

Driving Today's Mobility & Rehab Markets

# **MOBILITY**

**M A N A G E M E N T**

*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

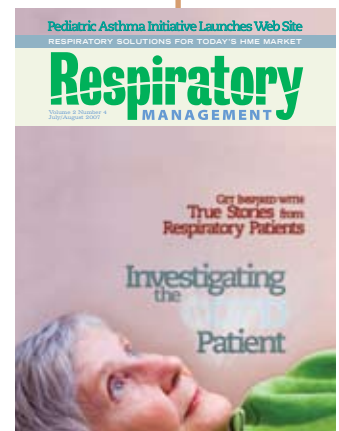
All things mobility and rehab: That's the focus of *Mobility Management*, the industry's only HME publication to specifically target mobility dealers, rehab technology suppliers and clinicians specializing in seating and mobility issues. *Mobility Management* drills down to comprehensively investigate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



# Exclusives

## Targeted Editorial

*Mobility Management* is considered “most essential” by mobility and rehab professionals\*. We are the only business-to-business publication in the HME industry devoted exclusively to the needs of mobility and rehab providers.

## Targeted Circulation

*Mobility Management* offers you a BPA-audited circulation of over 12,000\*\* qualified subscribers. We target subscribers that have purchasing or specifying authority at companies that sell, customize or repair mobility products.

## OT and PT Power

*Mobility Management* subscribers include occupational and physical therapists — valuable referral sources and recommenders of seating & mobility products. New for 2008: Clinician Connection, an expert-written column by and for OTs and PTs.

## In-Depth Coverage of the Rehab Sector

*Mobility Management* is the only HME publication to offer intensive rehab coverage, with increased focus in 2008 on hard-core clinical issues, such as early-intervention seating & mobility, multiple sclerosis and round-the-clock positioning. *MM* is the only HME publication to annually attend top rehab events such as ISS and NSM, and to publish a yearly Seating & Positioning Handbook and e-letter.

## The Rehab Center and VA Hospital Advantage

*Mobility Management* is the only mobility industry magazine reaching professionals in rehabilitation centers and VA hospitals, giving you access to volume buyers of mobility equipment.

## The Automotive Access Advantage

*Mobility Management* is the only HME magazine to provide in-depth coverage of this market segment via an annual NMEDA supplement and e-letter, cover features, eyewitness event coverage, product marketplaces and news. *MM* circulation includes NMEDA members.

## Consumer Outreach

*Mobility Management* is the only business-to-business magazine in the HME industry that publishes an annual Consumer Edition. Distributed at the two major Abilities Expos, it gives mobility equipment manufacturers a direct line to the end-user.



\*Advantage Research 2006, 2005, 2004

\*\*Source: June 2007 BPA statement

# Essential to Mobility and Rehab Professionals *for the last 3 years\**

Each year Advantage Research, a nationwide independent research company, conducts a Subscriber Profile Study of Mobility Management subscribers.

58.8% of respondents were HME dealer/provider/retailer, 27.6% Rehab Technology supplier, 3.6% Rehab Hospital/VA's and 1.9% OT/PT.

The entire survey is available upon request.

## Essential

Compared to the other HME magazines, *Mobility Management* is considered the most essential for mobility and rehab information.

**Mobility Management 46.6%**

**HME News 30.8%**

**HME Today 13.5%**

**HomeCare 9.1%**

## Advertising Goes Where Advertising Pays

*Mobility Management* is #1 in mobility marketshare<sup>^</sup>

<b>Mobility Management</b>	<b>37%</b>
<b>HME News</b>	<b>26%</b>
<b>HomeCare</b>	<b>13%</b>
<b>HME Today</b>	<b>3%</b>

## Where the Buyers Are

**\$762,092**

That's how much individual companies that subscribe to *Mobility Management* spent on mobility equipment in the last 12 months.

All data, Advantage Business Research, December 2006

\*Advantage Research 2006, 2005, 2004

<sup>^</sup>IMS, July 2007

## Readership Study

### Pass-along Readership

On average **6.4 people** in an HME/RTS organization read one copy of *Mobility Management*.

That's **77,235** potential customers of your mobility equipment.

### Bookworm

On average our subscribers spend **48.9 minutes** reading *Mobility Management*, with **36.6%** of our readers spending 1 hour +.

### Ad Dollars Well Spent

In the last 12 months, *MM* subscribers took the following actions after seeing an ad in *Mobility Management*.

<b>Purchased a product or service advertised or discussed in an article</b>	<b>42.3%</b>
<b>Visited an advertiser's Web site or used their 800 number</b>	<b>78.9%</b>
<b>Contacted an advertiser by phone</b>	<b>35.0%</b>
<b>Sent an advertiser an e-mail</b>	<b>20.5%</b>
<b>Cut out/copied an article/advertisement</b>	<b>50.5%</b>

### Year-Round Reference Source

**86.4%** of our subscribers use our Annual Buyer's Guide monthly

**12.6%** refer to it weekly

### Send Us Your New Products!

A whopping **59.2%** of our readers say that our new product sections influence their buying decisions.

# Special Marketing Opportunities

*Zeroing in on today's most critical mobility/rehab topics, these special issues are polybagged with regular issues for added impact.*

## Seating & Positioning Handbook

Rehab providers and clinicians turn to *MM*'s annual Seating & Positioning Handbook for the latest in complex assistive technology, evolving CMS funding policies, assessment advice and customized client solutions.

**Bonus distribution:** International Seating Symposium.

**New for 2008:** ISS e-newsletter, with educational recaps and eyewitness coverage of seating and positioning innovations.

## Home/Environmental Access Handbook

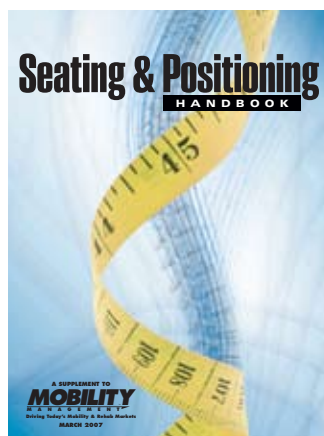
Every mobility consumer and rehab client can benefit from these product solutions, which maximize independence and safety. This Handbook — covering ADLs, bath safety and accessible tubs/showers, entryway lifts and ramps, door-opening systems, patient lifts, lift chairs and transfer equipment — helps providers expand to meet the needs of a growing customer demographic.

## NMEDA (National Mobility Equipment Dealers Association) Conference Supplement

Produced in partnership with NMEDA especially for its annual conference, this handbook targets mobility dealers via in-depth stories on adaptive automotive equipment, driver and passenger assessment, transporting passengers in wheelchairs, news and legislative updates and resources.

**Bonus distribution:** NMEDA Conference.

**New for 2008:** NMEDA show e-newsletter, with post-event highlights and new products/technologies from the exhibit hall.





## Rehab Calendar

MM's annual collection of rehab resources, including assistive technology courses, educational conferences, certification/credentialing programs, clinician events and consumer shows, plus rehab center/VA events.

**Only 12 spots available!**

## Consumer Edition

Directly reach mobility/rehab product end-users with this annual issue targeted specifically at consumers and distributed at consumer events, including the two largest Abilities Expos. Combination opportunity with MM's Consumer Microsite.

## Annual Buyer's Guide

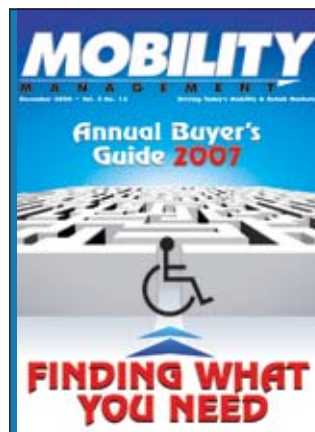
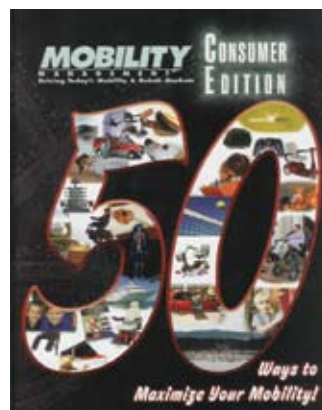
Mobility Management's Buyer's Guide is the only business-to-business directory devoted exclusively to the mobility and rehab market. It's distributed each December to 12,000\* dealers/providers, rehab technology suppliers, rehab centers/VA's, drugstores/pharmacies with mobility products, OT's, PT's and others. Advertising in the *Mobility Management* Buyer's Guide puts your message in front of these buyers year round.

In fact, 86.4% of our readers refer to the Buyer's Guide monthly and 12.6% refer to it weekly.\*\*

### Bonus!

All 1/3 page or larger advertisers in *Mobility Management's* Buyer's Guide receive these bonus features at no charge.

- Company logo in Alpha section
- Up to 15 free listings
- Bonus Distribution at Medtrade Spring and Medtrade Fall



\* June 2007 BPA statement

\*\* Advantage Research Study, December 2006

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

# Integrated Marketing Solutions

## High-Impact Print Offerings

### Bonus Trade Show Distribution

You gain further access to the mobility and rehab industry in our show issues.

*Mobility Management* offers bonus distribution at Medtrade Spring and Fall, the International Seating Symposium (ISS), the National Mobility Equipment Dealers Association (NMEDA), and U.S. Rehab's Heartland Conference. Advertising in these issues will expand your reach to show attendees at no cost.

### List Rentals

The *Mobility Management* subscriber mailing list is available for rental. To view our datacards, please visit [www.meritdirect.com/1105](http://www.meritdirect.com/1105). For more information, please contact: MeritDirect, Attn: Elizabeth Jackson, (847) 492-1350, ext. 18, [ejackson@meritdirect.com](mailto: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, *Mobility Management's* classifieds are designed to increase your business.

## Unique Online Opportunities

### eMobility

*Mobility Management's* monthly e-newsletter, eMobility, is the only e-letter devoted exclusively to the needs of mobility dealers and rehab professionals. eMobility offers the latest industry news with in-depth analysis, reimbursement and legislative updates, manufacturer news, provider events and educational opportunities. When breaking news happens, *Mobility Management* gets the word out instantly with eMobility eXtra, a no-nonsense e-mail alert.

**Marketing opportunities:** Exclusive sponsorships and Product Gallery.

### MM Special Edition e-newsletters

*Mobility Management's* special edition e-newsletters for Medtrade Spring and Medtrade Fall, ISS and NMEDA provide a mobility/rehab guide for attending the shows. Pre-show e-letters offer must-see products and educational sessions, plus tips for navigating the show floor and the host city. Post-show updates outline event highlights and breaking news. A variety of banner sizes is available.

### MM Web site

[www.mobilitymgmt.com](http://www.mobilitymgmt.com)

Features original articles, funding and legislative updates, case studies, news, statistical data, white papers, product comparison charts, new products, and exclusive mobility/rehab event coverage and mobility solution centers. A variety of sponsorships and banner sizes is available.

### MM Online Industry Directory

[www.mobilitymanagementdirectory.com](http://www.mobilitymanagementdirectory.com)

The *Mobility Management* Online Industry Directory is a leading online resource for HME mobility dealers and rehabilitation professionals. The Industry Directory is the mobility industry's online yellow pages.

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

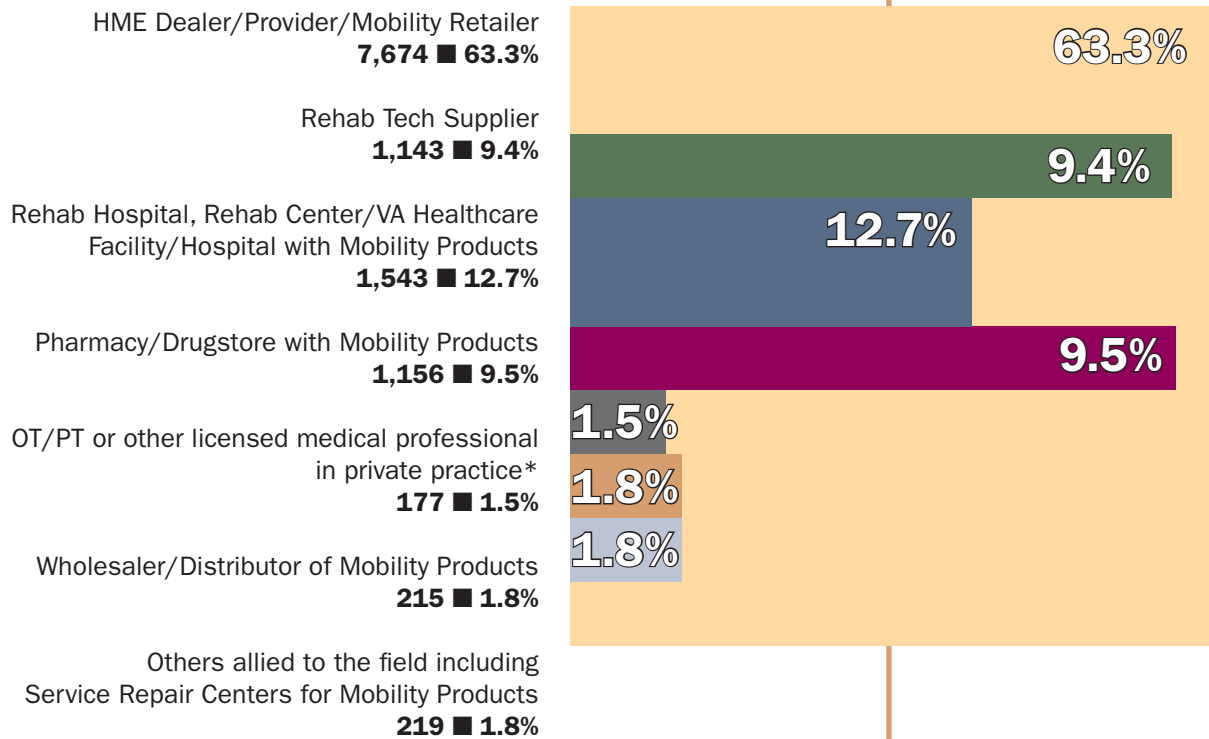
HME Media Group offers custom media services that weave your marketing message with credible, editorial-type content for building your company's brand loyalty and recognition as well as generating leads. We offer turnkey services that include content development, design, production and distribution.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

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



# Circulation\*

## Business Categories



## Job Titles

President/Owner	4,890	40.3%
Rehab Specialist, RTS, CRTS, ATS, ATP, OT/PT or other licensed medical professional	2,207	18.2%
Vice President/Director/Executive/Manager	2,595	21.4%
Purchasing Agents and others	1,054	8.7%
Director/Manager of Sales/Marketing	1,381	11.4%

OT/PT or other licensed medical professional 1,008 or 8.3%\*\*

Rehab Specialist, RTS, CRTS, ATS, ATP 1,119 or 9.9%\*\*

\*Source: June 2007 BPA statement

\*\*Publisher's own data based on May 2007 qualification sources



# 2008 Rates

Effective January 1, 2008

Display Rates	1X	3X	6X	8X	12X
Full page	\$2,805	\$2,655	\$2,510	\$2,380	\$2,270
2/3 page	\$2,155	\$2,030	\$1,915	\$1,800	\$1,735
1/2 page lstd	\$1,955	\$1,850	\$1,765	\$1,640	\$1,580
1/2 page	\$1,825	\$1,735	\$1,640	\$1,525	\$1,440
1/3 vertical	\$1,380	\$1,300	\$1,235	\$1,150	\$1,130
1/3 square	\$1,280	\$1,215	\$1,150	\$1,090	\$1,065
1/4 page	\$1,055	\$1,005	\$960	\$895	\$870
1/6 page	\$765	\$730	\$685	\$655	\$640

## 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.

## Color Charges

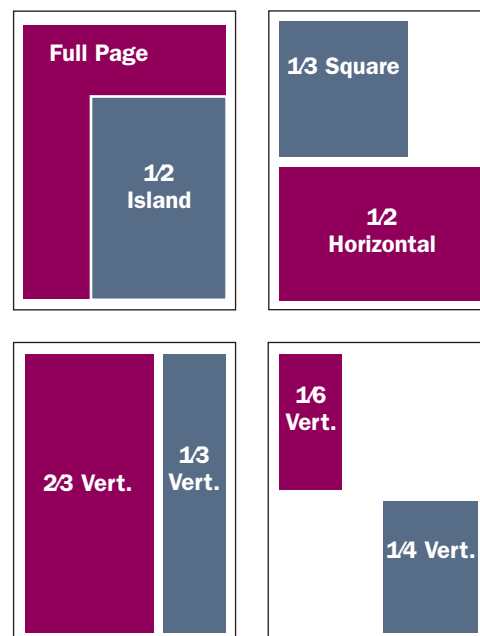
Standard	\$385
4 color	\$790

## 1/4 or 1/6 page Color Rates

Standard	\$205
4 color	\$405

## Cover/Special Positions

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



Ad sizes are to scale.

## e-letters

eMobility	Medtrade e-letter
Top banner \$600	Top banner \$395
Middle banner \$600	Left-hand box \$595
Product gallery \$225	Large right-hand box \$750
eMobility eXtra exclusive	Buttons \$315
Sponsorship \$600	New product box \$650

## Consumer Edition

Full page, 4 color	\$1,725
Half page, 4 color	\$1,140
Half page, black & white	\$800

## Custom Media

Prices available on request, contact your sales rep.

## Web Site

Small buttons \$300	Sponsored text links \$250
Top leaderboard (includes bottom banner) \$600	Preferred vendor \$300
Feature banner \$395	Product by category \$250
New products	Product by company \$100
on home page \$200	Solution Center
Skyscraper \$550	Sponsorship (3 month minimum)
Large button \$425	\$1,000 per month

# 2008 Editorial Calendar

Issues & Closings	Special Themes, Features & Supplements	Marketplaces & Resource Guides	Bonus Distribution
<b>January</b> Ad Space: 11/26/07 Materials: 11/29/07	<b>Great Solutions:</b> 2008 Mobility/Rehab New Product Pictorial		All advertisers in this issue will be included in the 2008 Product Pictorial.
Ad Space: 2/15/08 Materials: 2/20/08	<b>NMEDA e-newsletter</b>		<b>Online Offering</b>
<b>February</b> Ad Space: 12/28/07 Materials: 1/4/08	<b>Scooter Comparo</b>  <b>Let's Move:</b> Manual Chairs & Propulsion Technology	<b>Lift &amp; Transfer</b> Lift chairs, patient/vehicle/outdoor ramps & lifts, transfer equipment  <b>Bath Safety</b> Grab bars, safety rails, lifts, transfer benches/boards, shower/tub boards, seats & commodes	<b>NMEDA Conference</b> Phoenix, AZ (Feb. 20-23)
Ad Space: 1/4 Materials: 1/9	<b>NMEDA Supplement</b>		
Ad Space: 3/2 Materials: 3/10	<b>ISS e-newsletter</b>		<b>Online Offering</b>
<b>March</b> Ad Space: 1/28 Materials: 1/31	<b>Power Chair Update:</b> Funding, New Policies & Competitive Bidding  <b>Rentals As Retail Sales:</b> Vans, Scooters, Power Chairs	<i>Special Resource Guide</i> <b>Educational Services/Training</b> Buying groups, consultants [accreditation, funding, compliance, legal], repair/service, certification, industry/professional organizations	<b>International Seating Symposium</b> Vancouver (March 8-10) <b>AAHomecare Conference</b> Washington DC (March 4-6)
Ad Space: 2/1 Materials: 2/6	<b>Seating &amp; Positioning Supplement</b>		
Ad Space: 2/29 Materials: 3/5	<b>Consumer Edition</b>		<b>Abilities Expos</b> New York Metro: March 28-30 Southern California: May 30-June 1
<b>April</b> Ad Space: 2/27 Materials: 3/3	<b>Cushion Comparo</b>  <b>Pediatrics:</b> The Importance of Early Intervention	<b>Urological Supplies</b>  <b>Standing &amp; Walking Aids</b> Standers, standing chairs, canes, walkers, rollators, gait trainers, crutches, lift chairs	<b>National Seating &amp; Mobility Symposium</b> Scottsdale, AZ (April 30-May 4)
Ad Space: 4/9 Materials: 4/14	<b>Medtrade Spring e-newsletter</b>		<b>Online Offering</b>
<b>May</b> Ad Space: 3/31 Materials: 4/3	<b>Medtrade Spring Issue</b>  <b>Multiple Sclerosis:</b> Customizing Solutions for the Entire Spectrum of Symptoms  <b>Promoting Compliance:</b> PTs, OTs, Suppliers & Clients	<b>Scooters &amp; Accessories</b> Scooters, baskets, canopies, tires, wheels, mirrors, scooter ramps, lifts  <b>Mobility Hard Parts</b> Tires, wheels, batteries & chargers, handgrips/headrests, leg extenders, footplates, armrests	<b>Medtrade Spring</b> Long Beach, CA (May 7-8)

# 2008 Editorial Calendar

Issues & Closings	Special Themes, Features & Supplements	Marketplaces & Resource Guides	Bonus Distribution
<b>June</b> Ad Space: 4/28 Materials: 5/1	<b>Power Chair Comparo</b>  <b>Your Guide to Entering the Home/ Environmental Accessibility Market</b>	<b>Seating</b> Seating systems, cushions, wedges, bases, pressure mapping, car seats  <b>Bariatrics</b>	<b>Heartland Conference</b> Waterloo, IA (June 11-14)
<b>July</b> Ad Space: 5/29 Materials: 6/3	<b>2008 Auto Access</b>  <b>Power Chair Special:</b> One-of-a-Kind Power Chair and Seating & Positioning Case Studies	<b>Software Resource Guide</b> Inventory, HR/business operations, service/repair, documentation, funding, database, accreditation, HIPAA-related  <b>Power Chairs</b> Consumer, rehab, standing, power-assist devices	
<b>August</b> Ad Space: 6/27 Materials: 7/2	<b>Seating Clinic 105</b>  <b>Scooters:</b> Clinical & Lifestyle Benefits for Seniors	<b>Auto Access</b> Vans/minivans, vehicle lifts, ramps, driving controls, auto conversions, docking systems  <b>Manual Chairs</b>	
<b>September</b> Ad Space: 7/29 Materials: 8/1	<b>Cash Sales Buyer's Guide:</b> Auto Access, Scooters, Bath Safety & ADLs  <b>Selling Urology:</b> How & Why to Add It to Your Business Plan	<b>Senior Mobility</b> Consumer power chairs, scooters, standing & walking aids, bath safety, home accessibility, ADLs  <b>Positioning</b> Rests, tilt/recline, standing chairs, elevating seats, harnesses, belts, abductors, adductors	
<b>October</b> Ad Space: 8/28 Materials: 9/3	<b>Pre-Medtrade Issue</b>  <b>Positioning 24/7:</b> Support Surfaces/ Mattresses, Cushions, Pressure Mapping & Positioning Products  <b>Bariatrics:</b> All Clients Are Not Created Equal	<b>Home Accessibility</b> Ramps, ADLs, lift chairs, elevators, door openers  <b>Pediatrics</b> Chairs, walkers, strollers, standing/walking aids, seating & positioning	<b>Medtrade Fall</b> Atlanta, GA (Oct. 28-30)
Ad Space: 9/4 Materials: 9/9	<b>Home Accessibility Supplement</b>		<b>Medtrade Fall</b> Atlanta, GA (Oct. 28-30) <b>ISS 2009</b> , Orlando
Ad Space: 10/1 Materials: 10/7	<b>Medtrade Fall e-newsletter</b>		<b>Online Offering</b>
<b>November</b> Ad Space: 9/29 Materials: 10/2	<b>Medtrade Fall Issue</b> <b>Reimbursement 2009, including Competitive Bidding: Where We Go from Here</b>	<b>Medtrade Exhibitors</b>	<b>Medtrade Fall</b> Atlanta, GA (Oct. 28-30)
<b>December</b> Ad Space: 11/3 Materials: 11/6	<b>2009 Buyer's Guide</b>		All 2009 Mobility/Rehab Trade Shows
	<b>Online Buyer's Guide</b>		<b>Online Offering</b>
Ad Space: 10/29 Materials: 11/3	<b>2009 Rehab Calendar</b>	<i>Only 12 Spots Available!</i>	Rehab calendar is polybagged with 2009 Buyer's Guide



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