

HME Solutions for Respiratory Providers and Clinicians

Respiratory MANAGEMENT

*Media
Planner
2008*



COVER PHOTOS ■ COURTESY OF FERRARIS RESPIRATORY ■ TRG'S MEDTRADE BOOTH, PHOTO BY ELISHA BURY ■ COURTESY OF HANS RUDOLPH

CPAPs	cylinders
asthma	reimbursement rates
allergies	assessment
certification	air purifiers
compliance tracking	autoPAPs
pediatrics	conserving devices
Cheyne-Stokes respiration	pulse oximeters
therapies	nasal masks
emphysema	filters
funding	nebulizers
central sleep apnea	peak flow meters
caregiver support	ventilators
accreditation	COPD
bariatrics	in-home sleep testing
sleep labs	adaptive servo-ventilation
Medicare	cannulas
rentals	respiratory assist devices
titration	home-filling systems
patient advocacy	tubing
post-polio	obstructive sleep apnea
education	portable oxygen
seniors	nasal pillows
oxygen concentrators	liquid oxygen
inhalers	bi-level devices
apnea monitors	spirometry
aerosols	humidification

Exclusives

Targeted Editorial

Respiratory Management is the only provider publication in the home care industry devoted exclusively to the needs of the respiratory community. Because of our clear focus, we can cover all aspects of the respiratory market with a depth unparalleled in the HME industry.

Targeted Circulation

Respiratory Management targets HME subscribers who work at or with a company or facility that sells/rents HME respiratory products — including sleep labs — and have purchasing or specifying authority.

In-Depth Oxygen Coverage

Respiratory Management is the only HME publication that devotes provider-focused coverage to the oxygen segment — the backbone of the respiratory industry — in every issue. From reimbursement challenges, such as competitive bidding and threats to oxygen rentals, to technological advancements that foster greater ambulation, each issue offers solutions for making oxygen work for providers and respiratory therapists.

In-Depth Sleep Coverage

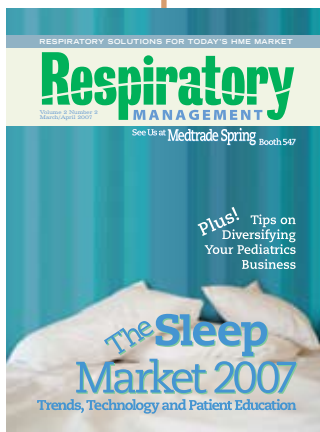
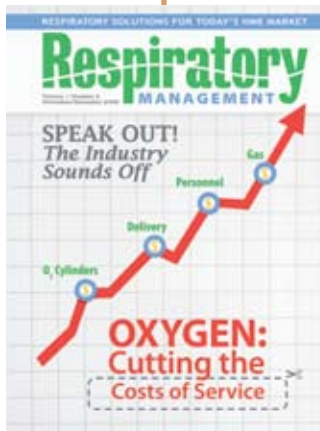
Respiratory Management is the only HME publication that offers provider-focused coverage of the rapidly growing sleep segment in every issue. Features and columns help providers and clinicians build relationships with sleep labs, explore the comorbidities of sleep and new referral sources, and understand emerging technologies.

RT Power

Respiratory Management targets respiratory therapists that interact with end-users daily. These valuable referral sources influence equipment purchases by spotting marketplace trends and integrating clinically viable oxygen, sleep and asthma technology.

On-The-Road Reporting

Respiratory Management goes where the industry goes, offering on-location reporting at major respiratory shows, including SLEEP, ATS, AARC and The MED Group's National Respiratory Network conference.



Editorial Mission

Our Editorial Mission Is Respiratory

Respiratory Management is geared toward enterprising HME respiratory providers who need expert information on day-to-day business, education and product innovations related to oxygen, sleep and asthma.

Our coverage drills deeper than other HME publications with clinical research, case studies, news and events coverage that interests patient-focused, HME-affiliated respiratory therapists.

Comprehensive Respiratory Articles

Successful respiratory providers and clinicians must stay plugged into clinical, technological and funding issues. *Respiratory Management* offers provocative articles with practical applications that inform and empower subscribers. Major topics for 2008 will include the ins and outs of in-home sleep testing; a debate on key oxygen issues; a special respiratory funding update; the role of sleep in pain management; understanding home delivery and home-filling oxygen; a new look at liquid oxygen; how to target allergies in asthma management; and maximizing sleep referral sources.

Columns & Departments

Funding Focus: Funding issues and updates with real-world advice to help respiratory providers improve business efficiencies, create healthy financial departments, work with payors and assess financial viability.

Legal Speak: Expert legal perspective on federal and state legislative news that affects how respiratory professionals do business.

Question of the Month: A monthly poll of respiratory providers and clinicians on hot industry topics, including competitive bidding, new technology, and sleep and oxygen trends.

Dealers Discuss: A Q&A with respiratory providers detailing factors that spur growth, the impact of funding changes, and advice on referral sources and business processes.

The Respiratory Factor: A page devoted exclusively to trend tracking, including vital respiratory statistics on respiratory conditions and product categories, surveys and legislative updates.

Plus!

Every issue of *Respiratory Management* includes Respiratory News with on-site coverage of respiratory-only events, and 3 New Product sections.

“Our editorial mission is to simplify the lives of respiratory providers and therapists by providing all the tools necessary to grow their businesses in one comprehensive magazine.”



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Integrated Marketing Solutions

High-Impact Print Offerings

Buyer's Guide

It's a database of the HME industry pulled together into a year-round resource. Subscribers can search for manufacturers, distributors and service providers 5 different ways: by product, alphabetically, by trade name, by URL and a Who's Who. Advertising in the annual Buyer's Guide puts your message in front of HME respiratory prospective buyers 365 days a year.

List Rentals

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

Bonus Trade Show Distribution

You gain further access to the HME industry in our show issues. *Respiratory Management* is distributed at key industry events, and advertising in these issues will expand your reach to show attendees at no cost.

Classifieds

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

Reader Service and Buying Plans Survey

Respiratory Management quickly delivers reader inquiries from your advertisements and product releases. In addition, all advertisers are eligible for "bonus leads" from our Buying Plan Survey in the product categories of their choice.

Unique Online Opportunities

e-Spire

Respiratory Management's monthly e-newsletter, e-Spire is the only e-letter devoted exclusively to HME respiratory. Hard-hitting components include legislative and funding issues, reports on the latest products, manufacturer news and industry trends, plus special sections on oxygen and sleep.

When breaking news happens, *Respiratory Management* gets the word out instantly with e-Spire Extra, a no-nonsense e-mail alert.

Sponsorship opportunities: top banner, oxygen banner, sleep banner and product gallery.

RM Medtrade Special Edition e-newsletters

Respiratory Management's special edition e-newsletters for Medtrade Spring and Medtrade Fall provide a respiratory guide for attending the shows. Pre-show e-letters offer must-see products and educational sessions. Post-show updates outline show highlights and breaking news. A variety of banner sizes are available.

RM Web Site

Coming Spring 2008!

www.respiratorymgmt.com

Original articles, case studies, news, statistical data, white papers, new products, exclusive respiratory event coverage and a respiratory solution center. A variety of banner sizes are available.

RM Online Industry Directory

www.respiratorymanagementdirectory.com

The *Respiratory Management* Online Industry Directory is a leading online resource for HME respiratory providers and clinicians. The Industry Directory is the respiratory industry's online yellow pages.

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

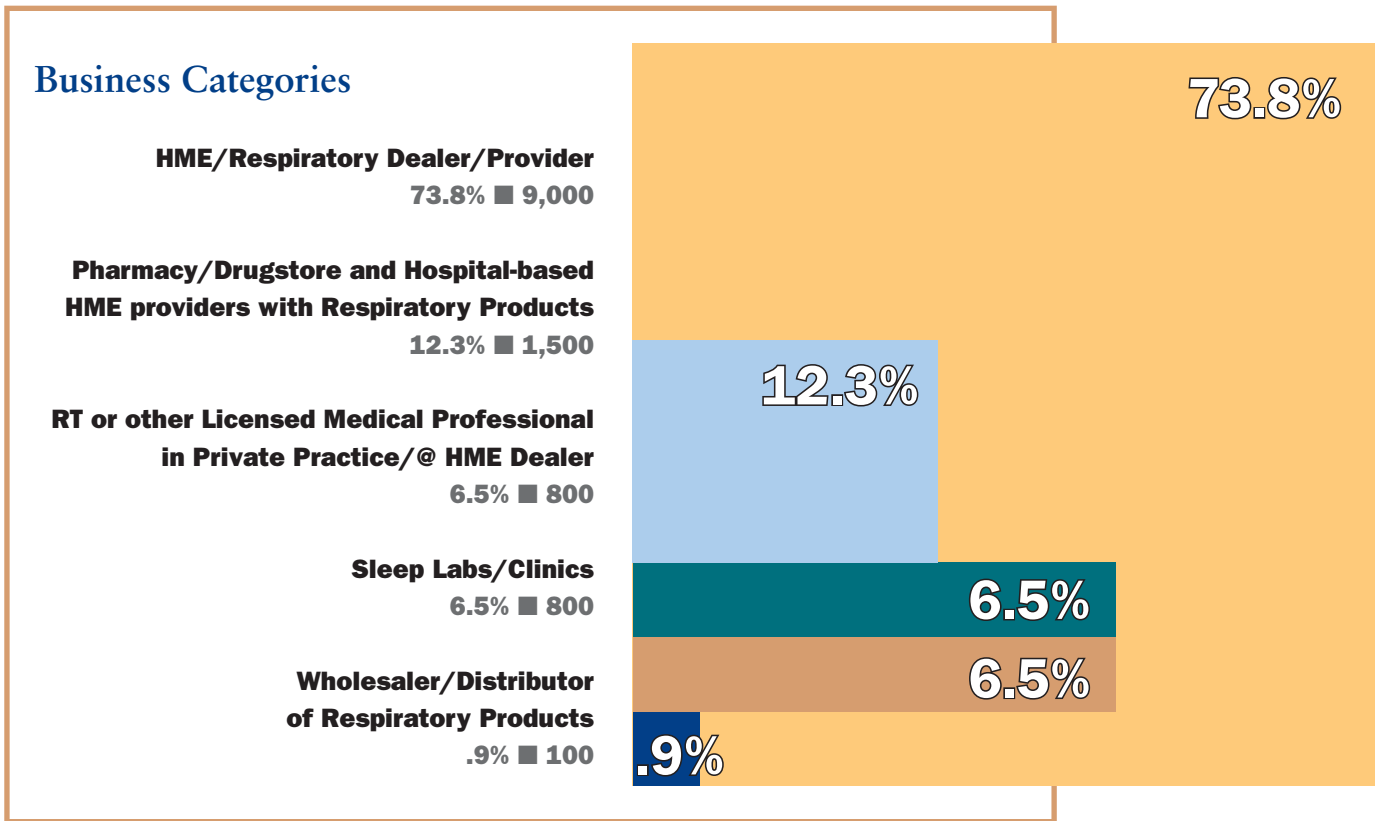
2008 Editorial Calendar

Issues & Closings	Special Themes & Features	Marketplaces	Bonus Distribution & Advertiser Bonuses
January/ February Ad Space: 12/6/07 Materials: 12/11/07	2008 New Products The most influential products and the most promising products for 2008 Plus! RM Survey Says: Providers nominate their favorite products		Advertiser Bonus! New Product Pictorial Advertiser Bonus! Exclusive Advertiser Data from RM's Provider Survey
March Ad Space: 1/24/08 Materials: 1/29/08	All About In-Home Sleep Testing The ins and outs of in-home sleep testing, working with sleep labs and reimbursement Plus! RM Survey Says: Are providers planning to implement in-home testing? Oxygen Point & Counterpoint Industry experts debate key oxygen issues	Conserving Devices Liquid, portable tank Asthma & Allergy Products Inhalers, pocket chambers, aerosols, nebulizers, air purifiers, filters	The MED Group Respiratory Conference East Coast (TBD) Advertiser Bonus! Exclusive Advertiser Data from RM's In-Home Sleep Testing Survey
April Ad Space: 2/25 Materials: 2/28	The Portability Factor With a product comparison of portable oxygen concentrators Geriatrics & Asthma Assessment and treatment	Pediatrics CPAPs, nPAPs, ventilators, nebulizers, neonatal masks, filters Respiratory Assistive Devices Compressors, ventilators, positive airway systems, bi-level machines	Advertiser Bonus! Advertisers get 3 listings in the portable oxygen concentrator product comparison
Online Ad Space: 4/9 Materials: 4/14	Respiratory Medtrade Spring e-newsletters A pre-show respiratory guide to the Medtrade Spring show and a post-show follow-up Only 6 Sponsorships Available!		
May Ad Space: 3/27 Materials: 4/1	Medtrade Spring Issue RM Survey Says: Did CMS make the grade with competitive bidding? Respiratory providers evaluate the first round Sleep & Pain Management	Medtrade Products	Medtrade Spring Long Beach, CA (May 7-9) Advertiser Bonus! Up to 3 Medtrade product listings Advertiser Bonus! Exclusive Advertiser Data from RM's Competitive Bidding Survey
June Ad Space: 4/24 Materials: 4/29	Oxygen: Home Delivery vs. Home Filling What are the benefits of each method and how can providers improve business efficiency? Children & Sleep RM Survey Says: Insight on today's respiratory therapists	Monitoring/Testing Equipment Apnea monitors, oxygen analyzers, peak flow meters, concentrator monitors, pulse oximeters, regulators Nebulizers & Accessories	Heartland Conference Waterloo, IA (June 9-12) Advertiser Bonus! Exclusive Advertiser Data from RM's Respiratory Therapist Survey

Issues & Closings	Special Themes & Features	Marketplaces	Bonus Distribution & Advertiser Bonuses
<p>July/August</p> <p>Ad Space: 6/9 Materials: 6/12</p>	<p>Product Comparison: In-the-Home Sleep Testing</p> <p>A New Look at Liquid Oxygen Cost-savings tips, advice from experts, the latest technology</p> <p>Pulmonary Rehab Role of rehab for respiratory patients</p>	<p>Concentrators Liquid, stationary and transfilling, including filters, oxygen sensing devices</p> <p>Replacement Parts Masks, tubing, vents, connectors, power and batteries, cannulas, filters</p>	<p>Advertiser Bonus! Advertisers get 3 listings in the in-home sleep testing product comparison</p>
<p>September/October</p> <p>Ad Space: 8/15 Materials: 8/20</p>	<p>Pre-Medtrade Issue</p> <p>Unmasking Sleep Apnea With a product comparison of current mask technologies</p> <p>RM Survey Says: An analysis of the oxygen market</p> <p>The Faces of Respiratory Oxygen, asthma & sleep case studies</p>	<p>Respiratory Software</p> <p>Oxygen Accessories Cylinders, carts and racks, carrying cases</p> <p>CPAPs, Bi-level Machines</p>	<p>Advertiser Bonus! Advertisers get 3 listings in the mask product comparison</p> <p>Advertiser Bonus! Exclusive Advertiser Data from RM's Oxygen Market Survey</p>
<p>Online</p> <p>Ad Space: 10/1 Materials: 10/7</p>	<p>Respiratory Medtrade Fall e-newsletters A pre-show respiratory guide to the Medtrade Fall show and a post-show follow-up Only 6 Sponsorships Available!</p>		
<p>November</p> <p>Ad Space: 9/22 Materials: 9/25</p>	<p>Medtrade Issue</p> <p>2009 Respiratory Funding Update With a review of the 36-month oxygen cap</p> <p>Sleep Market Hotspots Maximizing referral sources</p>	<p>Medtrade Exhibitors</p>	<p>Medtrade Fall Atlanta, GA (Oct. 27-30)</p> <p>Advertiser Bonus! Up to 3 Medtrade product listings</p>
<p>December</p> <p>Ad Space: 10/23 Materials: 10/28</p>	<p>2009 Buyer's Guide</p>		<p>AARC Show</p> <p>Medtrade Spring 2009</p> <p>Medtrade Fall 2009</p> <p>Advertiser Bonus! Up to 15 free listings, Free logo</p>
<p>Online</p> <p>Ad Space: 10/23 Materials: 10/28</p>	<p>RM Buyer's Guide Online Directory</p>		
<p>Ad Space: 10/29 Materials: 11/3</p>	<p>2009 Respiratory Calendar Only 12 Sponsorships Available!</p>	<p>Advertiser Bonus! All sponsors are invited to send their 2009 respiratory events and shows, educational seminars, conferences, teleconferences, in-services, continuing education classes, Webinars, technical training schools, and more to be listed throughout the calendar.</p>	

Circulation

Respiratory Management *targets buyers of respiratory products.*
Our 12,000* subscribers are presidents, owners, vice presidents,
directors, managers, respiratory therapists (RTs) and purchasing agents.



BPA Worldwide Membership Applied for August 2007

* Publisher's own data

2008 Rates

Effective January 1, 2008

Display Rates	1X	3X	6X	10X	12X
Full page	\$2,725	\$2,580	\$2,435	\$2,305	\$2,200
2/3 page	\$2,085	\$1,975	\$1,860	\$1,750	\$1,680
1/2 page Isld	\$1,895	\$1,790	\$1,710	\$1,590	\$1,535
1/2 page	\$1,770	\$1,680	\$1,590	\$1,475	\$1,395
1/3 vertical	\$1,340	\$1,265	\$1,200	\$1,120	\$1,095
1/3 square	\$1,240	\$1,175	\$1,120	\$1,060	\$1,035
1/4 page	\$1,040	\$990	\$950	\$885	\$860
1/6 page	\$745	\$705	\$665	\$635	\$620

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

Ad Sizes

Trim Size: 8" x 10 3/4" **Bleed Size:** 8 1/4" x 11"

	Live Size	Bleed Size
Full page	7 1/2" x 10 1/4"	8 1/4" x 11"
2/3 vertical	4 3/8" x 9 1/2"	5 1/8" x 11"
1/2 horizontal	6 1/2" x 4 1/2"	8 1/4" x 5 1/2"
1/2 island	4 1/4" x 6 1/2"	n/a
1/3 vertical	2 1/8" x 9 1/2"	n/a
1/3 square	4 3/8" x 4 1/4"	n/a
1/4 vertical	3 1/4" x 4 5/8"	n/a
1/6 vertical	2 1/8" x 4 1/4"	n/a

All bleed dimensions include 1/8" bleed for trim. For bleed ads, keep live copy 1/4" from trim and crop marks. CMYK, 4-color process printing only. For PMS ink color availability, contact your Sales Representative.

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

e-letters

e-Spire	Medtrade e-letter
Top banner, sleep banner, oxygen banner \$500	Top banner \$395
Product gallery \$195	Left-hand box \$595
e-Spire Extra exclusive sponsorship \$600	Large right-hand box \$750
	Buttons \$315
	New product box \$650

Color Charges

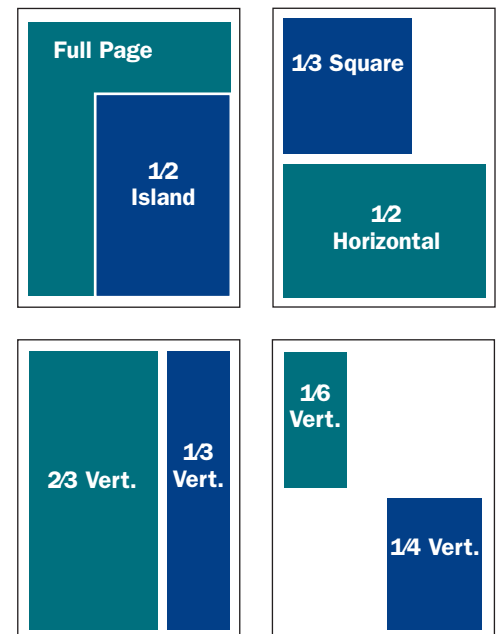
Standard	\$375
4 color	\$765

1/4 or 1/6 page Color Rates

Standard	\$200
4 color	\$395

Cover/Special Positions

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



Ad sizes are to scale.

Custom Media

Prices available on request, contact your sales rep.

HME Media Group

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

Our growing portfolio includes *HME Business*, *Mobility Management*, *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

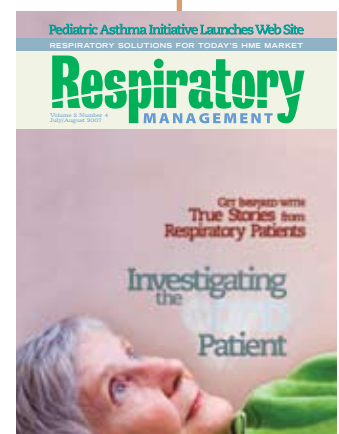
All things mobility and rehab: That's the focus of *Mobility Management*, the industry's only HME publication to specifically target mobility dealers, rehab technology suppliers and clinicians specializing in seating and mobility issues. *Mobility Management* drills down to comprehensively investigate 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





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