



Media Planner

HME Media
Group
HOME MEDICAL EQUIPMENT

HME **Business**

MOBILITY
MANAGEMENT

Respiratory
MANAGEMENT

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

HME Media Group

HOME MEDICAL EQUIPMENT

Our multi-media portfolio includes *HME Business*, *Mobility Management*, *Respiratory Management*, *e-Source*, *e-Mobility* and *e-Spire*—all available to maximize your exposure with a total delivery of more than 80,000[^]. In addition, we offer hme-business.com, mobilitymgmt.com, respiratorymgmt.com and custom media options—all serving the home medical equipment market. We provide hands-on information, business strategies, news and in-depth analysis for the general HME market and targeted impact to the two largest segments of HME—mobility and respiratory.

Only the HME Media Group can provide you with such a broad array of marketing opportunities for this vital industry. With the HME Media Group your marketing message will get the deepest penetration in the HME industry.



[^]Publisher's own data

HME Media Group

HME Business

HME Business covers the entire spectrum of the HME industry with in-depth news, analysis, trends and feature stories reported from a business management and product perspective to 17,311* HME professionals. HME Business offers a unique combination of business strategies and coverage of every product 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 readers 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 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 the respiratory niche, with targeted coverage for HME respiratory providers and provocative clinically focused articles for homecare 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.



* June 2008 BPA statement

The *HME Business* Reader



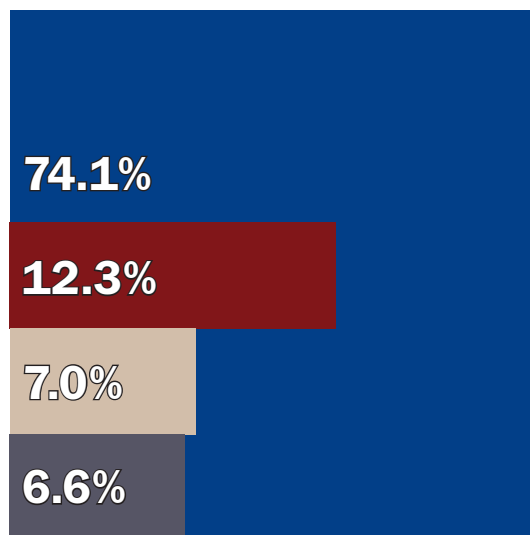
The *HME Business* subscriber is a titled decision-maker*

74.1%—Company official/Management Personnel/Director/Administrator

12.3%—Physical/Rehab/Occupational/Respiratory Therapist, Licensed Medical Professional

7.0%—Sales/Marketing Professional

6.6%—Other



What *HME Business* Readers Plan to Purchase in 2009

- Beds/Mattresses/Support Surfaces/Cushions
- Bath Safety
- Oxygen Equipment
- Wheelchairs and Scooters
- Sleep Therapy
- Bariatrics
- Aids to Daily Living
- Seating & Positioning
- Incontinence Products
- Compression Products
- Wound Care

Where the Buyers Are

\$2,083,441.44

That's how much the average *HME Business* organization spent on home medical equipment in the last 12 months.

How Large?

The average *HME Business* organization employs **27.7** healthcare professionals and has **13.2** dealerships or branches.

Your Marketing Dollars At Work

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

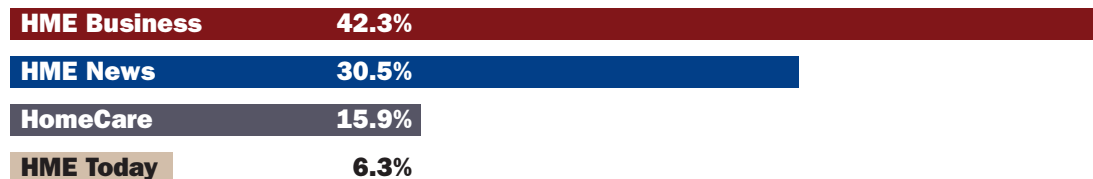
Bought products or services advertised or read about in an article	41.0%
Visited an advertiser's Web site, send an e-mail or called their 800 number	61.1%
Discussed an ad/article with someone else in the organization	77.4%
Requested additional information from a company, sales rep or distributor	33.1%
Referred an ad/article to someone else in the company by passing along a tearsheet, photocopy or actual issue	61.1%

HME Business

*June 2008 BPA statement
Sources: Harvey Research, Inc. Online Ad Q Study, August 2008
Harvey Research, Inc. iSubscriber Study, September 2008

Most Valuable to HME professionals

HME Business is considered the most valuable for helping to operate an HME company.



Attention-Getter

45% of *HME Business* readers say a description of products' features and benefits gets their attention best when reading an industry publication.

Pass-Along

HME Business subscribers share their copy of *HME Business* with **3.7** other readers—for a total circulation of **64,128**.

Actions Taken Online

During the last 12 months, *HME Business* readers took the following actions as a result of advertising/sponsorships seen on hme-business.com or e-Source:



Top reasons our subscribers read *HME Business*

- Stay up to date on industry news
- Learn about new products
- Understand important industry trends
- Learn about what other providers are doing
- Get opinions/insights from industry experts

The Preferred Buyer's Guide

Compared to other HME Buyer's Guides, *HME Business* is turned to most often.



2009 Editorial Calendar

Issues and Closings	Features/Special Themes and Editions	Products	Bonus Distribution and Advertiser Bonuses
January Ad Space: 12/3 Materials: 12/9	2009 PREVIEW 10 Technologies to Watch 10 Key Business Opportunities Accreditation, Now or Never Plus! The latest regulatory developments	Problem Solver: Bath Safety Product Solutions: Beds & Support Surfaces	
February Ad Space: 1/5 Materials: 1/9	OXYGEN ISSUE Delivery management systems and route optimization 2009 Oxygen Market Update	Problem Solver: Incontinence Product Solutions: Software	
March Ad Space: 2/2 Materials: 2/6	MEDTRADE SPRING ISSUE HME Marketing Fundamentals Mobility and Children: latest developments key concerns	Problem Solver: Seating & Positioning Product Solutions: Auto Access	Advertiser Bonus! Product Sponsorship in Pre-Medtrade e-letter Medtrade Spring Las Vegas, NV (March 24-26) AAHomecare TBD
April Ad Space: 3/5 Materials: 3/11	HME Software: Inventory Control Advances—technology and technique State of the Sleep Market Cash Sales Series Cash Sales Special Edition including Scooters, Auto and Home Access, Bath Safety, Portable Oxygen, Compression, Incontinence, ADLs	Problem Solver: Bariatrics Product Solutions: CPAPs	
May Ad Space: 4/6 Materials: 4/10	ANNUAL BUYER'S GUIDE ISSUE		Advertiser Bonus! 4 color logo, up to 10 free listings
June Ad Space: 4/28 Materials: 5/4	Beds & Support Surfaces/Wound Care 101 including bariatrics Cash Sales Series When Are the Boomers Coming? What to expect and how to prepare Plus! Boomers Top Cash Sales Categories: Scooters, Home Access, Portable Oxygen, Auto Access, Bath Safety	Problem Solver: Compression Product Solutions: Incontinence	Heartland Conference Waterloo, IA (June 8-11)

Issues and Closings	Features/Special Themes and Editions	Products	Bonus Distribution and Advertiser Bonuses
July Ad Space: 6/4 Materials: 6/10	Special Edition: HME Handbook “How-To Guide” Everything from accreditation to software; how to select, prepare and chose the right HME products and services		Advertiser Bonus! Exclusive How-To Product Sponsorships
August Ad Space: 7/6 Materials: 7/10	Leveraging Software to Improve Billing Diabetes and Wound Care: Key considerations and what expertise is needed	Problem Solver: Beds & Support Surfaces Product Solutions: Oxygen	Advertiser Bonus! Ad Q Study for 1/3 page and larger advertisers
September Ad Space: 8/5 Materials: 8/11	Accreditation: The deadline has arrived—now what? Power Mobility Update: Latest developments Software Special Edition	Problem Solver: Diabetes Product Solution: ADLs	Advertiser Bonus! Exclusive Software Research for Software advertisers
October Ad Space: 9/3 Materials: 9/8	MEDTRADE ISSUE Funding 2010: Including how to keep up with Medicare, documentation and could you survive an audit? Fundamentals of Bath Safety Cash Sales Series Best Cash Sales Practices	Problem Solver: Home Access Product Solutions: Manual Chairs	Advertiser Bonus! Product Sponsorship in Pre-Medtrade e-letter Medtrade Fall Atlanta, GA (October 13-15)
November Ad Space: 10/5 Materials: 10/9	Online Sales: What's right and what's wrong? What works and what doesn't? What's the short- and long-term impact for the industry? Buying and Selling HME Provider Businesses: What's involved?	Problem Solver: Software Product Solutions: Scoters	
December Ad Space: 11/2 Materials: 11/6	Oxygen 2010: Access for All HME Salary Survey	Providers Picks! Best of Medtrade Products Problem Solver: Oxygen Product Solutions: Power Chairs	AARC (TBD)

Online Solutions

70% of B2B decision makers rank industry-specific web sites and electronic newsletters as the top two digital resources they rely on at their jobs.*

*Forrester Consulting
Survey for American
Business Media, 2007

HME Business offers a full range of online products with a broad selection of advertising options designed to give you daily access to an active purchasing audience, a powerful branding tool and lead generation.

hme-business.com

Launched in conjunction with *HME Business* magazine, hme-business.com provides an equally compelling collection of industry content including breaking news, original content, RSS feeds, people in HME, provider polls, product premiers, solution centers, an industry directory, searchable product databases, archived magazine articles, white papers and a calendar of events.

e-Source

hme-business.com's companion weekly e-newsletter service, e-Source, delivers key news developments to readers, along with a mix of product news, links to provider polls and feature-length stories.

Special Medtrade Edition e-letters

HMEB offers special edition product-focused e-letters for Medtrade Spring and Fall. Pre-show e-letters are designed to draw traffic to your booth while the post-show offers a post show marketing opportunity.

Monthly Rates & Sponsorships

Effective January 2009

www.hme-business.com

Top Leaderboard (728 x 90)	\$550
Left navigation button (120 x 60)	\$225
Banner (468 x 60)	\$425
Skyscraper (160 x 600)	\$450
Right large button (160 x 120)	\$375
Sponsored text links	\$150
New products	\$195
Product by category sponsorships	\$225
Preferred Vendor	\$275

Microsites

Solution Centers	
Exclusive Sponsorship	\$500

e-Source weekly e-letter

Leaderboard (700 x 90)	\$650
Top banner (468 x 60)	\$275
Skyscraper (120 x 350)	\$350
Top button (160 x 120)	\$275
Featured Editorial Banner (468 x 60)	\$225
with embedded ad (336 x 280)	
additional	\$195
New Product Gallery	\$225

Above rates are net

Business Categories

Home Medical Equipment (HME) Dealer/Provider,
Home Health Care Equipment/Service Provider,
Home Health Care Products Dealer/Rental/Sales,
Hospital Based HME Dealer/Provider
14,376 ■ 83.0%

Home Care Dept/Product Line at a
Pharmacy, Independent/Chain Drug Store
2,021 ■ 11.7%

Rehab Clinic/Hospital/Private Practice for
Respiratory/Physical/Occupational Therapy
709 ■ 4.1%

Distributors, Others
205 ■ 1.2%

83.0%

11.7%

4.1%

1.2%

Job Functions

Company Official, Management Personnel, Home Health Director/Administrator	12,830	74.1%
Physical/Rehab/Occupational/Respiratory Therapists or Licensed Medical Professional including Pharmacists	2,127	12.3%
Sales/Marketing Professional	1,209	7.0%
Others	1,145	6.6%

2009 Print Rates

Effective January 1, 2009

HME Business

Display Ads

	1X	3X	6X	9X	12X	24X	27X	30X
Full Page	\$5,275	\$5,175	\$4,820	\$4,655	\$4,495	\$3,290	\$2,850	\$2,420
1/2 Vertical	\$3,885	\$3,655	\$3,425	\$3,210	\$3,130	\$2,425	\$2,105	\$1,780
1/2 Horizontal	\$3,885	\$3,655	\$3,425	\$3,210	\$3,130	\$2,425	\$2,105	\$1,780
1/2 Island	\$3,885	\$3,655	\$3,425	\$3,210	\$3,130	\$2,425	\$2,105	\$1,780
1/3 Page	\$2,610	\$2,435	\$2,310	\$2,210	\$2,140	\$1,630	\$1,415	\$1,200
1/4 Page	\$2,180	\$2,070	\$1,960	\$1,885	\$1,805	\$1,355	\$1,180	\$995

Color Charges

Standard	\$555
4 color	\$1,135

1/3 page or less

Standard	\$445
4 color	\$735

Cover/Special Positions

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

Classified Ads

	1X	3X	6X	12X
One inch 2 1/8" x 1"	\$148	\$138	\$127	\$117
Two inch 2 1/8" x 2"	\$276	\$249	\$239	\$223
Three inch 2 1/8" x 3"	\$350	\$339	\$318	\$297
Four inch 2 1/8" x 4"	\$477	\$445	\$424	\$392

Color Charges

Standard	\$125
Matched	\$160
4 color	\$240

Hot Spots 3 1/4" x 3"

B&W	\$689	\$665	\$635	\$610
2clr	\$795	\$770	\$740	\$715
4clr	\$950	\$930	\$900	\$875

Custom Printing

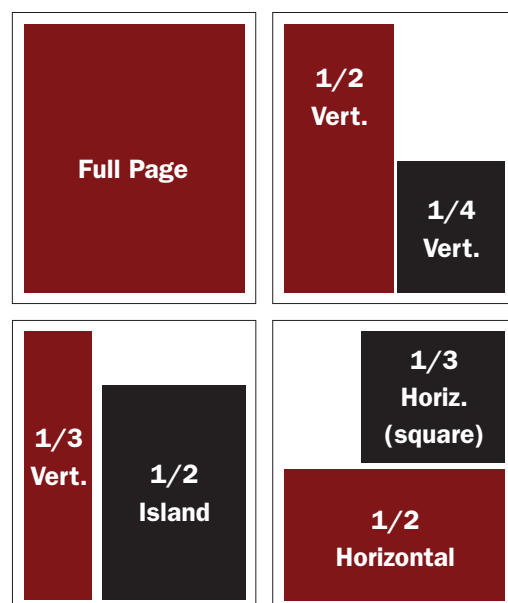
(i.e. BRC, Inserts, Ride-Alongs)

Please contact Publisher for pricing

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"



Ad sizes are to scale.

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.

MOBILITY MANAGEMENT

Targeted Editorial

Mobility Management is considered the most “essential” for mobility and rehab information by mobility and rehab professionals. We are the only business-to-business publication, Web site and e-letter devoted exclusively to the needs of mobility providers and rehab technology suppliers.*

Targeted Circulation

Mobility Management offers you a BPA-audited circulation of over 12,062** qualified subscribers. We target subscribers who have purchasing or specifying authority at companies that sell, customize or repair mobility products.

The Rehab Center and VA Hospital Advantage

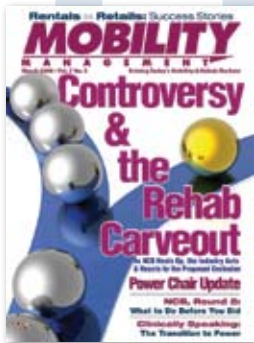
Mobility Management is the only mobility industry magazine reaching professionals in rehabilitation centers and VA hospitals, giving you access to volume buyers of mobility equipment.

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.

OT and PT Power

Mobility Management subscribers include occupational and physical therapists—valuable referral sources who recommend seating & mobility products. *MM*’s Clinically Speaking column is written by clinicians to specifically address this niche’s issues and concerns.



In-Depth Coverage of the Rehab Sector

Mobility Management is the only HME industry magazine, Web site and e-letter to regularly offer intensive coverage on hard-core rehab and clinical issues, such as round-the-clock positioning, customized seating systems and early-intervention mobility. *MM* is the only HME publication to attend top rehab events, such as ISS and NSM, and to publish yearly Seating & Positioning and SCI Handbooks.

Automotive & Home Access Advantage

Mobility Management offers the only in-depth coverage of the auto access and home accessibility market segments via an annual NMEDA supplement, cover features, special solution centers on our Web site, event coverage, and new products in print and online. *MM* circulation includes NMEDA members.

*iiON Advantage 2008, 2006, 2005, 2004

** Source: June 2008 BPA statement

Essential

Each year since 2004, iiON Advantage Inc., a nationwide independent research company, conducts a Subscriber Profile Study of Mobility Management subscribers.

62.4% were HME dealer/provider/retailer. 21% rehab technology supplier, 7.2% rehab hospital/rehab center, VA hospital/hospitals selling HME, 8.3% pharmacy/drugstore with mobility products, 1.2% other incl service/repair centers for mobility products.

The entire survey is available upon request.

Essential to Mobility/Rehab Professionals

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

Mobility Management 59.3%

HME News 21.4%

HomeCare 12.3%

HME Today 7.0%



Advertising Goes Where Advertising Pays

Mobility Management is #1 in mobility marketshare[^]

Mobility Management 43%

HME News 25%

HomeCare 10%

HME Today 3%

Where the Buyers Are

\$1,185,496

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

Most Useful

Considered most useful when making purchasing decisions on mobility equipment

Mobility Management 54.7

HME News 20.1

HomeCare 15.0

HME Today 10.2



All data, iiON Advantage Inc., March 2008
[^]IMS, June 2008

Pass-along Readership

On average **6.81 people** in an HME/RTS organization read one copy of *Mobility Management*.

That's **82,142** potential customers of your mobility equipment.

Bookworm

On average our subscribers spend **49.73 minutes** reading *Mobility Management*, with **39.1%** of our readers spending 1 hour +.

Preferred

Compared to the other HME Buyer's Guides, *Mobility Management* is turned to most often for mobility and rehab products.

Mobility Management 65.9%

HomeCare 18.7%

HME Today 15.4%

Annual Buyer's Guide

79.2%

of our subscribers

use our Annual

Buyer's Guide monthly

•

20.2%

refer to it weekly

Ad Dollars Well Spent

In the last 12 months, *MM* subscribers took the following actions as a result of reading *Mobility Management*.

Discussed an article with coworkers or referred others to it	74.8%
Purchased a product or service advertised or discussed in an article	40.6%
Visited an advertiser's Web site	70.9%
Contacted an advertiser by phone or sent an e-mail	35.5%
Saved an entire issue or section for future reference	63.3%
Cut out/copied an article/advertisement	41.1%

2009 Editorial Calendar

Issues and Closings	Special Themes, Features and Supplements	Marketplaces and Resource Guide	Bonus Distribution and Added Value
January Ad Space: 11/26 Materials: 12/3	Special Issue: Hot New Products for 2009 Mobility/rehab product pictorial		Advertiser Bonus! Advertisers will be included in the new product pictorial.
February Ad Space: 12/23 Materials: 12/29	Power Chairs Put to the Test The hows & whys of power chair safety & performance testing. Scooter Comparo Our 2009 comparison of POVs.	Lift & Transfer Lift chairs, patient/vehicle/outdoor ramps & lifts, transfer equipment Bath Safety Grab bars, safety rails, bath lifts, transfer benches/boards, commodes	
NMEDA Supplement Ad Space: 12/22 Materials: 12/29	A Team Approach to WC-19 Creating safe environments for wheelchairs used as seating. Forecasting Auto Access Success for 2009	Marketplace: Adaptive Automotive Products, Services & Technologies	NMEDA Conference Daytona Beach, Fla. (Feb. 4-6)
March Ad Space: 1/28 Materials: 2/3	Case Studies: Funding How-Tos How to build winning strategies for funding for rehab power chairs and seating & positioning. Beds, Support Surfaces & Sleep Answering nighttime positioning needs for rehab clients.	Resources, Education & Training Buying groups, consultants (accreditation, funding, compliance), repair/service Standing & Walking Aids Standing wheelchairs, canes, walkers, rollators, gait trainers, lift chairs	AAHomecare (TBD)
Seating & Positioning Ad Space: 1/26 Materials: 2/3	2009 Rehab Readers' Survey <i>MM</i> readers speak out on what seating & mobility products & technology they'll buy in '09. Manual Chairs: What's Next? Policy and funding updates for manual chairs, accessories & related systems.	Marketplace: Seating & Positioning Products, Services & Technologies	International Seating Symposium Orlando, Fla. (March 12-14) Advertiser Bonus! Exclusive advertiser research from <i>MM</i> 's Rehab Survey
April Ad Space: 2/25 Materials: 3/2	Medtrade Spring Issue Seating & Positioning Series: Muscular Dystrophy When to Say No Identifying & improving operations & policies that are holding your business back.	Nighttime Positioning Beds, support surfaces, wedges, pressure mapping, positioning equipment for sleep	Medtrade Spring Las Vegas (March 25-26)
Consumer Edition Ad Space: 2/20 Materials: 2/25	Accessibility Showcase Making home/automotive/community environments more accessible and safe. Heroes for Today Inspiring stories about kids & adults living with disabilities.		Abilities Expo Edison, NJ (April 17-19); Anaheim, CA (May 29-31)
May Ad Space: 3/31 Materials: 4/6	Cushion Comparo Home Accessibility Case Studies	Scooters & Accessories Scooters, tires, wheels, scooter ramps & lifts Mobility Hard Parts Tires, wheels, batteries & chargers, handgrips/headrests, footplates, armrests	NSM Conference Scottsdale, AZ (TBD) The MED Group Rehab Summit (TBD)

Issues and Closings	Special Themes, Features and Supplements	Marketplaces and Resource Guide	Bonus Distribution and Added Value
June Ad Space: 5/1 Materials: 5/7	Power Chairs: Driving Forces Today's controls & electronics Business Operations, Mobility Style Assessing professional products & services, including member service organizations & rehab/mobility software	Seating Seating systems, cushions, wedges, bases, pressure mapping, car seats Bariatrics Wheelchairs, scooters, beds, lift chairs, transfer equipment, bath safety	Heartland Conference Waterloo, Iowa (June 8-11)
July Ad Space: 5/28 Materials: 6/3	Auto Access Basics and Beyond "Bumper-to-bumper" rundown of adaptive automotive technology. PLUS! Reader Survey Seating & Positioning Series: Treating (& Preventing) Pressure Wounds	Software Resource Guide Inventory, documentation, funding, accreditation, HIPAA compliance Power Chairs Consumer, rehab, power assist, standing, pediatric, bariatric	Advertiser Bonus! Advertiser Ad Q Study Exclusive Advertiser Data from MM's Auto Access Survey
August Ad Space: 6/30 Materials: 7/6	Seating and Mobility: Pediatrics Evaluating the best seating & mobility options for kids. Top Online Resources for Mobility/Rehab Providers	Auto Access Vans, vehicle lifts/ramps, driving controls, conversions, docking systems Manual Chairs Standard, lightweight, ultralightweight	Advertiser Bonus! Online opportunities to enhance your print buy
September Ad Space: 7/30 Materials: 8/5	Pre-Medtrade Issue Planning for success in Atlanta Product Special Issue: 10 to Watch! The top 10 mobility & rehab product categories to watch for 2010. PLUS! Reader Survey	Senior Mobility Consumer power, scooters, bath safety, home accessibility, ADLs Positioning Tilt/recline/precline, standing chairs, elevating seats, harnesses, belts	Advertiser Bonus! Exclusive Advertiser Data from MM's 10 Top Product Categories Survey
SCI Supplement Ad Space: 7/27 Materials: 8/3	Living Well with Spinal Cord Injury	Seating & Mobility Equipment for SCI Clients	Medtrade Atlanta (Oct. 13-15) International Seating Symposium 2010 Vancouver, CANADA (TBD)
October Ad Space: 8/28 Materials: 9/4	Medtrade Fall Issue Special Issue: Funding & Policy Analysis In-depth reports on reimbursement trends, upcoming concerns, and legislative hot topics.	Special Double Marketplace: Medtrade 2009 Exhibitors	
November Ad Space: 9/28 Materials: 10/2	Disability & Sleep How proper evaluations, education and products—such as positioning/support surfaces/beds can help chronic sleep difficulties in seating & mobility users. Power Chair Comparo	Home Accessibility Ramps, ADLs, lift chairs, elevators, door-opening systems, bath safety, pool lifts Pediatrics Wheelchairs, strollers, standing/walking aids, seating & positioning	
December Ad Space: 10/27 Materials: 11/5	2010 Buyer's Guide		All 2010 Mobility/Rehab Tradeshows Advertiser Bonus! Up to 10 free listings, 4-color logo
2010 Rehab Calendar Ad Space: 10/21 Materials: 10/26	Only 12 spots available!	Advertiser Bonus! All sponsors get their 2010 mobility/rehab events and shows, educational seminars, conferences, in-services and more listed in the calendar. Plus! 3 new products listed on the calendar.	

Online Solutions

91% of B2B decision-makers find it easier to recognize or remember a company's brand or products/services when they see messages about it in multiple media such as magazines, online or at events.*

*Forrester Consulting
Survey for American
Business Media, 2007

Mobility Management offers a full range of online products with a broad selection of advertising options designed to give you daily access to an active purchasing audience, a powerful branding tool and lead generation.

www.mobilitymgmt.com

The MM Web site features original articles, funding and legislative updates, case studies, breaking news, white papers, rehab blogs, product comparison charts, searchable product databases, an industry directory, statistical data, mobility solution centers and exclusive mobility/rehab event coverage.

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 coverage of the latest industry news as it happens, reimbursement and legislative updates, manufacturer news, provider events and educational opportunities. When breaking news happens, *Mobility Management* gets the word out ASAP with eMobility eXtra, an e-mail alert straight from the editor.

eMobility Products & Technology

A monthly e-letter highlighting the latest mobility and rehab products, and offering advertisers an excellent showcase for their latest products and new technologies.

Special Medtrade Edition e-letters

Mobility Management's special edition e-letters for Medtrade Spring and Medtrade provide a mobility/rehab guide for attending the shows. Pre-show e-letters offer must-see products and educational sessions. Post-show updates outline event highlights and breaking news.

Monthly Rates & Sponsorships

Effective January 2009

www.mobilitymgmt.com

Top Leaderboard (728 x 90)	\$550
Left navigation button (120 x 60)	\$225
Banner (468 x 60)	\$425
Skyscraper (160 x 600)	\$450
Right large button (160 x 120)	\$375
Sponsored text links	\$150
New products	\$195
Product by category sponsorships	\$225
Preferred Vendor	\$275

Microsites

Solution Centers	
Exclusive Sponsorship	\$500
Consumer	
Leaderboard (700 x 90)	\$350
Large Rectangle (336 x 280)	\$225

e-Mobility

Leaderboard (700 x 90)	\$650
Banners (468 x 60)	\$550
Top Button (160 x 120)	\$400

e-Mobility Products & Technology e-letters

Banners (468 x 60)	\$550
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Pre & Post Medtrade e-letters

(rates include both e-letters)

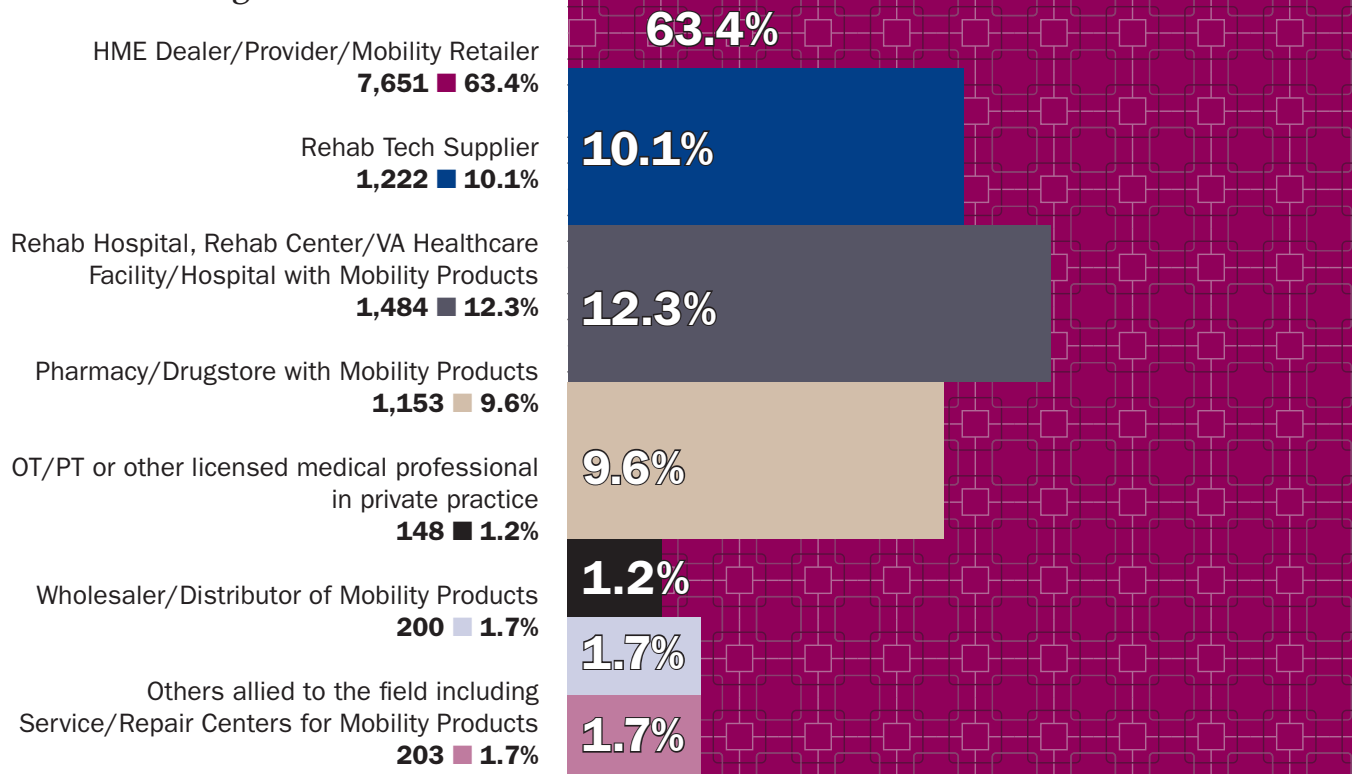
Leaderboard (700 x 90)	\$750
Left-hand box (125 x 250)	\$495
Large right-hand box (215 x 250)	\$650
Buttons (120 x 60)	\$315
New product box (150 x 150)	
with 50 word description	\$500

Above rates are net

Circulation



Business Categories



Job Titles

President/Owner	4,719	39.1%
Rehab Specialist, RTS, CRTS, ATS, ATP, OT/PT or other licensed medical professional	1,757	14.6%
Vice President/Director/Executive/Manager	3,723	30.9%
Purchasing Agents and others	863	7.1%
Director/Manager of Sales/Marketing	999	8.3%



Source: June 2008 BPA statement

2009 Print Rates

Effective January 1, 2009



Display Rates

	1X	3X	6X	8X	12X
Full Page	\$2,945	\$2,790	\$2,635	\$2,500	\$2,385
2/3 Page	\$2,265	\$2,130	\$2,010	\$1,890	\$1,820
1/2 Page Isld	\$2,055	\$1,945	\$1,855	\$1,720	\$1,660
1/2 Page	\$1,915	\$1,820	\$1,720	\$1,600	\$1,510
1/3 Vert	\$1,450	\$1,365	\$1,295	\$1,210	\$1,185
1/3 Sq	\$1,345	\$1,275	\$1,210	\$1,145	\$1,120
1/4 Page	\$1,110	\$1,055	\$1,010	\$940	\$915
1/6 Page	\$805	\$765	\$720	\$690	\$670

Color Charges

Standard	\$405
4 color	\$830

1/4 or 1/6 page Color Rates

Standard	\$215
4 color	\$425

Cover/Special Positions

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

Classified Ads

	1x	3x	6x	12x
One inch 2 1/8" x 1"	\$103	\$92	\$82	\$70
Two inch 2 1/8" x 2"	\$207	\$195	\$185	\$174
Three inch 2 1/8" x 3"	\$310	\$294	\$277	\$260
Four inch 2 1/8" x 4"	\$413	\$391	\$370	\$348

Color Charges

Standard	\$75
Matched	\$105
4 color	\$180

Consumer Edition

Full page, 4 color	\$1,810
Half page, 4 color	\$1,195
Half page, black & white	\$840

Custom Printing

(i.e. BRC, Inserts, Ride-Alongs)

Please contact Publisher for pricing.

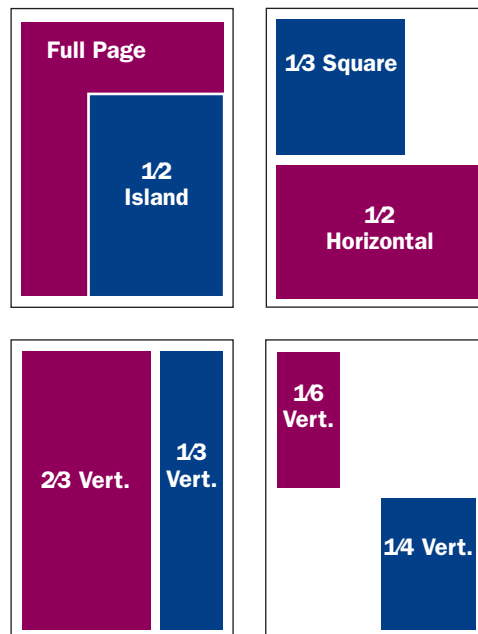
Ad Sizes

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.



Ad sizes are to scale.

Respiratory MANAGEMENT

Targeted Editorial

Respiratory Management is the only provider magazine, Web site and e-letter in the home care industry devoted exclusively to the needs of the respiratory community, including the home care respiratory therapist. 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 is a BPA-audited publication reaching 12,222* qualified HME/respiratory providers, pharmacy/drugstores with respiratory, respiratory therapists and sleep labs.

Focused Sleep Coverage

Respiratory Management is the only HME magazine, Web site and e-letter that offers provider-focused coverage of the growing sleep segment in every issue. Features and columns help providers and clinicians build relationships with sleep labs and new referral sources, explore the science behind sleep, and understand funding and emerging technologies.

Focused Oxygen Coverage

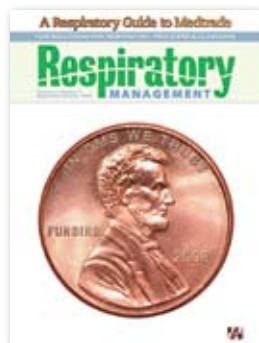
Respiratory Management is the only HME media that reports provider-focused coverage of the oxygen segment—the backbone of the respiratory industry. From reimbursement challenges to technological advancements to growth opportunities, providers and respiratory therapists get solutions for making oxygen work for their businesses.

RT Power

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

On-The-Road Reporting

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



*Source: June 2008 BPA statement

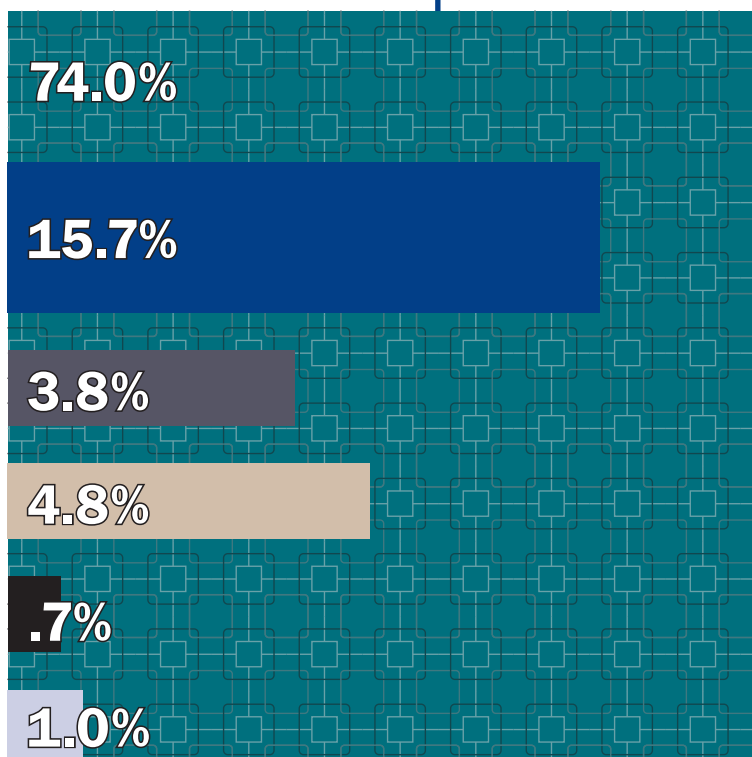
Circulation

Respiratory MANAGEMENT

Respiratory Management is a BPA audited magazine publishing monthly with combined issues in January/February and July/August.

Business Categories

HME/Respiratory Dealer/Provider	74.0% ■ 9,064
Pharmacy/Drugstore and Hospital-based HME providers with Respiratory Products	15.7% ■ 1,919
RT or other Licensed Medical Professional in Private Practice/@ HME Dealer	3.8% ■ 469
Sleep Labs/Clinics	4.8% ■ 586
Wholesaler/Distributor of Respiratory Products	.7% ■ 84
Others Allied to the Field	1.0% ■ 125



Job Titles

President/Owner	3,087	25.2%
VP/Director/Executive/Manager	6,574	53.7%
Respiratory Therapist/Other Licensed Medical Professional	1,249	10.2%
Director/Manager of Sales/Marketing	657	5.4%
Purchasing Agent	264	2.2%
Other Titled and Non-Titled Personnel	416	3.4%



Source: June 2008 BPA statement

What Respiratory Professionals Have to Say About *Respiratory Management*

"I am a huge fan of *Respiratory Management* magazine and the editor, Elisha Bury. The past few years have been very challenging for all of us. We have had information overload in order to build strategies to accommodate such threats as competitive bidding, oxygen capped rentals and skyrocketing fuel costs. It seems that *RM* has delivered "the topic of conversation" consistently, month after month, so that we all can stay educated as it happens. If you are looking for credible information from industry leaders, you need look no further."

Anthony Eafrazi, Market Manager/Homecare O2 Shield Program Manager
LifeGas, A division of Linde Gas North America LLC
Atlanta

"I consistently utilize *Respiratory Management* as a resource in order to access timely information related to new products, reimbursement and clinical issues. The format is perfect for the busy executive and I'm pleased that the staff and editors have taken the time to format the articles in such a way that it makes it very easy to read. I look forward to the continued success of the magazine."



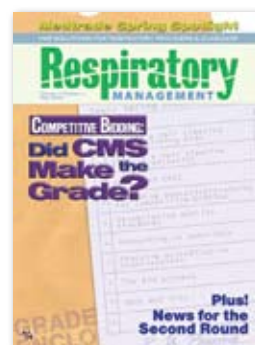
Ron F. Richard, CEO
SeQual Technologies Inc.
San Diego

"Thank you for sending the magazine with the asthma article. You did a very nice job of presenting the information."

Carol A. Proctor,
RRT, RPFT, AE-C
The Lung Center,
Clearwater, FL

"I enjoy keeping up to date on issues within the home care industry through *Respiratory Management*. I have followed many articles regarding home sleep testing and the changes in oxygen reimbursement. With the information provided, I have been able to help my company assemble a comprehensive program to help us move through the changes easier."

Al Thomas, CRT
Program Development
Barnes Healthcare Services
Valdosta, GA



"As the director of the National Respiratory Network, it is important to know what tools and resources are available to the membership. I have recommended *RM* to my network since early in my tenure. The entire focus of the magazine is the respiratory segment of the HME industry. Given the current environment facing us—changes in sleep, oxygen, advancing equipment technology—the timing of the launch of *RM* could not have been better."



Kelly J. Riley, CRT, RCP
Director, National Respiratory Network
The MED Group
Lubbock, TX

2009 Editorial Calendar

Issues and Closings	Features/Special Themes and Editions	Products	Bonus Distribution and Advertiser Bonuses
January/February Ad Space: 12/16 Materials: 12/26	2009 New Respiratory and Sleep Products New technologies solve HME problems How to Evaluate New Products		The MED Group Respiratory Conference, San Antonio, TX (Feb. 16-19) Advertiser Bonus! Half-page New Product Spotlight
March Ad Space: 1/22 Materials: 1/27	Developing a Travel Program for Oxygen Product Comparison: CPAPs/Bi-level Devices	Respiratory Software Pediatrics Ventilators, CPAPs, nPAPs, nebulizers, neonatal masks, filters	Advertiser Bonus! Advertisers get 3 listings in the CPAP/Bi-level Devices Product Comparison
April Ad Space: 2/18 Materials: 2/23	MEDTRADE SPRING ISSUE Building A Green Home Improving lung function for COPD and asthma patients in the home Product Comparison: Oxygen Concentrators RM Survey: How Tech Savvy is HME Respiratory & Sleep?	Medtrade Spring Products	Medtrade Spring Las Vegas (March 25-26) Advertiser Bonuses! Advertisers get 3 listings in the oxygen concentrator comparison ■ Up to 3 Medtrade product listings ■ Exclusive Advertiser Data from RM's Tech Savvy Survey
May Ad Space: 3/23 Materials: 3/27	Respiratory Cash Sales Including portable oxygen, CPAP accessories and asthma equipment RM Survey: Second Annual Oxygen Market Analysis	Conserving Devices Liquid, portable tank Nebulizers & Accessories	Advertiser Bonus! Exclusive Advertiser Data from RM's Oxygen Survey
June Ad Space: 4/22 Materials: 4/27	SPECIAL SLEEP ISSUE Improving CPAP Compliance A how-to guide for showing patient benefit in 12 weeks w/ a Product Spotlight on the latest compliance technology Sleep Apnea & the Heart RM Survey: Readers rate CPAPs/Bi-level devices, including compliance features and reliability	Auto CPAP Devices	APSS' Sleep 2009 Seattle (June 9-11) Heartland Conference Waterloo, IA (June 8-11) Advertiser Bonus! Exclusive Advertiser Data from RM's CPAP and Bi-Level Devices Survey

Issues and Closings	Features/Special Themes and Editions	Products	Bonus Distribution and Advertiser Bonuses
July/August Ad Space: 6/22 Materials: 6/26	The Faces of Respiratory Case studies on COPD, sleep apnea and asthma Sleep Point & Counterpoint Industry experts debate key sleep issues	Replacement Parts Vents, masks, tubing, connectors, power and batteries, cannulas, filters Respiratory Assistive Devices Ventilators, compressors, positive airway systems, bi-level machines	
September Ad Space: 7/23 Materials: 7/28	Continuous vs. Pulse Dose Oxygen A clinical look at the benefits of each oxygen delivery choice Product Comparison: Sleep Interfaces	Monitoring/Testing Equipment Apnea monitors, oxygen analyzers, peak flow meters, concentrator monitors, pulse oximeters, regulators Oxygen Accessories Cylinders, carts and racks, carrying cases	Advertiser Bonus! Advertisers get 3 listings in the Sleep Interfaces Product Comparison
October Ad Space: 8/21 Materials: 8/25	MEDTRADE ISSUE 2010 Respiratory Funding Update Titration & the Role of AutoCPAP	Medtrade Products	Advertiser Bonus! Up to 3 Medtrade product listings Medtrade Fall Atlanta (Oct. 13-15)
November Ad Space: 9/22 Materials: 9/28	A Look at Respiratory Software Sleep & Alzheimer's Disease RM Survey: RT Survey Plus! Top Educational Opportunities for RTs	Asthma and Allergy Products Inhalers, pocket chambers, aerosols, nebulizers, air purifiers, filters Concentrators Stationary and portable	Advertiser Bonus! Exclusive Advertiser Data from RM's RT Survey AARC Show TBD
December Ad Space: 10/23 Materials: 10/29	2010 Buyer's Guide		AARC Show Medtrade Spring 2010 Medtrade Fall 2010 Advertiser Bonus! Up to 10 free listings and free logo
2010 Calendar Ad Space: 10/19 Materials: 10/23	2010 Respiratory Calendar Only 12 Sponsorships Available!	Advertiser Bonus! All advertisers are invited to submit their 2010 respiratory and sleep events, shows, educational seminars, conferences, teleconferences, in-services, Webinars, technical training schools, etc. to be listed in the calendar.	

Online Solutions

93% of B2B decision makers agree that integrating marketing messages and advertising across multiple industry specific b-to-b media allows them to reach buyers that might not have been engaged using one medium alone.*

* Forrester Consulting
Survey for American
Business Media, 2007

Respiratory Management offers a full range of online products with a broad selection of advertising options designed to give you daily access to an active purchasing audience, a powerful branding tool and lead generation.

respiratorymgmt.com

The RM Web site is an extension of the print publication, with continued coverage of sleep, oxygen and asthma, plus breaking news. Each month, the site features original articles and a blog on hot respiratory topics. Readers also interact with polls, reader forums and exclusive respiratory surveys. The online medium offers searchable product databases, an industry directory, archived magazine articles, white papers and a calendar of events.

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 reports, the latest products, and special sections on oxygen and sleep.

When breaking news happens, *Respiratory Management* gets the word out instantly with e-Spire Extra.

Respiratory Marketplace

A monthly e-letter highlighting the latest HME sleep, oxygen and asthma products offering advertisers an excellent showcase for their latest respiratory launches.

Pre & Post Medtrade Show e-letters

Respiratory Management's special edition e-letters for Medtrade Spring and Fall provide a respiratory guide for must-see products, educational sessions and events highlights.

Monthly Rates & Sponsorships

Effective January 2009

www.respiratorymgmt.com

Top Leaderboard (728 x 90)	\$550
Left navigation button (120 x 60)	\$225
Banner (468 x 60)	\$425
Skyscraper (160 x 600)	\$450
Right large button (160 x 120)	\$375
Sponsored text links	\$150
New products	\$195
Product by category sponsorships	\$225
Preferred Vendor	\$275

Microsites

Solution Centers	
Exclusive Sponsorship	\$500

e-Spire

Top banner	\$600
Oxygen banner	\$600
Sleep Banner	\$600

Respiratory Marketplace e-letters

Banners (468 x 60)	\$600
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Pre & Post Medtrade e-letters

(rates include both e-letters)

Leaderboard (700 x 90)	\$750
Left-hand box (125 x 250)	\$495
Large right-hand box (215 x 250)	\$650
Buttons (120 x 60)	\$315
New product box (150 x 150) with 50-word description	\$500

Above rates are net



2009 Print Rates

Effective January 1, 2009

Display Rates

	1X	3X	6X	10X	12X
Full Page	\$2,890	\$2,735	\$2,580	\$2,445	\$2,330
2/3 Page	\$2,210	\$2,095	\$1,970	\$1,855	\$1,780
1/2 Page Isld	\$2,010	\$1,895	\$1,815	\$1,685	\$1,625
1/2 Page	\$1,875	\$1,780	\$1,685	\$1,565	\$1,480
1/3 Vert	\$1,420	\$1,340	\$1,270	\$1,185	\$1,160
1/3 Sq	\$1,315	\$1,245	\$1,185	\$1,125	\$1,095
1/4 Page	\$1,100	\$1,050	\$1,005	\$940	\$910
1/6 Page	\$790	\$745	\$705	\$675	\$655

Classified Ads

	1X	3X	6X	12X
One inch 2 1/8" x 1"	\$104	\$93	\$83	\$71
Two inch 2 1/8" x 2"	\$209	\$197	\$187	\$176
Three inch 2 1/8" x 3"	\$313	\$297	\$280	\$263
Four inch 2 1/8" x 4"	\$417	\$394	\$373	\$351

Color Charges

Standard	\$75
Matched	\$105
4 color	\$180

Respiratory MANAGEMENT

Color Charges

Standard	\$400
4 color	\$810

1/4 or 1/6 page Color Rates

Standard	\$210
4 color	\$420

Cover/Special Positions

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

Custom Printing

(i.e. BRC, Inserts, Ride-Alongs)

Please contact Publisher for pricing.

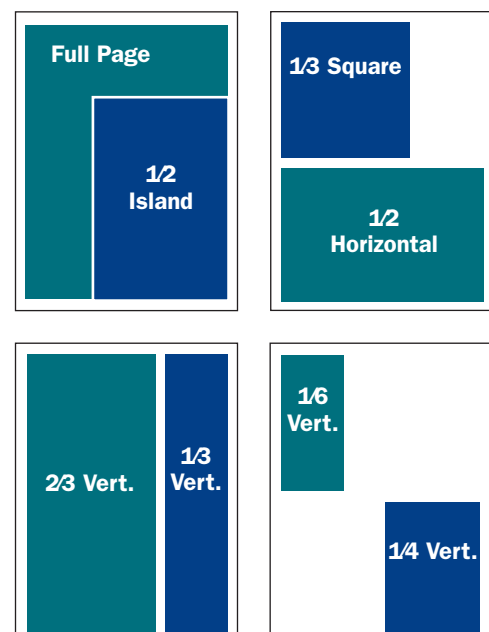
Ad Sizes

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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.



Ad sizes are to scale.

Integrated Marketing Solutions

Buyer's Guides

Three editions—*HME Business*, *Mobility Management* and *Respiratory Management*—a huge database of the HME industry used as a year-round reference source.

Subscribers can search for manufacturers, distributors and service providers five different ways: by product, alphabetically, by trade name, by URL and a Who's Who. Advertising in the annual Buyer's Guides puts your message in front of prospective buyers 365 days a year.

Ad Q Studies

Free, value-added Harvey Research Ad Q Studies are available to advertisers. Gain valuable insights into your ad's performance and the impact your marketing has on your target audience.

Readership Studies

Free, valuable independent research on your segment of the HME market. Gain insights into your customers' purchasing habits and the impact your marketing has on your target audience.

HME Business

MOBILITY
MANAGEMENT

Respiratory
MANAGEMENT

Online Directory

www.hme-business.com ■ www.mobilitymgmt.com ■ www.respiratorymgmt.com

A leading online resource for HME, respiratory and mobility providers and clinicians, our directories are the 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.

List Rentals

Our subscriber mailing list is available to rent. To view our datacards, visit www.meritdirect.com/1105. For more information, contact Elizabeth Jackson at (847) 492-1350 Ext. 18, or via e-mail, ejackson@meritdirect.com.

Custom Media

The 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
- Webinars
- Microsites
- Custom Inserts
- Co-branding e-Mail Campaigns

Classifieds

Whether you are looking to recruit the best in the business or want to buy and sell products and services in print and online, our classifieds are designed to increase your business.

Bonus Trade Show Distribution

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

HMEMedia Group

HOME MEDICAL EQUIPMENT
www.hmemediagroup.com

HME Business

www.hme-business.com

Mobility Management

www.mobilitymgmt.com

Respiratory Management

www.respiratorymgmt.com

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1105 MEDIA