

2012 MEDIA GUIDE

SENIOR CARE PRODUCTS

solutions for independent living & aging in place



MOBILITY

BATH & SHOWER

AIDS FOR DAILY LIVING

RESPIRATORY

HOME MONITORING

FALL PREVENTION

ASSISTIVE TECHNOLOGY

INCONTINENCE

BEDS & MATTRESSES



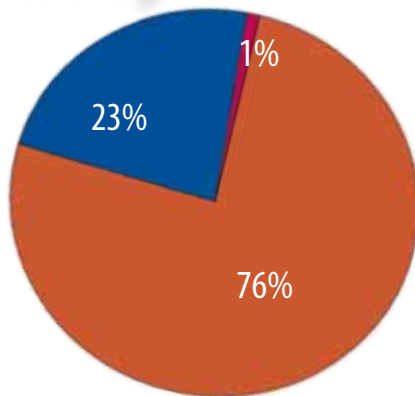
Senior Care Products magazine reaches the primary suppliers and influencers in the rapidly growing senior care products market. **HME Providers** and **Independent Living Specialists** use *Senior Care Products* to discover and learn about products that help seniors maintain their freedom and grow old gracefully.

It's all about PRODUCTS. Just products. Not about how to run your business. Just products. From ramps to beds to home monitoring equipment to wheelchairs, every issue features new products and the latest assistive technology in the senior care market.

Circulation Advantage

- HME Providers
- Physical Therapists & Occupational Therapists
- CCRC/Long-Term Care, Home Health Care Agencies, Hospitals, Other

Total: 21,172
Source: Publisher's Data, September 2011



Social Media drives traffic to scproductsmag.com

Senior Care Products maintains an active presence in the social media world to build relationships with our readers and drive traffic to our website.



The *Senior Care Products* LinkedIn group brings together industry professionals from across the country.



@SCProductsMag is updated daily with the most pertinent, up-to-date industry news and issues.



The *Senior Care Products* Facebook page provides another avenue to engage the reader and further our online conversation.

Senior Care Products Spotlight Enewsletter

Our monthly newsletter reaches more than 4,900 opt-in subscribers nationwide. Content includes the latest products and important industry news, such as technological advances and company briefings. A must-read for HMEs, the newsletter is one of the best ways to learn about new and innovative products in the senior care market.



www.scproductsmag.com

Rates per month per newsletter:

Banner #1	\$1,200	(468 x 60)
Banner #2	\$1,000	(468 x 60)
Featured Products Listing	\$ 795	50-60 words plus photo

2012 Editorial Calendar

ISSUE/ DEADLINES	FEATURE FOCUS - Products to Assist Seniors Living with:	PRODUCT FOCUS			PRODUCT FEATURES
SPRING March - May Editorial Deadline 1/6/12 Ad Close/ Artwork Due 2/13/12	Arthritis 	CPAP Machines & Masks 	Assistive Technology 	Scoters 	RESPIRATORY: CPAP Machines, Oxygen Concentrators, Ventilators HEARING & VISION: Hearing Aids, Amplified Phones, Reading Aids MOBILITY: Scooters, Lifting Solutions, Wheelchairs, Ramps BATH & SHOWER: Grab Bars, Bath Lifts, Commodes BARIATRICS: Beds, Wheelchairs, Shower Chairs, Bedside Commodes, Raised Toilet Seats AIDS FOR DAILY LIVING: Furniture, Dressing Aids, Medication Dispensers
SUMMER June - August Editorial Deadline 4/2/12 Ad Close/ Artwork Due 5/14/12	Diabetes	Walk-In Tubs 	Power Chairs 	PERS 	BATH & SHOWER: Walk-In Tubs, Shower Chairs, Accessories MOBILITY: Power Chairs, Fall Prevention, Vehicle Lifts, Wheelchair Accessories HOME MONITORING: PERS, Tele-Health Systems, Medical BEDS, MATTRESSES & ACCESSORIES: Semi-Electric Beds, Mattresses, Sheeting/Covering RESPIRATORY: Oxygen Holders, Nasal Cannulas, Liquid Oxygen AIDS FOR DAILY LIVING: Eating/Drinking, Reaching/Gripping, Pillboxes
FALL September - November Editorial Deadline 7/2/12 Ad Close/ Artwork Due 8/13/12	Incontinence 	Footware 	Stair Lifts 	POCs 	FALL PREVENTION: Alarms, Nonskid Footwear & Surfaces, Lighting Accessories, Bed Rails, Grab Bars MOBILITY: Ramps, Walkers, Transport Chairs RESPIRATORY: POCs, CPAP Machines, Cylinders & Accessories, Oximeters BATH & SHOWER: Barrier-Free Showers, Bath Lifts, Showerheads HEARING & VISION: Ear Protectors, Eyeglasses, Amplified Telephones AIDS FOR DAILY LIVING: Cushions, Stockings, Kitchen Aids
WINTER December - February Editorial Deadline 10/1/12 Ad Close/ Artwork Due 11/13/12	Lymphedema (Arm & Leg)	Ramps 	Adjustable Beds 	Tele-Health Systems 	MOBILITY: Lifting Solutions, Wheelchairs, Ramps BEDS, MATTRESSES & ACCESSORIES: Mattresses, Bed Lifts, Fall Prevention HOME MONITORING: Tele-Health Systems, PERS, Medical RESPIRATORY: CPAP Machines, Oxygen Concentrators, Ventilators BATH & SHOWER: Walk-In Tubs, Commodes, Accessories AIDS FOR DAILY LIVING: Furniture, Dressing Aids, Medication Dispensers

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Want to see your company's products in our magazine? Send press releases with 300 dpi photos to:
seniorcareproducts@cahabamedia.com

Ad Rates:

Ad Size	1x	4x	8x
Full Page	\$6,150	\$5,540	\$4,920
1/2 Page Island	\$4,245	\$3,820	\$3,395
1/2 Page	\$3,690	\$3,320	\$2,950
1/3 Page	\$3,030	\$2,730	\$2,430
1/4 Page	\$2,460	\$2,210	\$1,970
Inside Front Cover	\$8,000	\$7,200	\$6,400
Inside Back Cover	\$7,380	\$6,640	\$5,900
Back Cover	\$8,610	\$7,750	\$6,890

Print Publication Dimensions

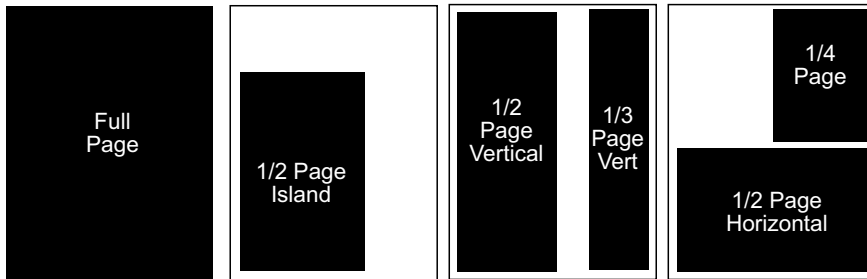
Trim Size: 10.375 x 13 Line Screen: 150
 Binding: Saddle Stitch Live Area: 1/4" inside trim

Ad Sizes:

All Measurements listed are in trim. **Build ads to exact measurements. Extend bleeds by 1/8" on all sides.**

	width	x	height
Full Page - Trim Size	9.375	x	13
Full Page - Bleed	10.375	x	13 + add 1/8" bleed
2-Page Spread - Bleed	20.75	x	13 + add 1/8" bleed
1/2 Page Island	6	x	9
1/2 Page Vertical	4.562	x	11.875
1/2 Page Horizontal	9.375	x	5.812
1/3 Page Vertical	2.937	x	11.875
1/4 Page	4.562	x	5.812

Advertisers are encouraged to keep live material at least 1/4" from edge of Full Page and Two-Page Spread Ads.



Ad Specs:

Digital File Submission Required:

High-Resolution PDF-X3, TIF, EPS, InDesign CS5 and CS3 and QuarkXpress 6 files accepted ONLY. CMYK only—no RGB, no spot colors or Pantone color matching. Advertisers are encouraged to keep live material at least 1/4-inch from edge of full page and two-page spread ads. A 1/2-inch gutter is also encouraged on two-page spreads.

Acceptable Software:

Macintosh-based InDesign CS5 and CS3, QuarkXpress 6, Illustrator CS5 and CS3, Photoshop CS5 and CS3. Please convert all Adobe PageMaker files to TIF, EPS or PDF files. All images must be 300 dpi or greater (web images not accepted). **NO** Microsoft Publisher, Microsoft Word, Corel Draw, BMP or low-resolution PDF files accepted.

Acceptable Media:

DVD, CD or via email or FTP. Call (205) 212-9402 for FTP instructions. A proof of the ad must be submitted with artwork to ensure accuracy. *Senior Care Products* magazine is not responsible for errors on ads not accompanied by a proof.

InDesign or QuarkXpress:

- Package or collect for output (including all screen and printer fonts) as well as all images.
- If emailing, compress files before attaching.

Illustrator:

- Convert all text to outlines. No spot colors.
- Save as an Illustrator EPS. CMYK color mode.

Photoshop:

- Save as EPS, TIF or PDF. CMYK only - no RGB.
- File must be 300 dpi at the size it is to be used.

Advertising:



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CAHABA MEDIA GROUP

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