

HME NEWS
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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: JANUARY 1, 2016 – JUNE 30, 2016

QUALIFIED CIRCULATION	Non-Paid Print	Non-Paid Digital	Total Qualified Unduplicated*
Individual Subscription	11,181	5,618	13,832
Association/Group/Directory Lists	2,935	-	2,935
Rotated	-	-	-
Bulk Distribution	-	-	-
Single Copy Sales	-	-	-
TOTAL QUALIFIED CIRCULATION	14,116	5,618	16,767
TOTAL NON-QUALIFIED CIRCULATION			1,679

* 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, Additions and Removals by Issue, Subscription Rates, 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	13,458	5,357	16,099	100.0%
Individual by Name Only	1	1	1	-
Title Only	-	-	-	-
Company Name Only	-	-	-	-
Bulk Distribution	-	-	-	-
Total Qualified Circulation	13,459	5,358	16,100	100.0%

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

SUBSCRIPTION SOURCE AND REGENCY 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	9,671	5,258	8,849	3,414	-	-	12,263	76.2%
Request from Recipient's Company	851	100	519	381	-	-	900	5.6%
Association/Group/Directory Lists	2,937	-	2,937	-	-	-	2,937	18.2%
Bulk Distribution	-	-	-	-	-	-	-	-
Total Qualified Circulation	13,459	5,358	12,305	3,795	-	-	16,100	100.0%

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

INITIAL AUDIT REPORT

Analysis conducted on the May 2016 Issue

BUSINESS/INDUSTRY AND JOB TITLE CLASSIFICATION

Business Description	Non-Paid Print	Non-Paid Digital	Job Title Classification								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	10,605	3,668	6,006	2,079	1,426	224	708	10	612	1,247	12,312	76.5%
Hospital, Incl. hospital owned and affiliated HIM; In-Patient Facility, incl. sleep lab, rehab center	763	272	281	214	95	18	36	3	127	143	917	5.7%
Pharmacy with HME; Mass Outlet/Mass Merchandiser with HME	914	406	353	207	189	38	57	115	40	142	1,141	7.1%
Provider Subtotal	12,282	4,346	6,640	2,500	1,710	280	801	128	779	1,532	14,370	89.3%
HME Wholesaler/Distributor	432	269	139	130	52	21	112	-	9	82	545	3.4%
HHA, VNA, Home Health/Hospice	62	36	16	20	5	2	9	2	18	12	84	0.5%
HME Manufacturer/Sales Rep: Insurance Carrier, Health Care Payer; Other allied to the field	683	707	311	193	38	5	130	8	57	359	1,101	6.8%
Total Qualified Circulation	13,459	5,358	7,106	2,843	1,805	308	1,052	138	863	1,985	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	41	16	50	0.3%	Kentucky	267	79	301	1.9%
New Hampshire	69	22	76	0.5%	Tennessee	424	191	504	3.1%
Vermont	17	5	19	0.1%	Alabama	274	87	319	2.0%
Massachusetts	314	114	375	2.3%	Mississippi	162	43	180	1.1%
Rhode Island	39	17	42	0.3%	E. S. Central	1,127	400	1,304	8.1%
Connecticut	159	62	197	1.2%	Arkansas	148	54	178	1.1%
New England	639	236	759	4.7%	Louisiana	207	61	227	1.4%
New York	778	256	909	5.6%	Oklahoma	206	78	253	1.6%
New Jersey	370	91	405	2.5%	Texas	918	407	1,111	6.9%
Pennsylvania	691	276	821	5.1%	W. S. Central	1,479	600	1,769	11.0%
Mid Atlantic	1,839	623	2,135	13.3%	Montana	75	13	81	0.5%
Delaware	25	11	30	0.2%	Idaho	62	18	70	0.4%
Maryland	259	111	328	2.0%	Wyoming	17	4	18	0.1%
D.C.	25	17	35	0.2%	Colorado	180	82	225	1.4%
Virginia	299	106	350	2.2%	New Mexico	67	23	81	0.5%
West Virginia	93	35	108	0.7%	Arizona	171	76	212	1.3%
North Carolina	484	168	564	3.5%	Utah	88	53	118	0.7%
South Carolina	258	105	312	1.9%	Nevada	68	23	82	0.5%
Georgia	458	184	553	3.4%	Mountain	728	292	887	5.5%
Florida	1,313	433	1,517	9.4%	Alaska	17	13	26	0.2%
S. Atlantic	3,214	1,170	3,797	23.6%	Washington	173	76	215	1.3%
Ohio	567	260	679	4.2%	Oregon	96	47	118	0.7%
Indiana	199	110	251	1.6%	California	1,003	398	1,210	7.5%
Illinois	480	252	612	3.8%	Hawaii	37	15	43	0.3%
Michigan	409	182	495	3.1%	Pacific	1,326	549	1,612	10.0%
Wisconsin	237	128	296	1.8%	U.S. Territories	25	18	36	0.2%
E. N. Central	1,892	932	2,333	14.5%	U.S. Total	13,382	5,305	15,990	99.3%
Minnesota	250	130	323	2.0%	Canada	77	53	110	0.7%
Iowa	202	91	245	1.5%	Foreign	-	-	-	-
Missouri	300	126	361	2.2%	Foreign Total	77	53	110	0.7%
North Dakota	51	24	64	0.4%					
South Dakota	42	22	55	0.3%					
Nebraska	96	34	109	0.7%					
Kansas	172	58	201	1.2%					
W. N. Central	1,113	485	1,358	8.4%	TOTAL QUALIFIED	13,459	5,358	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
January 2016	11,463	3,081	2,556	17,100
February 2016	11,327	3,148	2,625	17,100
March 2016	11,225	3,181	2,694	17,100
April 2016	11,282	3,009	2,809	17,100
May 2016	10,742	2,717	2,641	16,100
June 2016	10,851	2,667	2,582	16,100
6 Month Average	11,148	2,967	2,651	16,767

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
Dun & Bradstreet	04/2016

Trade Show/Special Event Distribution Locations:

	Date(s) Attended	City, State	# of Copies
Medtrade Spring Show	02/29/16 - 03/02/16	Las Vegas, NV	1,500
Home Health Technology Summit	03/13/16 - 03/15/16	New Orleans, LA	150
32nd International Seating Symposium	03/01/16	Vancouver, BC	250
Homes/NYMEP Annual Meeting	05/10/16 - 05/12/16	Groton, CT	100
American Association for Homecare Washington	05/25/16 - 05/26/16	Washington, DC	100
Heartland Conference	06/13/16 - 06/16/16	Waterloo, IA	200
TOTAL			2,300

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.