




Editorial Calendar

Spotlights called out below are a free opportunity to highlight your company products. See more information about product spotlights on page 21.


JANUARY: RESPIRATORY	
AD CLOSE 12/6/2022	SPOTLIGHT Ventilators, stationary & portable oxygen concentrators, pulse oximeters, patient apps & other related respiratory therapy products.
MATS DUE 12/9/2022	

FEBRUARY: BARIATRICS		
AD CLOSE 1/6/2023	SPOTLIGHT Walkers, beds, wheelchairs, cushions, patient lifts, lift chairs & other related bariatric products.	SPECIAL FEATURE
MATS DUE 1/11/2023		 Pre-show issue

MARCH: HOME MEDICAL SUPPLIES		
AD CLOSE 2/6/2023	SPOTLIGHT Glucose monitors, continuous glucose monitors (CGMs), diabetic strips, lancets, patient apps, wound care, incontinence & other related products.	BONUS DISTRIBUTION
MATS DUE 2/9/2023		 March 28-30 Dallas, TX

APRIL: COMPLEX REHAB		
AD CLOSE 3/3/2023	SPOTLIGHT Power & manual wheelchairs, seat evaluation systems, standing wheelchairs, seating & positioning systems, seat/back cushions, drive controls, accessories & other rehab products.	BONUS DISTRIBUTION
MATS DUE 3/7/2023		 April 13-15 Pittsburgh, PA

MAY: BUSINESS MANAGEMENT SYSTEMS		
AD CLOSE 4/5/2023	SPOTLIGHT Business management, billing, documentation, compliance, fulfillment, patient co-pay collections, back-office & other related system products.	
MATS DUE 4/11/2023		

JUNE: SLEEP THERAPY		
AD CLOSE 5/8/2023	SPOTLIGHT PAP masks, machines & supplies, apnea monitors, home sleep tests, associated services, patient apps & other related products.	BONUS DISTRIBUTION
MATS DUE 5/11/2023		 June 12-14 Waterloo, IA

Editorial Calendar

JULY: WHEELCHAIRS/SCOOTERS

AD CLOSE

6/6/2023

MATS DUE

6/9/2023

SPOTLIGHT

Power & manual wheelchairs, scooters, vehicle & stair lifts, seat/back cushions, batteries, ramps, accessories & other related products

AUGUST: PEDIATRICS

AD CLOSE

7/7/2023

MATS DUE

7/12/2023

SPOTLIGHT

DME, complex rehab/mobility, oxygen, nebulizers, soft goods/disposables & other pediatric related products.

SEPTEMBER: WOMEN'S HEALTH

AD CLOSE

8/7/2023

MATS DUE

8/10/2023

SPOTLIGHT

Breast pumps & supplies, monitors, skin & body care, belly bands, nutritional, wigs, breast forms, bras, head wraps & other related women's health products.

OCTOBER: HOME ACCESSIBILITY & SAFETY

AD CLOSE

9/5/2023

MATS DUE

9/8/2023

SPOTLIGHT

Ramps, lift chairs, beds, patient lifts, aids to daily living (ADLs), commodes, bath & transfer benches, elevated toilet seats, grab bars, tubs, PERS devices & other related products.

BONUS DISTRIBUTION



Oct. 22-24 | Charlotte, NC

NOVEMBER: ORTHOTICS & PROSTHETICS

AD CLOSE

10/6/2023

MATS DUE

10/11/2023

SPOTLIGHT

Off-the-shelf orthotics, compression garments, supports (back, abdominal & cervical), therapeutic shoes, sports medicine & other related products.

DIGITAL ONLY ISSUE

DECEMBER: RETAIL

AD CLOSE

11/6/2023

MATS DUE

11/11/2023

SPOTLIGHT

Cash-based products.

SPECIAL FEATURE



State of the Industry Report