

# HomeCare<sup>®</sup>

## MEDIA GUIDE 2024



### Reach by PLATFORM

#### Magazine

**30,500** CIRCULATION

#### Newsletter

**17,854** SUBSCRIBERS

#### Product Watch

**8,078** SUBSCRIBERS

#### Website

**47,351** MONTHLY WEBSITE UNIQUE VISITORS

Source: Publisher's Data

Magazine: November/December 2023 issue; Newsletter: average of October 2023 issues; Product Watch: Average Issue Q3 2023; Website: average May-July 2023.

**14,763**

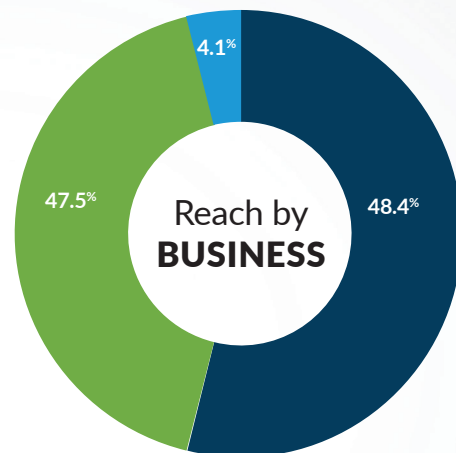
HME Provider, Independent  
Pharmacy/Chain Drugstore

**14,479**

Home Health/Personal  
Care Provider

**1,258**

Other



### Reach by JOB TITLE

**65%**

Owner, CEO, CFO, COO, President,  
VP, General Manager, Director  
or Administrator

**21.9%**

Manager, Supervisor, Controller,  
Accountant, Purchasing Agent

**7.7%**

RT, Nurse, Doctor, OT, PT, Pharmacist,  
ATP, SMS, Rehab Specialist or Other  
Licensed Medical Professional

**4.2%**

Director, Manager or Rep of Sales  
or Marketing

**1.2%**

Other job titles

Source: Publisher's Data, November/December 2023 magazine issue

# EDITORIAL CALENDAR **2024**

JANUARY/FEBRUARY	MARCH	MAY
<p><b>COVER STORY</b> <b>TECHNOLOGY</b></p> <p><b>COLUMNS</b></p> <p>HME: Complex Rehab IHC: Staffing Road Map: Productivity</p> <p><b>TOPICS</b></p> <p>Risk Management Hospital at Home Audits Medicare Advantage Accreditation</p> <p><b>PRODUCTS &amp; SERVICES</b></p> <p>Incontinence Oxygen Adjustable Beds</p> <p><b>DIRECTORY</b></p> <p>HME &amp; Home Health Billing Software &amp; Services</p> <p><b>PLUS</b></p> <p>Industry Forecast</p> <p><b>PRE-MEDTRADE ISSUE</b></p> <p><b>ADS DUE: 1/15/24</b></p>	<p><b>COVER STORY</b> <b>AGING IN PLACE</b></p> <p><b>COLUMNS</b></p> <p>HME: AAHC/Medtrade IHC: Documentation Road Map: M&amp;A</p> <p><b>TOPICS</b></p> <p>Retail Pain Management Home Infusion Incontinence Ventilators</p> <p><b>PRODUCTS &amp; SERVICES</b></p> <p>Wound Care Walkers &amp; Rollators Medication Management</p> <p><b>DIRECTORY</b></p> <p>CPAP Machines, Masks &amp; Cleaners</p> <p><b>BONUS DISTRIBUTION AT SHOW</b></p> <p><b>ADS DUE: 2/8/24</b></p> <p><b>MEDTRADE ISSUE</b></p>	<p><b>COVER STORY</b> <b>STAFFING</b></p> <p><b>COLUMNS</b></p> <p>HME: Accreditation IHC: End-of-Life Patients Road Map: Company Culture</p> <p><b>TOPICS</b></p> <p>Payer Relations Diabetes Value-Based Care Connected Care Safe Transfers</p> <p><b>PRODUCTS &amp; BUSINESS SERVICES</b></p> <p>Lifts &amp; Transfer Devices CPAP/BiPap/Accessories HME RCM Software</p> <p><b>DIRECTORY</b></p> <p>Oxygen/Respiratory</p> <p><b>PLUS</b></p> <p>Annual Salary Survey</p> <p><b>FREE AD STUDY</b></p> <p><b>ADS DUE: 4/9/24</b></p>
JULY	SEPTEMBER	NOVEMBER
<p><b>COVER STORY</b> <b>SLEEP</b></p> <p><b>COLUMNS</b></p> <p>HME: Documentation IHC: Hospital at Home Road Map: DEI</p> <p><b>TOPICS</b></p> <p>Bath Safety Respiratory/Oxygen Hospice/Palliative Care Scheduling Mobility</p> <p><b>PRODUCTS &amp; BUSINESS SERVICES</b></p> <p>ADLs Scooters PERS/Home Monitoring</p> <p><b>DIRECTORY</b></p> <p>Incontinence Telehealth</p> <p><b>VENDOR PROFILE ISSUE 2 FOR 1 AD SPACE</b></p> <p><b>ADS DUE: 6/13/24</b></p>	<p><b>COVER STORY</b> <b>VALUE-BASED CARE</b></p> <p><b>COLUMNS</b></p> <p>HME: Revenue Cycle Management IHC: OASIS/Coding Road Map: Staffing</p> <p><b>TOPICS</b></p> <p>Social Determinants of Health Data Management POCs Dementia Telehealth</p> <p><b>PRODUCTS &amp; BUSINESS SERVICES</b></p> <p>Vertical &amp; Stair Lifts Power Chairs HH RCM Software</p> <p><b>DIRECTORY</b></p> <p>Staffing, Recruiting &amp; Retention Services</p> <p><b>BONUS DISTRIBUTION AT SHOW</b></p> <p><b>ADS DUE: 8/8/24</b></p> <p><b>NAHC ISSUE</b></p>	<p><b>COVER STORY</b> <b>HOMECARE HEROES</b></p> <p><b>COLUMNS</b></p> <p>HME: Referrals IHC: Reimbursement Road Map: Customer Service</p> <p><b>TOPICS</b></p> <p>Wound Care Medication Management Hiring &amp; Retention Pain Management Home Modifications</p> <p><b>PRODUCTS &amp; BUSINESS SERVICES</b></p> <p>Stationary Oxygen Bath Safety Ramps</p> <p><b>PLUS</b></p> <p>2024 Buyer's Guide</p> <p><b>ANNUAL BUYER'S GUIDE</b></p> <p><b>ADS DUE: 10/9/24</b></p>

\*Editorial content subject to change



## FULL COLOR RATES (NET)

	1x	3x	5x
Two-Page Spread	\$7,705	\$7,310	\$6,820
Full Page	\$6,490	\$5,855	\$5,450
½ Page	\$4,855	\$4,395	\$4,095
⅓ Page	\$4,270	\$3,855	\$3,605
¼ Page	\$3,245	\$2,930	\$2,725

- Rate earned based on the number of insertions, regardless of size in one or more issues within one year of first insertion.
- Premium position: Add 10% to display rate, +15% for BC and IFC positions.
- No spot coloring.
- We reserve the right to reject contracted ads based on content.

## MARKETPLACE ADVERTISING RATES (NET)

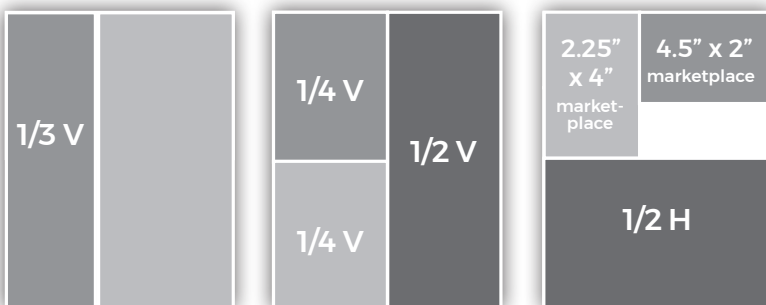
	1x	3x	5x
2.25" x 4"	\$1,025	\$925	\$855
4.5" x 2"	\$1,025	\$925	\$855

## HIGH-IMPACT PRINT ADVERTISING\*

**Cover Tips, Gate Folds, Inserts, Polybagging** and **Faux Covers** are available for most issues. All high-impact advertising will be quoted with the exact specifications of your project. Reach out to your account representative for more information and pricing.

## LIVE AREA

Advertisers are encouraged to keep live material at least 0.25" from the edge of full-page and two-page spread ads. Crop and registration marks should be outside bleed area.



## PRINT AD SIZES

	Width (in)	x	Height (in)
Full Page – Trim	7.875	x	10.5
Full Page – Bleed	8.125	x	10.75
Live Area for Full-Page Ad	7.375	x	10
Two-Page Spread – Trim	15.75	x	10.5
Two-Page Spread – Bleed	16	x	10.75
½ Page Vertical	3.375	x	9.5
½ Page Horizontal	7	x	4.5
⅓ Page Vertical	2.25	x	9.5
¼ Page	3.375	x	4.5

## PRINT AD SPECS

Binding: Saddle Stitch - Line Screen: 150

## DIGITAL FILE SUBMISSION REQUIRED

All files should be CMYK. Artwork received with RGB or Spot colors will be converted to CMYK before publication.

## PDF (PREFERRED FILE TYPE)

- Use PDF X3 or press quality default settings to exact ad size without crop marks.
- Export all full pages and two-page spreads to bleed size and without any crop or bleed marks. Under the "Marks and Bleeds" tab, uncheck any marks and check "Use Document Bleed Settings."

## INDESIGN

- 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.

► **UPLOAD YOUR AD FILES TO**  
[homecaremag.com/digital-upload](http://homecaremag.com/digital-upload)

## FREE TO PRINT ADVERTISERS STUDY | ADVERTISING EFFECTIVENESS AND READERSHIP STUDIES

How effective is your advertising? To help you learn the answer to this important question, HomeCare invests in adViewPro™ studies from the Baxter Research Center. Unlike other magazines, we don't require a minimum number of insertions for our ad studies. Instead, advertisers with a ¼ page or larger in the February issue receive that full report at no additional charge. Plus, our exclusive agreement with Baxter Research Center means that you can't get this rich data from any competing magazine. Ask us for a sample report, and you'll see what we mean. Advertising is expensive, and it can be difficult – or impossible – to know whether the money you're spending is accomplishing your marketing mission. adViewPro™ studies take the uncertainty out of your marketing investment by providing clear answers to critical questions.

**For more information on this service, contact your account executive.**

BA<sup>X</sup>TER  
adView<sup>PRO</sup>

# HomeCare<sup>2024</sup> WEBSITE ADS

HomeCare's website provides the latest news and comprehensive business management advice to tens of thousands of HME and home health professionals. Our website offers an extensive database of tools and resources to an engaged audience. Advertise on [homecaremag.com](http://homecaremag.com) to reach a targeted audience that wants to learn better business practices.

RATES PER MONTH	DISPLAY ADS (NET)		
	■ Billboard Package		
	Top Banner	970 x 250	\$ 2,260
	Waterfall Banner	728 x 90	
	Rectangle	300 x 250	
	■ Leaderboard Package		\$ 1,160
	Waterfall Banner	728 x 90	
	Rectangle	300 x 250	
	■ Rectangle 1	300 x 250	\$ 1,370
	■ Rectangle 2	300 x 250	\$ 1,155
	■ Rectangle 3	300 x 250	\$ 720
All ads sold in rotation			

## DIGITAL FILE REQUIREMENTS FOR WEBSITE ADS

Website ads may be GIF, JPG, PNG, HTML5 or third-party tags that are accepted by Google Ad Manager. HTML5, third-party tags and rich media ads must all serve from secure (https) servers. Third-party impression tracking and click tags are acceptable.

Digital ad file size no larger than 50 KB; Billboard 970x250 max file size: 200 KB; Recommended animation length: 15 sec. and 18 FPS; Rich media and video initial load: 50 KB; Subsequent polite file load: 100 KB; User-initiated file load: 1 MB

We reserve the right to either reject or downsize files submitted that are larger than the requirements stated above.

► **UPLOAD YOUR AD FILES TO**  
[homecaremag.com/digital-upload](http://homecaremag.com/digital-upload)

# NEWSLETTER ADS HomeCare<sup>20</sup><sub>24</sub>

Reach our targeted newsletter subscribers each week by advertising in **HomeCare NOW**. Members of this highly engaged audience are eager for industry information they can use now. Each mobile-friendly newsletter offers readers a selection of online-exclusive articles, industry news and valuable resources.

**Rep. Dingell Voices Support for Home Infusion Coverage**

Dingell shared a story of a time she was able to self-administer intravenous antibiotics — and was shocked to learn the cost-effective method is not covered by Medicare.

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SPONSORED BY:

**Quality of Care Hits Home**

Philadelphia Insurance Companies is an insurer of home health care organizations. With more than a decade of experience insuring the homecare industry, PHLY is equipped to provide the best possible service to homecare organizations in times of need. PHLY serves a wide range of homecare customers, covering organizations varying in size and insurance needs. For all of your homecare insurance needs, visit [phly.com](http://phly.com).

**Industry News**

**Man Sentenced for Money Laundering of Medicare Fraud Proceeds**

**Caring for Caregivers to Reduce the Risk of Alzheimer's Disease**

**Home Care Pulse Welcomes New CFO, CRO**

**Home Health Agency Lays Off Hundreds, Blames Medicaid**

**Trella Health Invests in New Data Enhancements**

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SPONSORED BY RND Softech

**Billing and Remote Back Office/Administrative Staffing**

RND provides remote staffing solutions to home care, home health, durable medical equipment and home medical equipment providers in the U.S. With 24 years of experience dealing in the health care industry, RND comes equipped with the mandatory HIPAA/data security certifications. Starting at \$7 per hour, RND's rates are the lowest you can get! Click [here](#) to learn more.

← Ad Position 1

← Ad Position 2

Showcase your latest products that drive the homecare industry in **HomeCare Product Watch**. (Deploys 1x/month)

JULY 18, 2023  
WEB VERSION

Products, Services and Technologies for the Homecare Market

**Kalmia Perfect Height Bed**

Built for versatility, our Kalmia Perfect Height high-low adjustable bed offers 18" of height adjustment and three memory foam mattresses to choose from: firm, extra support, and hybrid.

[MORE DETAILS](#)

**Nonin Model 7500 Tabletop Pulse Oximeter**

Service calls and accessory product replacements add up quickly. Invest in an oximeter that was designed with durability in mind and comes with an industry-leading 3-year warranty. Get in touch with a Nonin representative!

[MORE DETAILS](#)

**These VPLs have the Best Warranty in the Industry**

Mac's Lift Galore's Vertical Platform Lifts have a 5-year limited warranty and offer lifting heights of 50, 72 and 90 inches.

READY TO TAKE YOUR ORDER!

[MORE DETAILS](#)

**Understanding Bariatric Equipment: Are You Size-Inclusive?**

Learn how the demand for bariatric equipment is transforming health care for patients of all sizes.

[MORE DETAILS](#)

**You Care. So Do We.**

Make sure you are signed up for our newsletters here:

[SUBSCRIBE](#)

Want to see your product or service in an upcoming issue?  
[Email Us](#)

RATES PER NEWSLETTER

## PRODUCT WATCH (NET)

Listing		\$ 805
3x rate (per listing)		\$ 700

Includes product image 180x130 pixels, short description and link to your website.

## DIGITAL FILE REQUIREMENTS FOR NEWSLETTER ADS

Newsletter display ads should be a nonanimated GIF, JPG or PNG. Third-party impression tracking and click tracking strings are acceptable. File sizes no larger than 40 KB.

We reserve the right to either reject or downsize files submitted that are larger than the requirements stated above.

► **UPLOAD YOUR AD FILES TO**  
[homecaremag.com/digital-upload](http://homecaremag.com/digital-upload)

RATES PER NEWSLETTER

## HomeCare NOW (NET)

### Ad Position 1

Five-to-six word headline, up to 50 words of text, 300x250 pixel image and link to your website.

1x	4x	8x	16x
\$ 1,610	\$ 1,450	\$ 1,290	\$ 1,130

### Ad Position 2

Five-to-six word headline, up to 50 words of text, 300x250 pixel image and link to your website.

1x	4x	8x	16x
\$ 975	\$ 880	\$ 780	\$ 680

HomeCare Media offers several vehicles that are focused on producing quality leads. These turnkey solutions include an aggressive promotional effort that, in addition to generating leads, will also increase awareness and position your company as a thought leader.

## SPONSORED CONTENT

### WHITE PAPERS, E-BOOKS, CASE STUDIES

HomeCare will host and promote your content and generate leads for your team. Your white paper, case study or e-book should provide useful information for the HomeCare audience seeking to understand an issue, solve a problem or simply do their jobs better. The content is gated and prospects must provide their contact information in order to download the content. The prospects' contact information is then given to the sponsor.

### QUICKCHAT

QuickChat is a pre-recorded 10-minute conversation between the sponsor and HomeCare editor. The intent is to educate the HomeCare audience on a product, service or topic. The sponsor will suggest questions to be used in the interview, which is delivered in a podcast-like format. Promos for the interview will direct prospects to a landing page where they may access the QuickChat session, as well as any other information and material the sponsor chooses to offer (e.g., e-book, link to sponsor's website, etc.). The content may be gated, and prospects must leave their contact information to access the QuickChat session—and the prospects' contact information is then given to the sponsor.

### ASSET PROMO PACKAGE

If you prefer to host your content but need help driving people to your website to register for a webinar or download a white paper, e-book or case study, then the Asset Promo Package is a great choice! The package includes an aggressive promotion plan utilizing several HomeCare vehicles.

## LIVE EVENTS

### WEBINARS

In addition to project managing the entire webinar event, HomeCare will host and moderate the event, create and manage the registration page, create all promotional material, and help hone your topic and message. All registrant contact information is given to the sponsor. Each event includes a 45-minute presentation and a 15-minute Q&A session. Additionally, a recording of your webinar will reside and be available for playback on the HomeCare website so it continues to pay dividends long after the live presentation.

### ROUNDTABLES

The HomeCare RoundTable is a live event like a webinar but, rather than including a slide presentation, focuses on a moderated conversation between HomeCare's editor and selected panelists that bring a variety of perspectives to a topic. Panelists may be recommended by the sponsor in collaboration with HomeCare. Most of the event is spent engaging with the audience and fielding questions. A recording of the RoundTable will reside on the HomeCare website for playback, so it will continue to pay dividends long after the live presentation.

## LEAD GENERATION PROMOTION SCHEDULES

All sponsored content and live events will be promoted aggressively through a combination of custom e-blasts (optional for White Papers, Case Studies and E-Books), the HomeCare Now e-newsletter, the HomeCare website and social media posts. Live events will also be promoted through a full-page ad in the magazine.

### LEAD GENERATION PRICING

RATES

White Paper, E-Book & Case Study

\$2,205 (with e-Blast additional)

QuickChat

\$6,000

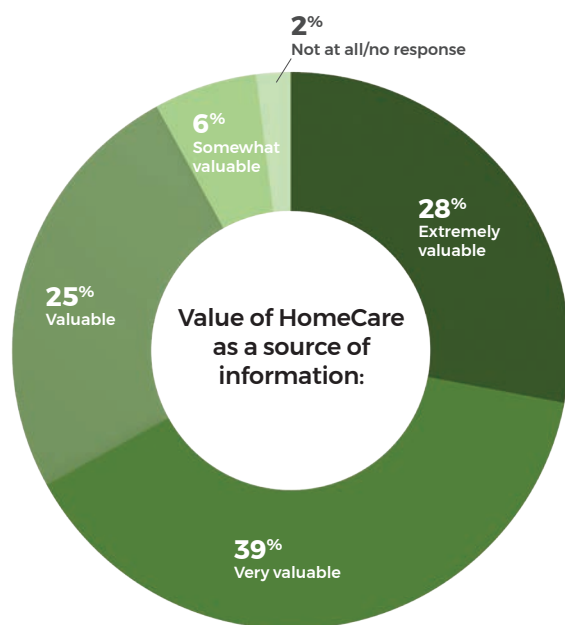
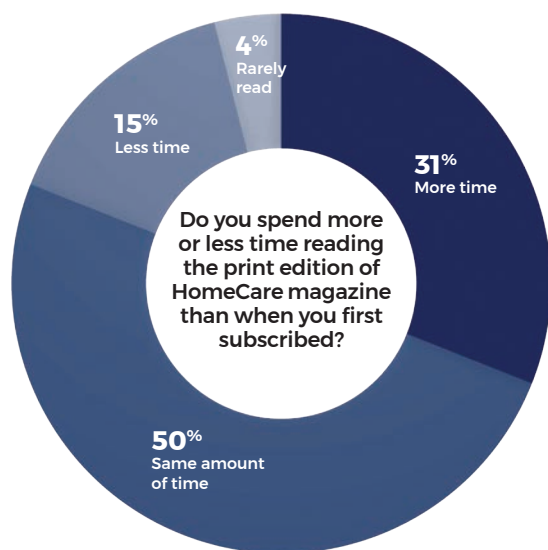
Asset Promotion

\$6,240

Webinar/RoundTable

Contact your account rep for pricing

# WHAT READERS ARE SAYING HomeCare<sup>2024</sup>



**"Keeps me up with what is happening in our industry. Shows me new products. Gives me new ideas." (Owner)**

**"Like to see articles related to new products and how they have helped HHA provide care." (Director)**

**"HomeCare helps me to stay informed on a variety of topics. It is almost impossible to keep up with the amount of information and having most of it in one place is awesome." (HME Executive)**

**"Keeping up to date on best practices, industry trends and other industry news." (President)**

**"Very useful, keeps me up to date on new trends and innovations." (CEO)**

**"Very informative about changes and updates in the home health care business." (Owner)**

**1.8 Pass Along Readership**

Source: HomeCare Reading Habits, Baxter Research Study 2023

## OUR TEAM

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