


ISSUE	SPECIAL FEATURE	MARKET ANALYSIS	PRODUCT FOCUS	CLOSING DATES	BONUS DISTRIBUTION	IN EVERY ISSUE
January	Industry Forecast	<ul style="list-style-type: none"> • Manual Wheelchairs • GPS 	Orthopedic Softgoods/O&P/Compression Hoisery	Space: 12/3/09 Material: 12/10/09		<p><i>HOME CARE's</i> exclusive expert columns and departments give readers the information they want each month, every issue.</p> <ul style="list-style-type: none"> • AAHomecare Update • Accreditation Now • Better Business • Billing & Reimbursement • Compliance University • Good Thinking • HomeCare Web Poll • Headline News • HME Products • On The Home Front • Sales Notebook • Washington Wit & Wisdom • Working Down Denials <p>Every topic has Online Potential</p>  <p>Sponsor any of the subjects in the Editorial Calendar through one of our many online mediums. Editorial topics may be featured, expanded upon and presented in the following online channels:</p> <ul style="list-style-type: none"> • Podcasts • Webinars • White Papers • Digital Edition • Special Reports • One-Stops <p>In addition to attracting our print audience, our robust suite of multimedia products reaches potential customers beyond the traditional <i>HOME CARE</i> subscriber. Choose the perfect complement to your print marketing campaign.</p>
February	Sleep Survey	<ul style="list-style-type: none"> • Beds & Support Surfaces • Bath Safety 	Wheelchair Cushions & Accessories/Seating & Positioning	Space: 1/7/10 Material: 1/14/10		
March		<ul style="list-style-type: none"> • Women's Health • Diabetes 	Oxygen Products & Accessories	Space: 2/4/10 Material: 2/11/10		
April	Medtrade Spring Pre-Show Issue	<ul style="list-style-type: none"> • Lift & Transfer Devices • PAP 	Beds/Support Surfaces	Space: 3/4/10 Material: 3/11/10		
May	Medtrade Spring Issue	<ul style="list-style-type: none"> • Portable Oxygen • Seating & Positioning 	Bariatrics	Space: 4/8/10 Material: 4/15/10	Medtrade Spring Heartland Conference	
June		<ul style="list-style-type: none"> • Scooters • Respiratory 	Business Software	Space: 5/6/10 Material: 5/13/10		
July		<ul style="list-style-type: none"> • Orthopedic Softgoods/O&P • Accreditation/Surety Bonds 	Pediatrics	Space: 6/3/10 Material: 6/10/10		
August		<ul style="list-style-type: none"> • Sleep • Foot Care 	Wheelchairs/Scooters/Vehicle Lifts	Space: 7/8/10 Material: 7/15/10		
September	Salary & Benefits Survey	<ul style="list-style-type: none"> • Bariatrics • Aids to Daily Living 	Bath Products/Patient Lifts	Space: 8/5/10 Material: 8/12/10		
October	Medtrade 2010 Pre-Show Issue	<ul style="list-style-type: none"> • Oxygen • Pediatrics 	Ambulatory Aids/Lift Chairs/ADLs	Space: 9/9/10 Material: 9/16/10		
November	Medtrade 2010 Issue	<ul style="list-style-type: none"> • Power Wheelchairs • Incontinence/Skin Care 	PAP, Masks & Supplies	Space: 10/7/10 Material: 10/14/10	Medtrade 2010	
December	Annual Buyers' Guide 2011 - The Most Comprehensive Buyers' Guide in the HME Industry!			Space: 11/4/10 Material: 11/11/10		

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Editorial Calendar

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