


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 June 13-15	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	 Sept. 18-20	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 Oct. 24-26	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