

ISSUE	SPECIAL FEATURE	MARKET ANALYSIS	PRODUCT FOCUS	CLOSING DATES	BONUS DISTRIBUTION	IN EVERY ISSUE
January		• Manual Wheelchairs • GPS	Orthopedic Softgoods/O&P/ Compression Hoisery	Space: 12/4/08 Material: 12/9/2008		<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	Medtrade Spring Pre-Show Issue	• PAP • Bath Safety	Wheelchair Cushions & Accessories/Seating & Positioning	Space: 1/6/09 Material: 1/9/09		
March	Medtrade Spring Issue	• Diabetes • Travel/Portability	Oxygen Products & Accessories	Space: 2/5/09 Material: 2/10/09	Medtrade Spring	
April	Retail Survey	• Lift & Transfer Devices • Accreditation	Beds/Pressure Mattresses/ Wound Care	Space: 3/5/09 Material: 3/10/09		
Spring HomeCareXtra—Sleep Disorders Market				Space: 3/19/09 Material: 3/24/09		
May		• Portable Oxygen • Incontinence	Bariatrics	Space: 4/6/09 Material: 4/9/09	Heartland Conference AAHomeCare Legislative Conference	
June	Accreditation Survey	• Scooters • Respiratory	Bath Products/Patient Lifts	Space: 5/5/09 Material: 5/8/09		
July		• Orthopedic Softgoods/O&P • Wound Care	Pediatrics	Space: 6/4/09 Material: 6/9/09		
August		• Sleep • Foot Care	Wheelchairs/Scooters/Vehicle Lifts	Space: 7/6/09 Material: 7/9/09		
September	Salary & Benefits Survey	• Bariatrics • Aids to Daily Living	Business Software	Space: 8/6/09 Material: 8/11/09		
Fall HomeCareXtra—Medtrade Planner				Space: 8/20/09 Material: 8/25/09	Medtrade 2009	
October	Medtrade 2009 Issue	• Power Wheelchairs • Home Infusion	Women's Health	Space: 9/4/09 Material: 9/8/09	Medtrade 2009	
November		• Oxygen • Pediatrics	Ambulatory Aids/Lift Chairs/ADLs	Space: 10/5/09 Material: 10/8/09		
Annual Buyers' Guide 2010 <i>The Most Comprehensive Buyers' Guide in the HME Industry!</i>				Space: 10/12/09 Material: 10/16/09		
December	Industry Forecast	• Beds & Support Surfaces • Seating & Positioning	PAP, Masks & Supplies	Space: 11/5/09 Material: 11/10/09		



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Editorial Calendar

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