

HME NEWS
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UNITED PUBLICATIONS, INC.
106 Lafayette St., P.O. Box 998
Yarmouth, ME 04096
(207) 846-0600 (207) 846-0657 FAX
rrector@hmenews.com
www.hmenews.com

PUBLICATION DESCRIPTION

HME NEWS is the leading source of B2B news for the home medical equipment industry. Our professional editors report news and trends from the major market sectors - Providers, Mobility, Specialty Providers, and Vendors - through eMedia and print resources. We report unbiased information, providing a vital resource that gives insight to the industry like no other. Visit www.hmenews.com.

FIELD SERVED/DEFINITION OF RECIPIENT QUALIFICATION

HME NEWS serves HME (Home Medical Equipment) Providers; HME rental/sales dealers, suppliers; rehabilitation technology suppliers; pharmacies with HME; mass merchandisers with HME; hospital owned or affiliated HME; in-patient facilities, including sleep labs, rehab centers, skilled nursing facilities. Also served are other home health care businesses; HME wholesalers, distributors; HHA, VNA, home health/hospice; insurance carriers, health care payers; and others allied to the field.

Qualified recipients are owner/president; VP/general manager/director; HME manager; HME buyer/assistance buyer; account manager/exec; sales; pharmacist/pharmacy manager; clinician/medical professional including respiratory, rehabilitation, occupational therapist; case manager; and other titled personnel.

AVERAGE MONTHLY CIRCULATION: JULY 1, 2016 – JUNE 30, 2017

QUALIFIED CIRCULATION	Non-Paid Print	Non-Paid Digital	Total Qualified Unduplicated*
Individual Subscription	10,881	5,526	13,491
Association/Group/Directory Lists	2,609	-	2,609
Rotated	-	-	-
Bulk Distribution	-	-	-
Single Copy Sales	-	-	-
TOTAL QUALIFIED CIRCULATION	13,490	5,526	16,100
TOTAL NON-QUALIFIED CIRCULATION			1,866

* Combined print and digital may not equal Total Qualified Unduplicated. Qualified print includes recipients who receive the print edition and the print and digital edition. Qualified digital includes recipients who receive the digital edition and the print and digital edition.

Please see the following pages for Recipient Classification, Subscription Source, Recency of Renewal, Business/Industry Classification, Geographical Distribution, Qualified Circulation by Issue, Explanation, Audit of Internal Records, and Affidavit.

RECIPIENT CLASSIFICATION

RECIPIENT	Non-Paid		Total Qualified Unduplicated*	Percent
	Print	Digital		
Individual by Name and Title and/or Company	13,858	5,014	16,096	100.0%
Individual by Name Only	3	1	4	-
Title Only	-	-	-	-
Company Name Only	-	-	-	-
Total Qualified Circulation	13,861	5,015	16,100	100.0%

* Combined print and digital may not equal Total Qualified Unduplicated.

SUBSCRIPTION SOURCE AND RECENCY OF RENEWAL

RECIPIENT	Non-Paid		Renewed, Requested, or Updated Within				Total Qualified Unduplicated*	Percent
	Print	Digital	1 Year	2 Years	3 Years	3+ Years		
Direct Request from the Recipient	9,546	4,817	8,402	3,319	-	-	11,721	72.8%
Request from Recipient's Company	541	198	265	340	-	-	605	3.8%
Association/Group/Directory Lists	3,774	-	3,774	-	-	-	3,774	23.4%
Total Qualified Circulation	13,861	5,015	12,441	3,659	-	-	16,100	100.0%

* Combined print and digital may not equal Total Qualified Unduplicated.

BUSINESS/INDUSTRY AND JOB TITLE CLASSIFICATION

Business Description	Non-Paid Print	Non-Paid Digital	JOB TITLE								Total Qualified Unduplicated*	Percent
			President	Vice President/ Gen. Director	Manager	Assistant Buyer	Exec. Sales	Pharmacy Manager	Case Manager	Other Titled Personnel		
HME rental/sales Dealer, Supplier: Rehabilitation Technology Supplier	10,410	3,301	5,125	2,105	2,129	192	697	14	571	946	11,779	73.2%
Hospital, Incl. hospital owned and affiliated HIM; In-Patient Facility, incl. sleep lab, rehab center	1,107	272	342	473	112	17	49	5	143	102	1,243	7.7%
Pharmacy with HME; Mass Outlet/Mass Merchandiser with HME	859	367	349	189	161	36	47	138	40	93	1,053	6.5%
Provider Subtotal	12,376	3,940	5,816	2,767	2,402	245	793	157	754	1,141	14,075	87.4%
HME Wholesaler/Distributor	497	324	190	153	57	21	107	1	15	78	622	3.9%
HHA, VNA, Home Health/Hospice	300	57	124	100	32	5	16	4	32	17	330	2.0%
HME Manufacturer/Sales Rep: Insurance Carrier, Health Care Payer; Other allied to the field	688	694	286	216	25	5	105	5	54	377	1,073	6.7%
Total Qualified Circulation	13,861	5,015	6,416	3,236	2,516	276	1,021	167	855	1,613	16,100	100.0%

* Combined print and digital may not equal Total Qualified Unduplicated.

Source – HME News

U.S. GEOGRAPHICAL DISTRIBUTION

REGION	Non-Paid Print	Non-Paid Digital	Total Qualified Unduplicated*	Percent	REGION	Non-Paid Print	Non-Paid Digital	Total Qualified Unduplicated*	Percent
Maine	54	16	60	0.4%	Kentucky	282	73	309	1.9%
New Hampshire	63	21	71	0.4%	Tennessee	478	182	551	3.4%
Vermont	19	4	22	0.1%	Alabama	309	81	343	2.1%
Massachusetts	279	116	331	2.1%	Mississippi	188	46	210	1.3%
Rhode Island	35	6	36	0.2%	E. S. Central	1,257	382	1,413	8.8%
Connecticut	180	63	213	1.3%	Arkansas	187	54	212	1.3%
New England	630	226	733	4.6%	Louisiana	213	62	234	1.5%
New York	666	267	796	4.9%	Oklahoma	214	58	240	1.5%
New Jersey	316	93	345	2.1%	Texas	939	365	1,095	6.8%
Pennsylvania	682	252	792	4.9%	W. S. Central	1,553	539	1,781	11.1%
Mid Atlantic	1,664	612	1,933	12.0%	Montana	76	14	81	0.5%
Delaware	26	8	29	0.2%	Idaho	85	21	91	0.6%
Maryland	223	112	282	1.8%	Wyoming	16	4	19	0.1%
D.C.	16	21	31	0.2%	Colorado	220	67	254	1.6%
Virginia	289	104	338	2.1%	New Mexico	74	24	90	0.6%
West Virginia	98	30	110	0.7%	Arizona	196	71	231	1.4%
North Carolina	503	181	577	3.6%	Utah	112	55	134	0.8%
South Carolina	262	88	308	1.9%	Nevada	79	27	90	0.6%
Georgia	457	158	541	3.4%	Mountain	858	283	990	6.1%
Florida	1,095	413	1,274	7.9%	Alaska	18	10	26	0.2%
S. Atlantic	2,969	1,115	3,490	21.7%	Washington	194	71	228	1.4%
Ohio	677	257	781	4.9%	Oregon	112	32	128	0.8%
Indiana	265	92	311	1.9%	California	1,070	394	1,240	7.7%
Illinois	530	222	621	3.9%	Hawaii	27	13	32	0.2%
Michigan	496	168	574	3.6%	Pacific	1,421	520	1,654	10.3%
Wisconsin	248	100	300	1.9%	U.S. Territories	15	11	22	0.1%
E. N. Central	2,216	839	2,587	16.1%	U.S. Total	13,795	4,967	16,007	99.4%
Minnesota	269	126	327	2.0%	Canada	66	48	93	0.6%
Iowa	231	77	256	1.6%	Foreign	-	-	-	-
Missouri	314	128	374	2.3%	Foreign Total	66	48	93	0.6%
North Dakota	56	19	66	0.4%					
South Dakota	48	11	55	0.3%					
Nebraska	117	31	128	0.8%					
Kansas	177	48	198	1.2%					
W. N. Central	1,212	440	1,404	8.7%	TOTAL QUALIFIED	13,861	5,015	16,100	100.0%

* Combined print and digital may not equal Total Qualified Unduplicated.

QUALIFIED CIRCULATION BY ISSUE

ISSUE	Non-Paid Print Only	Non-Paid Print & Digital Unduplicated	Non-Paid Digital Only	Total Qualified Unduplicated
July 2016	10,759	2,691	2,650	16,100
August 2016	10,821	2,665	2,614	16,100
September 2016	10,635	2,833	2,632	16,100
October 2016	10,517	2,881	2,702	16,100
November 2016	10,403	2,976	2,721	16,100
December 2016	10,445	2,974	2,681	16,100
January 2017	10,361	3,018	2,721	16,100
February 2017	10,300	3,056	2,744	16,100
March 2017	10,243	3,181	2,676	16,100
April 2017	10,190	3,205	2,705	16,100
May 2017	11,085	2,776	2,239	16,100
June 2017	11,127	2,747	2,226	16,100
6 Month Average	10,597	2,837	2,667	16,101
12 Month Average	10,574	2,917	2,609	16,100

EXPLANATION

This audit report does not include an analysis of Additions and Removals by Issue. Qualified Print contains those recipients who receive the print only edition and the print and digital both edition. Qualified Digital contains those recipients who receive the digital only edition and the print and digital both edition.

Source for Association/Group/Directory Distribution Lists (Print):

	Date(s) Added to File
Info USA	01/2017

Trade Show/Special Event Distribution Locations:

	Date(s) Attended	City, State	# of Copies
QS/1 Data Systems User Conference	07/01/16	Spartanburg, SC	150
HME News Business Summit	09/18/16 – 09/20/16	Charleston, SC	75
Medtrade	10/31/16 – 11/03/16	Atlanta, GA	3,000
Universal Software Solutions User Conference		Livonia, MI	100
Medtrade Spring	02/28/17 – 02/29/17	Las Vegas, NV	1,200
33rd International Seating Symposium	03/02/17 – 03/4/17	Pittsburgh, PA	300
Home Health Technology Summit	03/26/17 – 03/28/17	New Orleans, LA	50
Homes 29th Annual Meeting	05/08/17 – 05/9/17	New Bedford, MA	80
QS/1 Data Systems, User Conference	05/10/17	Spartanburg, SC	100
VGM Heartland Conference	06/12/17 – 06/15/17	Waterloo, IA	300
TOTAL			5,355

Audit of Records and Affidavit

Verified has conducted an audit of printing, distribution, and financial records, as well other data to substantiate circulation data submitted to Verified. This audit followed guidelines prepared in conformity with generally accepted circulation auditing procedures involving records covering all distribution methods utilized for qualified circulation during the period(s) covered by the reports. The results of this audit warrant the issuance of this audit report as a true and accurate statement of the qualified circulation of the client publication.

Verified Audit Circulation swears that to the best of its knowledge, all statements contained in this report are true and accurate.