

## 2022 Magazine Editorial Calendar

### JAN/FEB

Ad close: 1/19/22

Materials due: 1/26/22

#### Features

- The Annual Big Ten: Key Trends Shaping the Year for HME providers
- HME and Healthcare's Last Mile
- Sleep Therapy in 2022: Will Supply Channels Finally Open Up?

#### Products

- Problem Solver: **Telehealth**
- Product Solutions: **Cleaning and Infection Control**

### dme PHARMACY

Ad close: 2/28/22

Materials due: 3/2/22

#### Features

- Sleep Therapy and Community Pharmacies
- Properly Serving Incontinence Patients

#### Products

Marketplace; **Bath Safety**

#### Special Distribution\*

9,500\*\* pharmacies/drugstores that sell HME

#### Bonus Distribution\*

- **Medtrade West**  
Phoenix, Arizona,  
April 4-6

### MAR/APR

Ad close: 3/2/22

Materials due: 3/7/22

#### Features

- Spring Product Launch Roundup
- Implementing e-Prescription

#### Products

- Problem Solver: **Equipment Management**
- Product Solutions: **Orthopedic Braces**

#### Special Advertiser Programs

Spring Product Launch

#### Bonus Distribution\*

- **Medtrade West**  
Phoenix, Arizona,  
April 4-6

### MAY/JUN

Ad close: 5/23/22

Materials due: 5/31/22

#### Features

- Annual HME Handbook: Articles to Help Providers Improve & Expand Their Businesses

#### Products

- Problem Solver: **Mobility**
- Product Solutions: **Support Surfaces**

#### Bonus Distribution\*

- **VGM Heartland Conference**  
Waterloo, Iowa  
June 13-15

\*If in-person events occur

\*\*Media Owner's Own Data

## 2022 Magazine Editorial Calendar

### JUL/AUG

Ad close: 7/25/22

Materials due: 7/28/22

#### Features

- Annual Profile Issue: Half- and Full-Page Profiles of Innovative Vendors
- Outsourcing: Creative New Approaches

#### Products

- Problem Solver: **Pain Management**
- Product Solutions: **Software**

**Special Advertiser Programs**  
Company Profiles

### SEP/OCT

Ad close: 9/23/22

Materials due: 9/28/22

#### Features

- Fall Product Launch Issue
- Your Referral Sales Game Plan: Strategy, Tools, Resources

#### Products

- Problem Solver: **Billing**
- Product Solutions: **Accreditation**

**Bonus Distribution\***  
**Medtrade East**  
Atlanta, Georgia  
October 24-26

**Special Advertiser Programs**  
**Fall Product Launch**  
Live From Medtrade

### NOV/DEC

Ad close: 11/18/22

Materials due: 12/2/22

#### Features

- HMEB New Product Awards
- HME Software Trends
- Resupply Revisited: The Right Services, Products & Infrastructure

#### Products

- Problem Solver: **Sleep**
- Product Solutions: **Oxygen**

### dme PHARMACY

Ad close: 11/22/22

Materials due: 12/1/22

#### Features

- DME Offerings that Make a Difference for Seniors
- Taking Infusion Services to the Next Level

#### Products

Marketplace; **Woman's Health**

**Special Distribution\***  
9,500\*\* pharmacies/  
drugstores that sell HME

\*If in-person events occur  
\*\*Media Owner's Own Data

## 2022 eSource Editorial Calendar

EDITION	SPECIAL FOCUS
<b>JANUARY</b>	
1/7	General eSource
1/14	General eSource
1/21	General eSource
1/25	<i>DME Pharmacy</i>
1/28	General eSource
<b>FEBRUARY</b>	
2/4	General eSource
2/11	General eSource
2/18	General eSource
2/25	General eSource
<b>MARCH</b>	
3/4	General eSource
3/11	General eSource
3/15	<i>DME Pharmacy</i>
3/18	General eSource
3/25	General eSource
3/29	<i>Product Launch Showcase</i>
<b>APRIL</b>	
4/1	General eSource
4/8	General eSource
4/12	<i>Product Launch Showcase</i>
4/15	General eSource
4/19	<i>DME Pharmacy</i>
4/22	General eSource
4/29	General eSource

EDITION	SPECIAL FOCUS
<b>MAY</b>	
5/6	General eSource
5/13	General eSource
5/20	General eSource
5/27	General eSource
<b>JUNE</b>	
6/3	General eSource
6/10	General eSource
6/17	General eSource
6/21	<i>DME Pharmacy</i>
6/24	General eSource
<b>JULY</b>	
7/1	General eSource
7/8	General eSource
7/15	General eSource
7/22	General eSource
7/29	General eSource
<b>AUGUST</b>	
8/5	General eSource
8/12	General eSource
8/19	General eSource
8/23	<i>DME Pharmacy</i>
8/26	General eSource

EDITION	SPECIAL FOCUS
<b>SEPTEMBER</b>	
9/2	General eSource
9/9	General eSource
9/16	General eSource
9/23	General eSource
9/30	General eSource
<b>OCTOBER</b>	
10/4	<i>DME Pharmacy</i>
10/7	General eSource
10/14	General eSource
10/18	<i>Product Launch Showcase</i>
10/21	General eSource
10/28	General eSource
<b>NOVEMBER</b>	
11/1	<i>Product Launch Showcase</i>
11/4	General eSource
11/11	General eSource
11/18	General eSource
<b>DECEMBER</b>	
12/2	General eSource
12/9	General eSource
12/13	<i>DME Pharmacy</i>
12/16	General eSource
12/23	General eSource