

Editorial Calendar

| Issue | Special Features | Business Development | Product Spotlight | Bonus Distribution | Ad Close | Mats Due |
|-------|--------------------------------------|------------------------------------|--|---|----------|----------|
| JAN. | | Respiratory Therapy | Ventilators, Stationary Concentrators, Portable Oxygen Concentrators, Pulse Oximeters, Other | | Dec. 7 | Dec. 10 |
| FEB. | | Bariatrics | Bariatric Walkers, Beds, Wheelchairs, Cushions, Patient Lifts, Lift Chairs, Other | | Jan. 6 | Jan. 11 |
| MAR. | Medtrade West Pre-Show Issue | Complex Rehab | Power Wheelchairs, Manual Wheelchairs, Standing Wheelchairs, Seating Systems, Positioning Systems, Seat/Back Cushions, Drive Controls, Accessories | | Feb. 7 | Feb. 10 |
| APR. | Medtrade West Show Issue | Diabetes | Glucose Monitors, CGMs, Strips, Lancets, Therapeutic Shoes | Medtrade West April 4-6 | Mar. 7 | Mar. 10 |
| MAY | | Billing Systems/Services | Billing, Documentation, Compliance, Fulfillment, Patient Copay Collections, Other | | Apr. 6 | Apr. 11 |
| JUNE | | Sleep Therapy | CPAPs/CPAP Masks, Apnea Monitors, Hoses, Home Sleep Testing, Sanitizers, Cleaning Supplies | Heartland Conference | May 6 | May 11 |
| JULY | | Wheelchairs/ Scooters | Power Wheelchairs, Manual Wheelchairs, Scooters, Vehicle Lifts, Stair Lifts, Seat/ Back Cushions, Batteries, Ramps, Accessories | | Jun. 6 | Jun. 9 |
| AUG. | | Pediatrics | DME, Complex Rehab/Mobility, Oxygen, Nebulizers, Soft Goods/Disposables, Other | | Jul. 6 | Jul. 11 |
| SEPT. | Medtrade East Pre-Show Issue | Maternal & infant care | Breast Pumps and Supplies, Monitors, Skin and Body Care, Belly Bands, Nutritionals, Other |  | Aug. 5 | Aug. 10 |
| OCT. | Medtrade East Show Issue | Home Accessibility & Safety | Ramps, Lift Chairs, Beds, Patient Lifts, Aids To Daily Living (ADLs), Commodes, Bath Benches, Transfer Benches, Elevated Toilet Seats, Grab Bars, Tubs, PERS devices | Medtrade East | Sept. 6 | Sept. 9 |
| NOV. | | Orthotics/ Prosthetics, Soft Goods | Off-the-Shelf Orthotics, Breast Forms, Compression Garments, Back/Abdominal Supports, Cervical Supports, Bandages, Splints, Sports Medicine, Other | | Oct. 6 | Oct. 11 |
| DEC. | State of the Industry Special Report | Retail | Cash-based products | | Nov. 7 | Nov. 10 |