

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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Scan for publisher's contact information

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. HME Business offers product solutions and business strategies in every product category segment designed to assist our subscribers in business efficiency and profitability. HME Business' editorial coverage reaches across the entire market spectrum with informational tools to help HME businesses thrive.

FIELD SERVED

HME BUSINESS serves home medical equipment (HME) dealers/providers; hospital based HME dealers/providers; pharmacies or independent/chain drug stores with home care dept/product line; rehab clinic/hospital/private practice for respiratory/physical/occupational therapy; distributors/wholesalers; and others allied to the field including manufacturers/manufacturers' rep firms.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are company officials, management personnel, licensed medical professionals, sales/marketing personnel, physical/rehab/occupational/respiratory therapists, home health directors/administrators, manufacturers' representatives and other functions and functions not available, including company copies.

CHANNELS

HME BUSINESS MAGAZINE



5 issues in the period
16,993 average circulation

EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
HME BUSINESS MAGAZINE (5 issues in the period)	16,992	1	16,993
a. Print	11,452	1	11,453
b. Digital	5,540	-	5,540
1. Requested	1,978	-	1,978
2. Non-Requested	3,562	-	3,562

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	1
Advertiser and Agency	253
Allocated for Trade Shows and Conventions	210
All Other	78
TOTAL	542

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	16,993	100.0	16,992	100.0	1	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,993	100.0	16,992	100.0	1	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2019 Issue	Print	Digital	Total Qualified
January/February	11,456	5,500	16,956
March	11,501	5,363	16,864
April	11,498	5,374	16,872
May	11,404	5,733	17,137
June	11,404	5,733	17,137

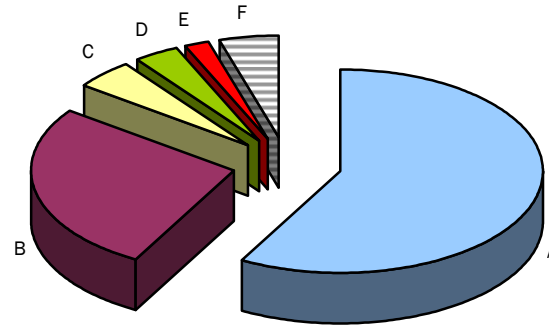
3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019
This issue is 1.1% or 180 copies above the average of the other 4 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total	Print	Digital	Company Official/ Management Personnel/ Home Health Director/ Administrator (Note 1)	Physical/Rehab/ Occupational/ Respiratory Therapist, Licensed Medical Professional (Note 2)	Sales/ Marketing Professional	Manufacturer's Rep	Other Functions
Home Medical Equipment (HME) Dealer/Provider; Hospital Based HME Dealer/Provider	9,940	58.0	8,821	1,119	8,386	531	435	11	577
Home Care Department/Product Line at a Pharmacy or Independent/Chain Drug Store	4,643	27.1	1,610	3,033	3,649	267	47	-	680
Rehab Clinic/Hospital/Private Practice for Respiratory/Physical/Occupational Therapy	767	4.5	192	575	504	206	11	-	46
Distributors/Wholesalers	647	3.8	127	520	538	6	55	4	44
Home Health Care Agency/ manufacturers/manufacturers rep firms	326	1.9	145	181	141	11	100	45	29
Others Allied to the Field	814	4.7	509	305	439	89	74	3	209
TOTAL QUALIFIED CIRCULATION	17,137	100.0	11,404	5,733	13,657	1,110	722	63	1,585
PERCENT	100.0		66.5	33.5	79.7	6.5	4.2	0.4	9.2

Note 1: Includes titles of Owner, President, Vice President, Principal, CEO, CFO, COO, Director, Administrator and Manager
Note 2: Includes titles of Pharmacist, Occupational Therapist, Physical Therapist and Respiratory Therapist

3a. Breakout of Qualified Circulation by Business and Industry

	Business and Industry	Total Qualified	Percent of Total
A	Home Medical Equipment (HME) Dealer/Provider; Hospital Based HME Dealer/Provider	9,940	58.0
B	Home Care Department/Product Line at a Pharmacy or Independent/Chain Drug Store	4,643	27.1
C	Rehab Clinic/Hospital/Private Practice for Respiratory/Physical/Occupational Therapy	767	4.5
D	Distributors/Wholesalers	647	3.8
E	Home Health Care Agency/manufacturers/manufacturers rep firms	326	1.9
F	Others Allied to the Field	814	4.7



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019

Qualification Source	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	5,452	3,120	-	7,162	1,410	8,572	50.0
II. Request from recipient's company:	10	91	-	101	-	101	0.6
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	7,021	1,443	-	4,141	4,323	8,464	49.4
Association rosters and directories	-	-	-	-	-	-	-
*Business directories	7,021	1,443	-	4,141	4,323	8,464	49.4
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	12,483	4,654	-	11,404	5,733	17,137	100.0
PERCENT	72.8	27.2	-	66.5	33.5	100.0	

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	35	32	67		Kentucky	262	124	386	
New Hampshire	54	26	80		Tennessee	297	143	440	
Vermont	14	12	26		Alabama	294	162	456	
Massachusetts	175	124	299		Mississippi	178	55	233	
Rhode Island	31	13	44		EAST SO. CENTRAL	1,031	484	1,515	8.8
Connecticut	121	76	197		Arkansas	181	98	279	
NEW ENGLAND	430	283	713	4.2	Louisiana	210	114	324	
New York	593	351	944		Oklahoma	183	73	256	
New Jersey	272	113	385		Texas	692	349	1,041	
Pennsylvania	538	215	753		WEST SO. CENTRAL	1,266	634	1,900	11.1
MIDDLE ATLANTIC	1,403	679	2,082	12.2	Montana	61	27	88	
Ohio	450	203	653		Idaho	71	29	100	
Indiana	280	145	425		Wyoming	33	13	46	
Illinois	474	238	712		Colorado	159	100	259	
Michigan	395	191	586		New Mexico	57	28	85	
Wisconsin	189	99	288		Arizona	181	99	280	
EAST NO. CENTRAL	1,788	876	2,664	15.5	Utah	68	31	99	
Minnesota	210	91	301		Nevada	91	32	123	
Iowa	175	105	280		MOUNTAIN	721	359	1,080	6.3
Missouri	291	114	405		Alaska	19	14	33	
North Dakota	53	17	70		Washington	132	58	190	
South Dakota	57	25	82		Oregon	98	36	134	
Nebraska	108	51	159		California	1,019	539	1,558	
Kansas	147	82	229		Hawaii	30	11	41	
WEST NO. CENTRAL	1,041	485	1,526	8.9	PACIFIC	1,298	658	1,956	11.4
Delaware	23	12	35		UNITED STATES	11,399	5,733	17,132	100.0
Maryland	184	112	296		U.S. Territories	4	-	4	
Washington, DC	22	14	36		Canada	-	-	-	
Virginia	235	96	331		Mexico	-	-	-	
West Virginia	83	36	119		Other International	1	-	1	
North Carolina	401	184	585		APQ/FPO	-	-	-	
South Carolina	184	87	271						
Georgia	415	245	660						
Florida	874	489	1,363						
SOUTH ATLANTIC	2,421	1,275	3,696	21.6					
					TOTAL QUALIFIED CIRCULATION	11,404	5,733	17,137	100.0

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Editorial Replica - If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

CHANGE IN FREQUENCY:

Effective with the January 2019 issue, HME Business changed its frequency from 10 to 9 issues per year.

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 8,464 copies or 49.4%, including InfoUSA Home Medical & Healthcare Equipment Providers.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

David Kopf, Publisher

Irene Fincher, Director, Audience Development

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed

July 31, 2019

State

Texas

City

Dallas

Received by BPA Worldwide

July 31, 2019

Type

BJ

ID Number

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About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.