

2012 MEDIA GUIDE

HomeCare

The Business of HME & Aging in Place



COMPETITIVE BIDDING
OXYGEN
AUDITS
LEGISLATION & REGULATION
ACCREDITATION
COMPLIANCE
RETAIL
BUSINESS MANAGEMENT
MOBILITY & ACCESSIBILITY
REHAB

www.homecaremag.com

HomeCare

The Business of HME & Aging in Place

Why Advertise in *HomeCare*?

- *HomeCare* has served the home medical equipment industry for 36 years with award-winning information. We provide timely legislative, regulatory and business news, in-depth analyses, features on emerging issues and trends, how-to advice on business operations and best-practices profiles.
- *HomeCare* offers unsurpassed circulation, trusted editorial content and unique, versatile marketing opportunities, creating the most powerful advertising medium to carry your company's message.
- *HomeCare* delivers industry intelligence and your marketing message to the most powerful circulation in the industry. *HomeCare* is the most requested magazine in the industry and the only one in the market with 100% personal direct request.*
- 80% of these subscribers have either renewed or become subscribers within the year.*
- *HomeCare* readers spend an average of 51 minutes reading a typical issue.
- 90% of subscribers read three out of the last four issues of *HomeCare*.
- 74% of subscribers share their issues with others.



* Sources: HomeCare June 2011 BPA Worldwide Circulation Statement. All other data from 2009 HomeCare Reader Profile Study.

“Your coverage keeps me in the loop with what is happening across the industry.”

– HomeCare Reader Survey, September 2011

“Always on top of the latest and greatest industry updates, HomeCare provides a great starting point for the week.”

– HomeCare Reader Survey, September 2011

“Evaluating options and multiple viewpoints, so that the reader can decide on a course of action, is appreciated.”

– HomeCare Reader Survey, September 2011

Circulation Advantage

The Right Read. The Right Reach.

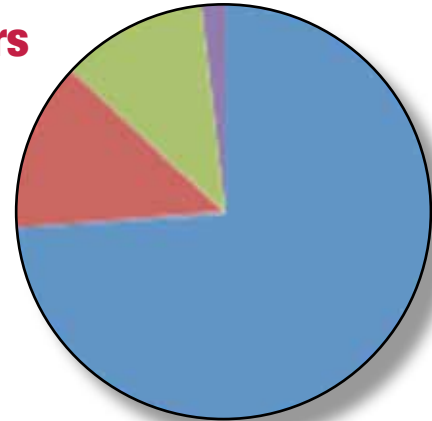
Connecting advertisers to HME providers

73.6% HME Provider/Specialty Home Care/
Licensed Medical Professional

13.0% Home Health Agency Visiting Nurse
Association/Community Home Health/
Case Management Firm

11.2% Pharmacy (with HME)/Drugstore/
Retailer with Home Health

1.8% Consultant/Others allied to the field



SOURCE: June 2011 BPA Statement

HomeCare delivers the key buying titles

56.2% Owner/CEO/CFO/President/VP

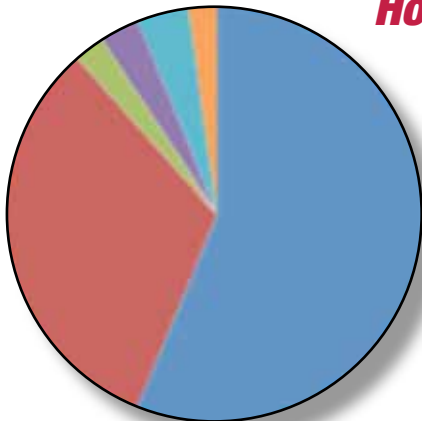
32.0% Manager/Supervisor

3.0% Rehab Specialist/Respiratory Therapist
or Physical/Occupational Therapist

3.9% Director or Manager of Sales, Marketing
or Purchasing

2.4% Other job titles

2.3% Pharmacist



SOURCE: June 2011 BPA Statement

**No other publication
is read more than
HomeCare**

HomeCare provides information that helps HME providers succeed—and readers know it. That’s why among HomeCare subscribers, it is the most read publication in the industry.

90% of HomeCare subscribers
say they read at least 3 of
the last 4 issues.

SOURCE: 2009 HomeCare Reader Profile Study

**#1 in Marketshare/
Ad Pages**

HomeCare delivers results and measurable ROI. That’s why advertisers choose HomeCare over its competitors.

Market Share:

42% HomeCare

31% HME News

27% HME Business

SOURCE: IMS July 2011 study



2012 Editorial Calendar

ISSUE	SPECIAL FEATURE	MARKET ANALYSIS	PRODUCT FOCUS	Editorial Close/ Ad Close
January	Competitive Bidding (Round Two)	CPAP/Sleep Market Pediatric Market	Orthopedic Softgoods/O&P/ Compression Hoisery	11/1/11 12/5/11
February	Medtrade Spring Pre-Show Issue Accreditation Problem Employees/Patients	Beds & Support Surfaces Billing Software/Services	Wheelchair Cushions & Accessories Scooters	12/1/11 1/23/12
March	Marketing Your Business Medtrade Spring Issue	Bath Safety Diabetes	Oxygen Products & Accessories	1/5/12 2/22/12
April	Encouraging Referrals	PAP Lifts, Ramps & Transfer Devices	Beds & Support Surfaces	2/1/12 3/22/12
May	Retail Business Non-Traditional Funding Sources	Bariatrics Portable Oxygen	Seating and Positioning	3/1/12 4/20/12
June	Business Software Directory High-Tech HME	Home Monitoring Scooters	Respiratory Products & Batteries	4/2/12 5/24/12
July	Surviving an audit Accreditation & Insurance	Orthopedic Softgoods/O&P Compression Hoisery	Pediatrics	5/1/12 6/25/12
August	Medtrade Fall Pre-Show Issue Non-Traditional Products	Sleep Disorder Breathing Vehicle Lifts/Auto Accessories	Foot Care/Diabetes	6/1/12 7/24/12
September	Salary Survey/Election Preview Medtrade Fall Issue	Patient Lifts Power Wheelchairs	Bariatrics Bath & Safety	7/3/12 8/23/12
October	Aging in Place	Incontinence/Skin Care Women's Health	PAP, Masks & Supplies	8/1/12 9/21/12
November	Billing and Reimbursement	GPS/Routing Oxygen	Ambulatory Aids Lift Chairs	9/4/12 10/24/12
December	Annual Buyer's Guide 2013 - The most comprehensive buyer's guide in the HME industry! Oxygen trends			10/2/12 11/21/12

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Print Advantage

Print Ad Rates

Display Ads	1x	3x	6x	9x	12x
2 Page Spread	\$6,340	\$6,166	\$5,929	\$5,782	\$5,614
Full Page	\$5,240	\$5,096	\$4,900	\$4,779	\$4,640
2/3 Page	\$4,550	\$4,436	\$4,265	\$4,172	\$4,050
1/2 Island	\$4,310	\$4,207	\$4,045	\$3,966	\$3,850
1/2 Page	\$3,920	\$3,843	\$3,695	\$3,626	\$3,520
1/3 Page	\$3,320	\$3,214	\$3,090	\$2,956	\$2,870
1/4 Page	\$2,790	\$2,678	\$2,575	\$2,549	\$2,475

All rates are four color, gross

Preferred Position, add 10% to Display Rate

Classified

1 col x 1"	\$ 233	\$ 225	\$ 200	\$ 193	\$ 185
1 col x 2"	\$ 415	\$ 393	\$ 371	\$ 355	\$ 342
1 col x 3"	\$ 587	\$ 557	\$ 534	\$ 521	\$ 504
1 col x 4"	\$ 829	\$ 785	\$ 744	\$ 713	\$ 683
2 col x 2"	\$ 829	\$ 785	\$ 744	\$ 713	\$ 683

1 col = 2.25"

All rates are gross

Print Ad Specs

Binding = Saddle Stitch Line Screen = 133

Digital File Submission Required:

High-Resolution PDF-X3, TIF, EPS, InDesign CS5 and CS3 and QuarkXpress 6 files accepted ONLY. CMYK only—no RGB, no spot colors or Pantone color matching. Advertisers are encouraged to keep live material at least ¼-inch from edge of full page and two-page spread ads. A ½-inch gutter is also encouraged on two-page spreads.

Acceptable Software:

Macintosh-based InDesign CS5 and CS3, QuarkXpress 6, Illustrator CS5 and CS3, Photoshop CS5 and CS3. Please convert all Adobe PageMaker files to TIF, EPS or PDF files. All images must be 300 dpi or greater (web images not accepted).

NO Microsoft Publisher, Microsoft Word, Corel Draw, BMP or low-resolution PDF files accepted.

Acceptable Media:

DVD, CD or via email or FTP. Call 205-212-9402 for FTP instructions. A proof of the ad must be submitted with artwork to ensure accuracy. *Upstream Pumping Solutions* magazine is not responsible for errors on ads not accompanied by a proof.

InDesign or QuarkXpress:

- Package or collect for output (including all screen and printer fonts) as well as all images.
- If emailing, compress files before attaching.

Illustrator:

- Convert all text to outlines. No spot colors.
- Save as an Illustrator EPS. CMYK color mode.

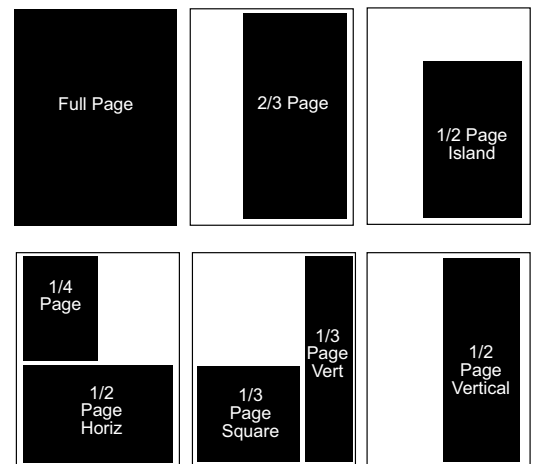
Photoshop:

- Save as EPS, TIF or PDF. CMYK only – no RGB.
- File must be 300 dpi at the size it is to be used.

Print Ad Sizes

	width	x	height
Full Page – Trim Size	7 7/8	x	10 1/2
Full Page – Bleed	8 1/8	x	10 3/4
Live Area for Full Page Ad	7 3/8	x	10
Two-Page Spread – Trim	15 3/4	x	10 1/2
Two-Page Spread – Bleed	16	x	10 3/4
2/3 Page	4 1/2	x	9 1/2
1/2 Page Island	4 1/2	x	7 3/8
1/2 Page Horizontal	7	x	4 1/2
1/2 Page Vertical	3 3/8	x	9 1/2
1/3 Page Vertical	2 1/4	x	9 1/2
1/3 Page Square	4 1/2	x	4 1/2
1/4 Page	3 3/8	x	4 1/2

Advertisers are encouraged to keep live material at least ¼" from the edge of full page and two-page spread ads.



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Annual Buyer's Guide

Influence purchases with the most comprehensive Buyer's Guide in the HME industry. HME professionals rely on the *HomeCare* Buyer's Guide to help make purchasing decisions throughout the year.

Showcase Ads

Logo, Photo & Text \$400 each
+ \$110 ea add'l inch

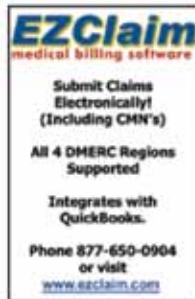
- 1-5/8" wide x 3-1/8" tall; full color
- Includes full color
- Promote your newest or best-selling product(s)
- Include your product photo and logo
- Description allows you to sell the reader on your products or company



Target Ads

Logo & Text \$400 each

- 1-5/8" wide x 2-1/2" tall; full color
- Brand recognition with your company logo
- Additional contact information
- Provides the customers with the important information YOU want them to have about your company



Footer Ads

Logo, Photo & Text \$650 each

- 6-3/4" wide x 1" tall max; full color
- Your ad spans across all 4 columns
- Stand out right where buyers are looking to buy
- Exclusive positioning

Limited number available. Sold on a first come-first served basis.



44%
of Subscribers who keep the Buyer's Guide refer to it at least monthly and save it for an average of 9.5 months.

Logo Placements

Logo \$275 each

- 1-5/8" wide and/or 3/4" tall max
- Includes full color
- Promotes brand recognition
- Stands out from a basic listing

Your logo is included in the Company (alpha) section at no charge if you purchase a 1/2-page or larger display ad in this issue



HomeCare = integrated marketing solutions

- belly bands
- cover tips
- custom publishing
- french door/gate fold
- inserts
- list rental
- poly bag
- reprints
- research/surveys
- stickers
- white papers
- webinars

Call your account executive for more information, availability and rates.

Online Advantage

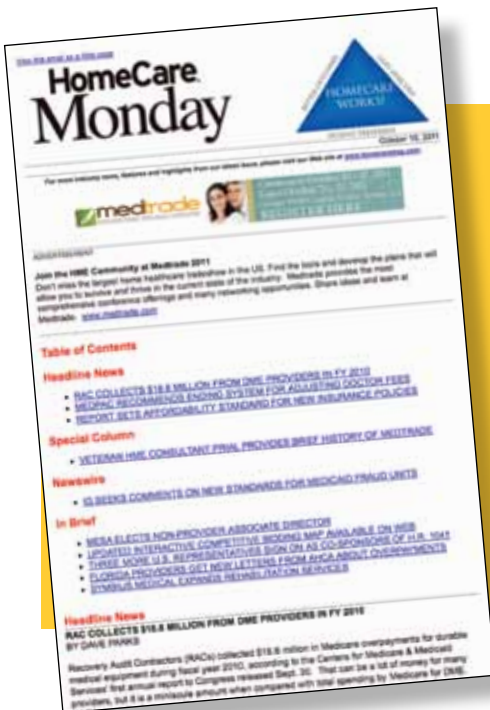
Website Rates

Run of Site	Price per month	Pixels
Leaderboard (In Rotation)	\$1,250	728 x 90
Rectangle #1 (In Rotation)	\$1,000	300 x 250
Rectangle #2 (In Rotation)	\$ 750	300 x 250

*Maximum 3 sponsors per ad unit

Other rich media ad units and functionality may be available. Please contact your account executive for more information.

* All ad sizes may not be available in a given month depending on the inventory that has been sold.



E-newsletter

With several national awards from the American Society of Health Publication Editors for best e-newsletter, **HomeCare Monday** is a must-read, weekly e-newsletter that delivers the latest headlines and the best insight on industry developments. **HomeCare Monday** reaches more than 17,000 opt-in subscribers each week. For more information visit

www.homecaremag.com

Rates per issue of newsletter:

Banner \$2,000 (468 x 60 banner, 50 words of text, logo)

*one 'exclusive' sponsor per weekly edition

Custom E-blasts

Leverage the strength of the *HomeCare* brand to deliver a targeted, powerful message to home medical equipment professionals. With a custom e-blast, your exclusively branded email will be delivered to our targeted, opt-in list of HME professionals.

Custom e-blast: \$3,500

To prevent list fatigue, e-blasts are limited. Call your account executive today for best selection!



HomeCare



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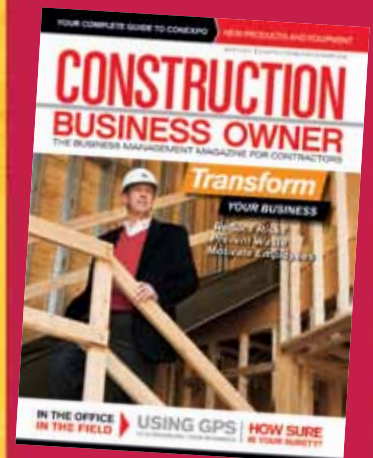
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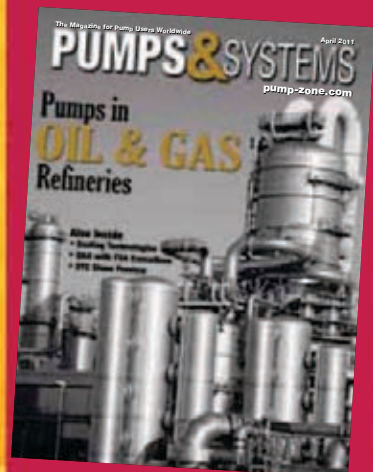
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