print editorial calendar
january–june 2012

mobility management

Issue Date	Special Features, Themes, Editions	Marketplace	Bonus Distribution
January	**Complex Rehab Industry Roundtable** Pediatric Series #1: **Stroller Comparo** Our first-ever comparison of pediatric & adult stroller-style wheelchairs.	Wheelchair Backs	
February	**Annual NMEDA / Auto Accessibility Update** Plus: Home & Environmental Access ATP Series #1: **Backs & Cushions — All Together Now** The benefits in fit and function when wheelchair seat cushions and backs are treated as part of the same system.	Auto & Home Access	**NMEDA:** Phoenix, Ariz., Feb. 22-24 **AAHomecare Washington Conference:** Washington, D.C., Feb. 14-16
March	Clash of the Titans Revisted: **Aluminum & Titanium Ultralight Update**	Seating	**International Seating Symposium:** Vancouver, B.C., March 6-9
Special Edition	**Annual Seating & Positioning Handbook**	ISS New Products	**International Seating Symposium:** Vancouver, B.C., March 6-9
April	Pediatric Series #2: **Early Intervention Update** How old is old enough for seating, positioning and wheelchair interventions? ATP Series #2: **Shear: Revisiting an Old Pressure-Ulcer Foe** With special emphasis on controlling shear during tilting and reclining.	Seat Cushions	**Medtrade Spring:** Las Vegas, Nev., April 10-12 **ATG Rehab Conference**: TBA **The MED Group Rehab Network Conference:** TBA
Special Edition	**Consumer Edition** Reach out to consumers and their families directly with MM's annual edition distributed to end-users. PLUS! Our first-ever home and auto ramp comparo.		**Abilities Expos:** L.A., March 30 - April 1; NY Metro, May 4-6; Atlanta, Feb. 12-19; Chicago, June 29 - July 1; Houston, Aug. 3-5
May	**Complex Rehab New Products Issue** **MM's Best Picks of 2012:** ATPs and clinicians on the assistive technology that's exciting them this season. **Building a Bariatric Business** How mobility and complex rehab providers can become bariatric specialists.	Scooters & Accessories	**National Seating & Mobility Symposium:** Scottsdale, Ariz., May 4-7
June	**Seat Cushion Comparo** ATP Series #3: **Standing Ovation!** Exploring options for clients who want to stand.	Ultralightweight (K0005) Wheelchairs	**Heartland Conference:** Waterloo, Iowa, June 4-7
Special Edition	**Living Well with SCI Handbook**		

print editorial calendar
july–december 2012

mobility management

Issue Date	Special Features, Themes, Editions	Marketplace	Bonus Distribution
July	**Senior Mobility Special Report** Making complex rehab and DME businesses more baby boomer friendly. Pediatric Series #3: **Round-The-Clock Pediatric Products** Seating & mobility system product pictorial for home, bus and school.	Senior Mobility Products	
August	**Ultralightweight Wheelchair Comparo** First-ever ultralightweight chairs comparo helps providers and clinicians to compare designs, weights and functions. ATP Series #4: **Seat Slope** Getting the right slant on what seat slope can accomplish for clients with different needs.	Standing Systems/Frames & Gait-Trainers	
September	**OT/PT Issue** Our first-ever issue for clinicians **Succeeding with Difficult Clients** **Breathe Easy:** The impact of seating & positioning on respiration.	Power Chairs, Consumer & Complex Rehab	
Special Edition	**All-Access Handbook** Because mobility isn't complete unless it happens everywhere — at home, on the road and outdoors — our premiere All-Access Handbook focuses on technology and assessment.		
October	**Medtrade Fall Issue** Medtrade Pre-Event Coverage ATP Series #5: **A Call to Arms** How providers can assess for armrest positioning and use. **Wheelchair Backs Comparo**	Medtrade Exhibitor Products, including the Rehab Pavilion	**Medtrade Fall:** Atlanta, Ga., Oct. 15-18
November	Pediatrics Series #4: **Spinal Muscular Atrophy** Examining its different forms, impact on independent mobility, and how technology can help. **Working with Amputees** How to work with changes in posture, balance, weight distribution and center of gravity that impact clients with amputations.	Home & Auto Ramps & Lifts	
December	**2013 Buyer's Guide** The annual directory of manufacturers, distributors, organizations and resources for the complex rehab technology, mobility and accessibility industries. Plus: Product & Web Showcases		2013 Complex Rehab/ Mobility Shows