<b>STATE</b>	<b>Total Unique Individuals</b>	<b>PRINT</b>	<b>DIGITAL</b>	<b>HME Newswire</b>	<b>HME Showcase</b>	<b>HME Mobility</b>	<b>HME Moneyline</b>	<b>HME Most Read</b>	<b>HME Respiratory</b>	<b>HME News Poll</b>
Alabama	493	332	79	158	115	103	127	128	112	138
Kentucky	457	280	67	170	124	89	115	126	116	121
Mississippi	313	221	43	90	67	59	66	71	62	81
Tennessee	858	497	152	319	207	182	223	255	195	255
<b>EAST SOUTH CENTRAL</b>	<b>2,121</b>	<b>1,330</b>	<b>341</b>	<b>737</b>	<b>513</b>	<b>433</b>	<b>531</b>	<b>580</b>	<b>485</b>	<b>595</b>
Arkansas	257	162	40	93	57	46	63	67	50	72
Louisiana	293	170	48	106	73	66	89	87	78	96
Oklahoma	284	167	56	102	71	53	71	74	65	91
Texas	1,549	765	327	666	510	440	514	563	459	583
<b>WEST SOUTH CENTRAL</b>	<b>2,383</b>	<b>1,264</b>	<b>471</b>	<b>967</b>	<b>711</b>	<b>605</b>	<b>737</b>	<b>791</b>	<b>652</b>	<b>842</b>
Arizona	274	157	54	123	86	84	92	108	93	103
Colorado	330	168	77	133	105	86	110	113	108	116
Idaho	94	74	15	19	13	10	19	15	17	19
Montana	99	56	26	44	29	21	29	30	22	34
New Mexico	110	61	25	37	25	28	31	30	32	30
Nevada	118	55	22	49	29	36	34	37	31	46
Utah	186	80	50	80	66	58	62	65	60	63
Wyoming	34	14	7	12	8	4	5	8	8	6
<b>MOUNTAIN</b>	<b>1,245</b>	<b>665</b>	<b>276</b>	<b>497</b>	<b>361</b>	<b>327</b>	<b>382</b>	<b>406</b>	<b>371</b>	<b>417</b>
Alaska	35	16	7	17	10	7	12	12	11	13
California	1,784	866	394	787	522	454	550	629	506	656
Hawaii	32	11	11	17	14	13	14	17	14	11
Oregon	186	102	34	62	38	31	51	44	36	43
Washington	317	155	67	128	101	77	107	117	84	124
<b>PACIFIC</b>	<b>2,354</b>	<b>1,150</b>	<b>513</b>	<b>1,011</b>	<b>685</b>	<b>582</b>	<b>734</b>	<b>819</b>	<b>651</b>	<b>847</b>
<b>UNITED STATES</b>	<b>24,545</b>	<b>13,834</b>	<b>4,521</b>	<b>9,540</b>	<b>6,558</b>	<b>5,532</b>	<b>6,850</b>	<b>7,474</b>	<b>6,292</b>	<b>7,852</b>
US Territories (ex. Puerto Rico)	36	4	6	26	17	14	14	20	14	23
Canada	251	67	91	95	74	70	73	77	59	88
Mexico	0	0	0	0	0	0	0	0	0	0
Other International	394	0	22	111	89	83	67	102	98	99
Email Address Only	2,680	0	8	1,176	645	537	770	577	496	1,473
Other Total	3,361	71	127	1,408	825	704	924	776	667	1,683
<b>UNIQUE TOTAL**</b>	<b>27,906</b>	<b>13,905</b>	<b>4,648</b>	<b>10,948</b>	<b>7,383</b>	<b>6,236</b>	<b>7,774</b>	<b>8,250</b>	<b>6,959</b>	<b>9,535</b>

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**Brand - HME Audience Breakout - May 2018**

	Qualified Request Distribution	Qualified Non-Request Distribution	Total Distribution
<i>Print - Requested</i>	11,454		11,454
<i>Digital - Requested</i>	2,197		2,197
<i>Both - Requested</i>	2,451		2,451
<i>Digital - eNews Only/Other Brand Engagement</i>		11,800	11,800
<b>Total Distribution</b>	<b>16,102</b>	<b>11,800</b>	<b>27,902</b>



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