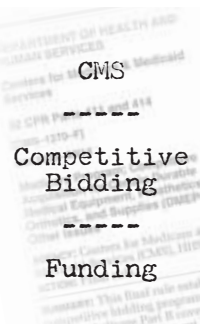


HME Business

Media Planner 2008



HME Media Group

The HME Industry Media Platform Providing End-to-End Reach of HME Professionals

Our growing portfolio includes *HME Business*, *Mobility Management* and *Respiratory Management*, hme-business.com, mobilitymgmt.com, respiratorymgmt.com, a host of e-letters and custom media options — all serving the home medical equipment market. We provide hands-on information, business strategies, news and in-depth analysis of the two largest segments of HME — mobility and respiratory. Our distribution is more than 42,000* — giving us the deepest penetration in the HME industry.

HME Business

(formerly *Home Health Products*)

HME Business covers the entire spectrum of the HME industry with in-depth news, analysis, product trends and feature stories reported from a product perspective to 18,000+[^] HME professionals. *HME Business* offers product solutions and business strategies in every product category segment designed to assist our readership in business efficiency and profitability. Trend tracking, reimbursement and legislative updates, plus national reports from individual provider locations, set *HME Business* ahead of the curve. *HME Business*' editorial coverage reaches across the entire market spectrum with informational tools to help HME businesses thrive.

Mobility Management

All things mobility and rehab: That's the focus of *Mobility Management*, the industry's only HME publication to specifically target mobility dealers, rehab technology suppliers and clinicians specializing in seating and mobility issues. *Mobility Management* drills down to comprehensively investigate the legislative, funding, technology, clinical, news, best practice and business issues impacting today's mobility/rehab providers. *Mobility Management* delivers real-world solutions straight from the most proactive industry experts to give readers the in-the-trenches information they need to grow their businesses and provide superior service to people with disabilities.

Respiratory Management

Respiratory Management serves an HME niche, with targeted coverage for HME respiratory providers and provocative, clinically focused articles for respiratory therapists. The magazine delves deep into the oxygen, sleep and asthma markets, offering expert information on need-to-know business strategies, market analysis, funding and legislative issues, and product innovations. Plus, *Respiratory Management* is an all-access pass to what respiratory providers are thinking with in-depth interviews, reader surveys and Q&A's on hot topics.



* Publisher's own data
^ June 2007 BPA statement
Top Cover Photo Courtesy of Permobil

All About HME Business

All About HME. All About Business Solutions.

Products, technology and services are at the heart of the HME industry. Effective management and operations are at the heart of a successful HME provider.

Now you have a single go-to resource that combines both...



HME Business

HME Business is:

- the only industry publication with products & services as its core competency. From news to expert-written columns to in-depth feature stories, *HME Business* reports and analyzes industry happenings from a products & services viewpoint.
- devoted to successful HME business management and operations, from how to submit viable competitive bids, to how to choose an accrediting firm or streamline a service department.
- the place to go to for new product premieres, in-depth product comparisons, and peer-to-peer accounts of recent HME purchases.
- a gathering of solutions, from management and operations software to real-world advice on creating professional partnerships, subcontracting, marketing to customers and growing an HME business.

Products | Technology | Management Solutions

HME Business

The HME Marketplace

These are challenging times for the HME industry. Although home health care represents only 4% (23 billion dollars) of Medicare spending providers and manufacturers are having to redefine their business to weather reimbursement cuts and competitive bidding that's expected to roll out nationally by 2009.*

*At the same time, a huge opportunity exists with an aging baby boomer population on the horizon—a medical population that is expected to more than double by 2040 to 86.4 million**

HME Business provides the tools today's HME professionals need to succeed in this new business climate.

*CMS, January 2007

Funding Focus: Industry experts discuss current funding issues within the top HME product categories to help providers navigate reimbursement hot spots.

Your Marketing Dollars at Work

In the last 12 months, *HME Business* subscribers took the following action as a result of reading *HME Business*:

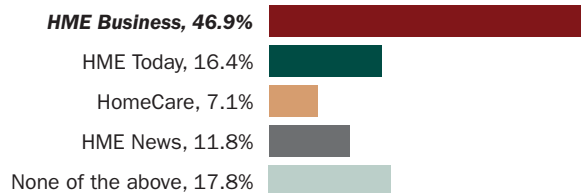
- Purchased a product that was advertised or was discussed in an article — 46.9%
- Visited an advertiser's Web site — 73.5%
- Discussed an article with coworkers or referred others to it — 64.2%
- Used the information in the magazine for business decisions — 58.3%
- Saved an entire issue or section for future reference — 47.9%
- Cut out/copied an article/advertisement — 43.1%
- Contacted an advertiser by phone — 37.9%

Buying Influencer

70% of *HME Business* subscribers said their buying decisions are influenced by *HME Business*' product sections.

Uses *HME Business* for Purchasing Decisions

HME Business is considered the most useful HME publication when making purchasing decisions on home medical equipment.



Product Premieres:

A full-page, in-depth "first look" at a product or product line making its industry debut in *HME Business*.

Internal Operations: Q&A format explores business management challenges such as the proper software, quality control, training and education, and expansion opportunities.



Peer to Peer Product Picks:

A monthly "Shop Talk" where leading providers and clinicians tell us what he/she has recently purchased and why.

Pharmacy: Written especially for independent and chain pharmacies selling HME, this column covers topics such as choosing the right HME product mix, HME training and education, and the benefits of partnering with HME providers as referral sources.

How Much Do *HME Business* Subscribers Spend on HME?

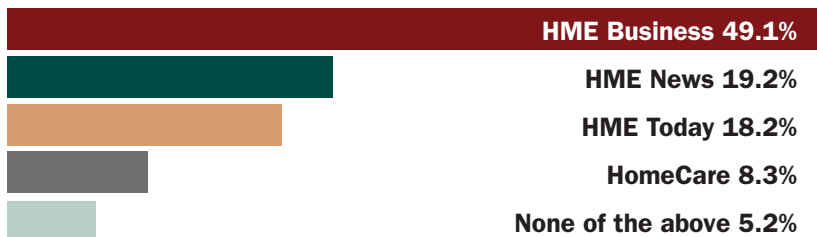
\$1,118,172.00[^]

That's how much companies that subscribe to *HME Business* spent on home medical equipment in the last 12 months.

NEWS, *HME Business* Style: Reporting current industry events, trends and research, then analyzing how they impact the HME products, services and technology that providers will be purchasing.

The Most Essential for Product Information

HME Business is considered the most essential for product information over HomeCare, HME Today and HME News.



Editors at Large: Top editors from sister publications *Mobility Management* and *Respiratory Management* share their top product picks for mobility and respiratory.

Voted Most Essential for Product Information by Volume Buyers

Subscribers from larger companies in particular consider *HME Business* the most essential for product information: well over half — **56.1%** — cited *HMEbiz* as the most essential publication for product information.

Source: Advantage Business Research, September 2006
[^]Average amount for the period ending September 2006

Pass Along

HME Business subscribers share their copy of *HME Business* with **3.29** other readers—for a total circulation of **63,033**.

2008 Editorial Calendar

Issues & Closings	Features, Special Editions & Columns	Products	Bonus Distribution & Advertiser Bonuses
January Ad Space: 12/3 Materials: 12/6	<i>Special Edition</i> First Edition – All New! HME Business (formerly Home Health Products) Pharmacy Talk	Editors at Large: Top products from <i>Mobility Management & Respiratory Management</i> Problem Solver Series: Accreditation Product Solutions: CPAP's	
February Ad Space: 1/8 Materials: 1/11	Products & Technology Oxygen 2008! Business Solutions: Cash Sales and the HME Provider Clinician Talk	Editors at Large: Top products from <i>Mobility Management & Respiratory Management</i> Problem Solver Series: Bariatrics Product Solutions: Scooters	
March Ad Space: 2/4 Materials: 2/7	Products & Technology Product Testing: Power Chairs Business Solutions: Accreditation Best Practices Pharmacy Talk	Editors at Large: Top products from <i>Mobility Management & Respiratory Management</i> Problem Solver Series: Incontinence Product Solutions: Seating and Positioning	AAHomecare Conference Washington DC (March 4-6)
Supplement Ad Space: 2/4 Materials: 2/7	Traveling With HME Auto Access, Portable Oxygen, Scooters & more		
April Ad Space: 3/5 Materials: 3/10	Products & Technology Top Seller's: CPAP's, Masks, Nasal Pillows Business Solutions: Software, getting DSO's under control, tracking inventory, internet-based Clinician Talk	Editors at Large: Top products from <i>Mobility Management & Respiratory Management</i> Problem Solver Series: Auto Access Product Solutions: Beds and Support Surfaces	
May Ad Space: 4/4 Materials: 9/4	Medtrade Spring Issue Competitive Bidding Analysis Business Solutions: At Home Sleep Testing, Is It For You? Pharmacy Talk	Editors at Large: Top products from <i>Mobility Management & Respiratory Management</i> Product Solutions: Portable Oxygen	Medtrade Spring Long Beach (May 7-9) Advertiser Bonus! Sponsorship in Pre-Medtrade e-letter
June Ad Space: 5/5 Materials: 5/8	Annual Buyer's Guide		Medtrade Fall Atlanta (Oct. 27-30) Heartland Conference Waterloo, IA (June 9-12) Advertiser Bonus! ■ 4/C Logo ■ Up to 15 Free Listings ■ Online Directory Discounts

Issues & Closings	Features, Special Editions & Columns	Products	Bonus Distribution & Advertiser Bonuses
July Ad Space: 6/5 Materials: 6/10	<i>Special Edition</i> HME Handbook: A How-To Guide... How To Deliver Bariatric Beds, Compete With Sleep Labs, Select The Right Oxygen Equipment, Make Your Client's Bathroom Safe, Choose The Correct Power Mobility... and more! Clinician Talk	Editors at Large: Top products from <i>Mobility Management & Respiratory Management</i> Product Solutions: Compression	Advertiser Bonus! Exclusive How-To Product Sponsorship Available
August Ad Space: 7/7 Materials: 7/10	Products & Technology Beds & Support Surfaces 101 Business Solutions: HME Expansion Exploration: Auto Access, Home Accessibility, Sleep and Urology Pharmacy Talk	Editors at Large: Top products from <i>Mobility Management & Respiratory Management</i> Problem Solver Series: Software Product Solutions: Incontinence	Advertiser Bonus! AD-Q Study For All 1/2 Page or Larger Advertisers
September Ad Space: 8/5 Materials: 8/8	Products & Technology Top Sellers: Diabetic Supplies Business Solutions: Under CMS Scrutiny Oxygen Rental Cap Clinician Talk	Editors at Large: Top products from <i>Mobility Management & Respiratory Management</i> Problem Solver Series: Sleep Product Solutions: Auto Access	
Supplement Ad Space: 8/5 Materials: 8/8	2009 Software Guide		Medtrade Fall Atlanta (Oct. 27-30)
October Ad Space: 9/4 Materials: 9/9	<i>Pre-Medtrade Issue</i> Products & Technology Problem Solver, Vehicle Lifts for Every Need Business Solutions: Buying Groups Pharmacy Talk	Editors at Large: Top products from <i>Mobility Management & Respiratory Management</i> Problem Solver Series: Cash Sales Product Solutions: Power Chairs	
November Ad Space: 10/2 Materials: 10/7	Medtrade Issue Reimbursement 2009 Clinician Talk	Editors at Large: Top products from <i>Mobility Management & Respiratory Management</i> Product Solutions: Bath Safety	Medtrade Fall Atlanta (Oct. 27-30) Advertiser Bonus! Sponsorship in Pre-Medtrade e-letter
December Ad Space: 10/31 Materials: 11/5	Products & Technology Methods of Oxygen Delivery Stationary, Portable, Liquid Business Solutions: The Funding Landscape: Mobility Pharmacy Talk	Editors at Large: Top products from <i>Mobility Management & Respiratory Management</i> Problem Solver Series: Diabetes Product Solutions: Asthma	AARC (date & location TBD)

To expand the power of your print advertising, integrate additional offerings from HME Business into your print campaign.

Integrated Marketing Solutions

High-Impact Print Offerings

Annual Buyer's Guide

The *HME Business* Buyer's Guide is the most comprehensive Buyer's Guide in the HME industry with trade names, a Who's Who, a Web site section and manufacturers listed alphabetically AND by category.

Bonus Trade Show Distribution

You gain further access to the HME industry in our show issues. *HME Business* offers bonus distribution at Medtrade Spring and Fall, the National Mobility Equipment Dealers Association (NMEDA), VGM's Heartland Conference and the American Association for Respiratory Care (AARC). Advertising in these issues will expand your reach to show attendees at no cost.

List Rentals

The *HME Business* subscriber mailing list is available for rental. To view our datacards, please visit www.meritdirect.com/1105. For more information, please contact: MeritDirect, Attn: Elizabeth Jackson, (847) 492-1350, ext. 18, ejackson@meritdirect.com.

Online Reader Service

No more waiting four weeks to receive leads from a printed reader service card. Our reader service is done electronically. Each month after the magazine publishes, an e-mail is sent directly to buyers offering them a chance to request advertiser information. This electronic reader service even gives buyers a chance to see your ad again on screen! Leads are sent directly to you each week.

Classifieds

Whether you are looking to recruit the best in the business or want to buy and sell products and services, *HME Business*' classifieds are designed to increase your business.

Unique Online Opportunities

eSource

HME Business' weekly e-newsletter, e-Source is sent directly to 11,000+ HME professionals. e-Source offers the latest industry news, special featurettes on product niches and a calendar of events. Exclusive sponsorships and Product Gallery are available.

HME Business Web site

www.hme-business.com

Re-mastered for 2008! The latest news, original articles, funding and legislative updates, statistical data, white papers, new products and HME Solution Centers. A variety of sponsorships and banner sizes are available to meet your marketing needs.

HME Business Online Directory

www.hme-businessdirectory.com

The *HME Business* Online Industry Directory is a leading online resource for home health care equipment purchasing decision makers. The Industry Directory is the home healthcare industry's online yellow pages, consisting of categories such as mobility, oxygen, sleep therapy, bariatrics, ADLs, bed and support surfaces and auto access.

You can secure first-page placement as a Featured Listing, which reaches 90% of the buyers specifically looking for your products. The Featured Listing includes a full color logo, ad message and Web site links.

Call your MediaBrains representative at (866) 627-2467 with any questions.

Custom Media

HME Media Group offers custom media services that weave your marketing message with credible, editorial-type content for building your company's brand loyalty and recognition as well as generating leads. We offer turnkey services that include content development, design, production and distribution. Our services include:

- Custom Print and Online Newsletters
- Microsites
- Webinars
- Custom Inserts

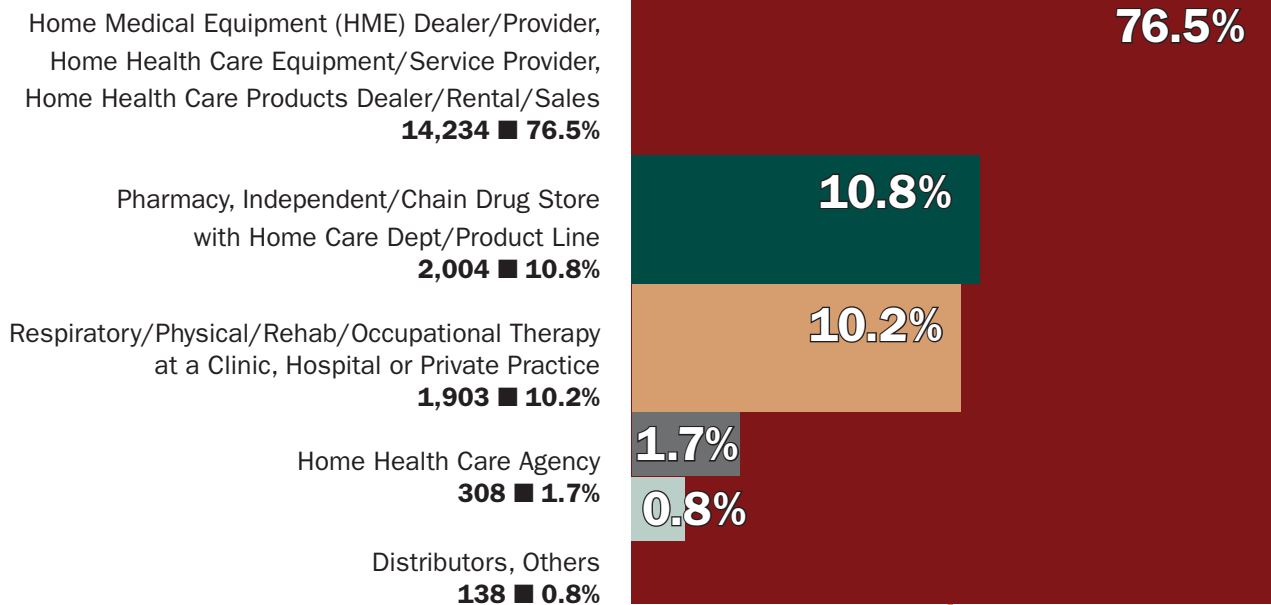
Circulation

HME Business' circulation of more than 18,500* home medical equipment professionals is the largest in the HME industry**. HME Business' circulation is audited by BPA so that we can guarantee the highest quality circulation for advertisers.

Job Functions

Company Official, Management Personnel, Home Health Director/Administrator	13,173	70.9%
Physical/Rehab/Occupational/Respiratory Therapists or Licensed Medical Professional including Pharmacists	1,679	9.0%
Sales/Marketing Professional	1,144	6.2%
Others	2,591	13.9%

Business Categories



*June 2007 BPA statement

**June 2007 BPA statement for HME News, HME Today, HomeCare

2008 Rates

Effective January 1, 2008

Display Ads	1X	3X	6X	9X	12X	24X	27X	30X
Full page	\$4,975	\$4,880	\$4,545	\$4,390	\$4,240	\$3,105	\$2,690	\$2,285
1/2 vertical	\$3,665	\$3,450	\$3,230	\$3,030	\$2,955	\$2,290	\$1,985	\$1,680
1/2 horizontal	\$3,665	\$3,450	\$3,230	\$3,030	\$2,955	\$2,290	\$1,985	\$1,680
1/2 island	\$3,665	\$3,450	\$3,230	\$3,030	\$2,955	\$2,290	\$1,985	\$1,680
1/3 page	\$2,460	\$2,295	\$2,180	\$2,085	\$2,020	\$1,540	\$1,335	\$1,130
1/4 page	\$2,055	\$1,955	\$1,850	\$1,780	\$1,705	\$1,280	\$1,115	\$940

Ad Sizes

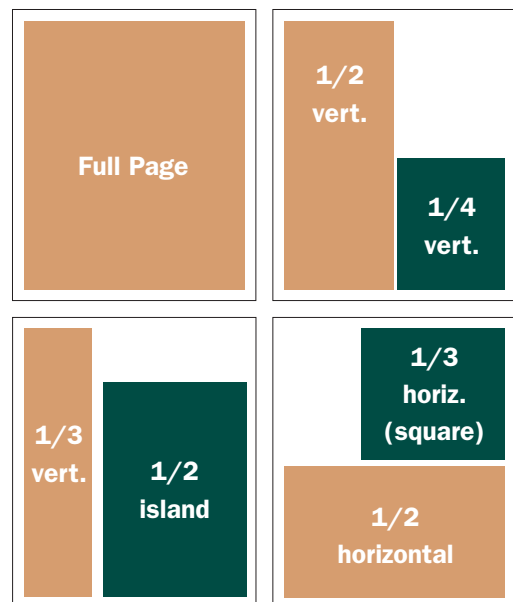
Full page Live	9 1/4" x 11 1/4"
Trim	10 1/4" x 12 1/4"
Bleed Full Page	10 1/2" x 12 1/2"
1/2 Vertical	4 5/8" x 11 1/4"
1/2 Horizontal	9 1/4" x 5 1/2"
1/2 Island	6" x 9"
1/3 Vertical	2 7/8" x 11 1/4"
1/3 Horizontal (square)	6" x 5 1/2"
1/4 Vertical	4 1/2" x 5 1/2"

Color Charges

2 color	\$505
2 color 1/3 page or less	\$405
Matched	\$750
4 color	\$1,070
4 color 1/3 page or less	\$695

Cover/Special Positions

Back Cover	15% premium
Inside Front Cover	15% premium
Inside Back Cover	10% premium



Ad sizes are to scale.

See **Digital Advertising Specifications and Terms & Conditions** for details.

Classified Ads

	1X	3X	6X	12X
1 inch	\$140	\$130	\$120	\$110
2 inch	\$260	\$235	\$225	\$210
3 inch	\$330	\$320	\$300	\$280
4 inch	\$450	\$420	\$400	\$370

Color Charges

Standard Color	\$120
Matched Color	\$150
4 Color	\$225

Hot Spots

B&W	\$650	\$625	\$600	\$575
2clr	\$750	\$725	\$700	\$675
4clr	\$895	\$875	\$850	\$825

e-letters

e-Source	
Top banner	\$225
Top button	\$250
Featured editorial button	\$200
Embedded ad	\$195
Skyscraper	\$300
Product gallery	\$195

Web Site

Small buttons	\$300
Top leaderboard (includes bottom banner)	\$600
Feature banner	\$395
New products on home page	\$200
Skyscraper	\$550
Large button	\$425

Sponsored text links	\$250
Preferred vendor	\$300
Product by category	\$250
Product by company	\$100
Solution Center sponsorship (3 month minimum)	\$1,000 per month

Custom Media

Prices available on request, contact your sales rep.

Custom Printing (i.e. BRC, Inserts, Ride-Alongs)
Please contact Publisher for pricing

The logo for HME Business, featuring the letters 'HME' in a vertical stack to the left of the word 'Business' in a large, bold, serif font.

HME Business

HME Media Group

9121 Oakdale Avenue, Suite 101

Chatsworth, CA 91311

(760) 779-5595

fax (760) 862-9096

www.hme-business.com

Advertising: Karen Cavallo, Publisher,

kcavallo@hmemediagroup.com

The logo for 1105 MEDIA, featuring a stylized '1105' icon to the left of the text '1105 MEDIA' in a bold, sans-serif font.