

# 2014 MEDIA GUIDE



## SENIOR CARE PRODUCTS™

solutions for independent living & aging in place

- Aids for Daily Living
- Bath & Shower
- Beds & Mattresses
- Exercise & Rehab
- Fall Prevention
- Hearing & Vision
- Home Monitoring & PERS
- Incontinence
- Mobility & Accessibility
- Pain Management
- Oxygen Management
- Softgoods
- Sleep Therapy
- Footcare



Expect More.™

SENIOR CARE PRODUCTS™

My products.  
My target audience.  
Measurable results.

Bryan Vigna, National Sales Manager  
Sunset Healthcare Solutions  
Advertiser in *Senior Care Products*



For more customer testimonials, visit  
[cahabamedia.com/testimonials](http://cahabamedia.com/testimonials).

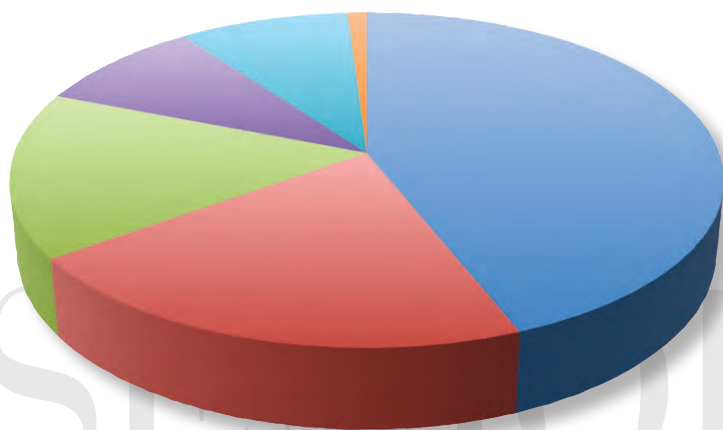
## EDITORIAL ADVANTAGE

*Senior Care Products* is the quarterly supplement to *HomeCare* magazine that 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.

*Senior Care Products* is all about products. Not about how to run your business. From ramps to beds to home monitoring equipment to wheelchairs, each issue features new products and the latest assistive technology in the senior care market.



## CIRCULATION ADVANTAGE



**Total: 21,930**

- 44%** DME/HME Supplier/Distributor
- 21%** Physical Therapy
- 16%** Home Healthcare Agency
- 9%** Continuing Care/Retirement
- 9%** Hospital
- 1%** Other

Source: Publisher's Statement, July 2013



# 2014 EDITORIAL CALENDAR

ISSUE/ DEADLINES	FEATURE FOCUS Products to help seniors living with:	ISSUE HIGHLIGHTS Stories highlighting these product categories			PRODUCT FEATURES Look for these categories of products, and more
<b>SPRING</b> March-May  Editorial Deadline 1/3/14  Artwork Due 2/13/14	<b>Arthritis &amp; Chronic Pain</b>    	<b>Compression</b>  	<b>Portable Oxygen</b>  	<b>Scoters &amp; Power Chairs</b>  	<b>AIDS FOR DAILY LIVING:</b> Dressing Aids, Clothing, Accessories <b>ARTHRITIS &amp; PAIN:</b> Arthritis Aids, TENS, Hot & Cold Pain Relief <b>BATH &amp; SHOWER:</b> Grab Bars, Commodes, Safety Frames <b>COMPRESSION:</b> Hosiery, Accessories <b>MOBILITY:</b> Scooters, Power Chairs, Cushions <b>MONITORING &amp; PERS:</b> Home Monitoring, PERS, Telehealth <b>RESPIRATORY:</b> Portable Oxygen, Oximeters, Ventilators
<b>SUMMER</b> June-August  Editorial Deadline 4/10/14  Artwork Due 5/19/14	<b>Foot Conditions</b>  	<b>Bath Safety</b>  	<b>Beds &amp; Support Surfaces</b>  	<b>CPAP</b>  	<b>AIDS FOR DAILY LIVING:</b> Dining Ware, Kitchen Aids <b>BATH &amp; SHOWER:</b> Bath Lifts, Shower Chairs, Safety Mats <b>BEDS &amp; SUPPORT SURFACES:</b> Full- & Semi-Electric Beds, Mattresses & Support Surfaces, Rails & Safety Aids <b>FOOT CONDITIONS:</b> Skin Issues, Neuropathy, Bunions, Calluses <b>MOBILITY:</b> Wheelchairs, Canes, Standing Aids <b>RESPIRATORY:</b> CPAP, CPAP Accessories, Liquid Oxygen
<b>FALL</b> September-November  Editorial Deadline 7/1/14  Artwork Due 8/8/14	<b>Incontinence</b>    	<b>Softgoods</b>  	<b>Ramps</b>  	<b>Accessible Baths</b>  	<b>AIDS FOR DAILY LIVING:</b> Medication Dispensers & Aids <b>BATH &amp; SHOWER:</b> Walk-In Tubs, Low/No-Threshold Showers <b>DIABETES:</b> Glucose Meters, Strips & Lancets, Retail Products <b>INCONTINENCE:</b> Undergarments, Bed Linens, Furniture Covers <b>MOBILITY:</b> Ramps, Walkers, Ambulators, Travel Chairs <b>RESPIRATORY:</b> Oxygen Canisters, Carriers & Accessories <b>SOFTGOODS:</b> Bracing, Support & Correction
<b>WINTER</b> December-February  Editorial Deadline 9/2/14  Artwork Due 10/20/14	<b>Dementia &amp; Memory Loss</b>  	<b>Fall Prevention</b>  	<b>Footwear</b>  	<b>Lifts</b>  	<b>AIDS FOR DAILY LIVING:</b> Bed Accessories, Reading Aids <b>BATH &amp; SHOWER:</b> Hygiene Aids, Toilet Aids/Bidets, Shower Heads <b>DEMENTIA &amp; MEMORY LOSS:</b> Monitors, Reminders, Safety Items <b>FOOTWEAR:</b> Shoes, Orthotics, Socks, Accessories <b>HEARING &amp; VISION:</b> Hearing Aids, Reading Aids, Electronics <b>MOBILITY:</b> Stair Lifts, Lift Chairs, Platform Lifts <b>RESPIRATORY:</b> Concentrators, Nebulizers, Ventilators



# SENIOR CARE PRODUCTS™

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## Editorial, Sales & Production Office

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## PRINT ADVERTISING

### FULL COLOR GROSS RATES

	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

- Preferred position: Add 10% to display rate
- No spot coloring
- **All rates are gross**
- We reserve the right to reject contracted ads based on content

### PRINT PUBLICATION DIMENSIONS

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

### PRINT AD SIZES

	Width	x	Height
Full Page - Trim Size	10.375	x	13
Full Page - w/Bleed	10.625	x	13.25
2-Page Spread - Trim Size	20.75	x	13
2-Page Spread - w/Bleed	21	x	13.25
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

*Ads must be built to exact measurements.*

*Advertisers are encouraged to keep live material at least 0.25" from the edge of full page and two-page spread ads.*

### PRINT AD SPECS

Binding: Saddle Stitch - Line Screen: 150

### DIGITAL FILE SUBMISSION REQUIRED.

**Preferred file type:** High-Resolution PDF using X3 or Press Quality default settings.

### InDesign

- 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.

