

# Magazine Editorial Calendar

January - July 2020

Issue Date	Special Features, Themes, Editions	Marketplace	Bonus Distribution and Added Value
<b>January/February</b> Ad Space: 11/19 Materials: 12/4	<b>Numotion Conference, National Seating &amp; Mobility &amp; NMEDA Conferences Issue</b>  <b>Pediatric Series #1: Growability Today &amp; Tomorrow</b> Creating the optimal balance of wheelchair growth for tomorrow and functional fit for today.  <b>Why Midline Matters</b> — Clients who have lost distal strength can still have strength and greater function at midline.  <b>Featurette</b> — Why and how to work with your client's mobility dealer.	<b>Wheelchair Cushions</b>	<b>Numotion National Leadership Conference</b> Dallas, TX Jan. 23-25  <b>National Seating &amp; Mobility Symposium</b> San Antonio, TX February 6-9  <b>NMEDA Conference</b> Daytona Beach, FL March 3-5
<b>March</b> Ad Space: 1/28/20 Materials: 2/6/20	<b>2020 International Seating Symposium Special</b>  <b>Creating a Great ATP</b> — Veteran ATPs share their experiences and their advice for the next generation of industry professionals.  <b>Robotics + CRT</b> — Envisioning the integration of complex rehab technology and robotics, including robotic technology that's already here.	<b>Standing &amp; Gait Training</b>  <b>ISS Exhibitors</b>	<b>International Seating Symposium</b> Vancouver, BC March 3-6  <b>Medtrade Spring</b> Las Vegas, NV March 4-5
<b>April/May</b> Ad Space: 4/1/20 Materials: 4/10/20	<b>Setting Up a First Wheelchair</b> — So many K0005 users "hate" their first chairs for a variety of reasons. What are the best practices for "first-chair setup?"  <b>Prosthetics &amp; Mobility</b> — The challenges of seating a wheelchair client who also uses prosthetic limbs for mobility.  <b>Featurette</b> — How client weight and weight distribution impact seating.	<b>Accessibility</b> for homes, vehicles and environments	<b>AAHomecare Washington Legislative Conference</b> Washington, D.C. May 20-21
<b>Special Edition</b> Ad Space: 3/2/20 Materials: 3/11/20	<b>Consumer Edition: The Mobility Project</b>		<b>2020-21 Abilities Expos</b> New York Metro, Chicago, Houston, Phoenix, Los Angeles, Dallas
<b>June/July</b> Ad Space: 5/27/20 Materials: 6/5/20	<b>Pediatric Series #2: Technology &amp; Duchenne MD</b> How CRT Innovations, including greater flexibility with mounting driving controls, can help kids with Duchenne muscular dystrophy.  <b>Kyphosis: Correct, Accommodate, Prevent?</b> Factors to consider when assessing kyphotic postures and determining seating and mobility choices.  <b>Featurette: Tilting in All Directions</b> — New possibilities and applications for anterior, lateral, and posterior tilt.	<b>Manual Wheelchairs</b> Including ultralightweights, stroller-style, positioning (tilt-in-space/recline), lightweight, standard and transport models	<b>VGM Heartland Conference</b> Waterloo, IA June 15-17

# Magazine Editorial Calendar

August - December 2020

Issue Date	Special Features, Themes, Editions	Marketplace	Bonus Distribution and Added Value
<p><b>August/September</b> Ad Space: 7/24/20 Materials: 8/4/20</p>	<p><b>Breaking News: Mobility Product of the Year Winners</b> — News coverage of our winners for 2020.</p> <p><b>Transfer Success</b> — Seating and mobility options can facilitate safer, more efficient transfers for both wheelchair users and caregivers.</p> <p><b>Take Me to School</b> — Reviews of educational CRT resources, from CEU Webinars and articles to white papers, research and blogs.</p> <p><b>Featurette</b> — Seating strategies for hemipelvectomy clients.</p>	<p><b>Power Wheelchairs</b> Including CRT and consumer power; pediatric and adult; bariatric; all-terrain</p>	
<p><b>October/November</b> Ad Space: 9/24/20 Materials: 10/5/20</p>	<p><b>Pediatric Series #3: When Brain Injuries Happen to Kids</b> — How brain injuries in children differ from those incurred by adults, and how those differences can impact seating and mobility choices.</p> <p><b>Accessibility Comparo</b> — Pictorial of home, environmental and automotive accessibility products.</p> <p><b>Featurette</b> — Applications for standing frames and standing chairs.</p>	<p><b>Senior Mobility</b> Including scooters, consumer power chairs, lightweight and standard manual wheelchairs, home and vehicle accessibility products</p>	<p><b>Comparo advertisers receive bonus listings:</b> 3 listings for full-page advertisers, 2 listings for fractional advertisers.</p> <p><b>Medtrade Fall</b> Atlanta, GA Nov. 3-5</p>
<p><b>Special Edition</b> Ad Space: 9/4/20 Materials: 9/15/20</p>	<p><b>SEATING &amp; POSITIONING HANDBOOK</b></p>	<p><b>Seating &amp; Positioning Products</b></p>	<p><b>Exclusive show-only distribution at 2020 events:</b> Numotion's national conference, International Seating Symposium, National Seating &amp; Mobility symposium, and Heartland Conference.</p>
<p><b>December</b> Ad Space: 10/22/20 Materials: 11/2/20</p>	<p><b>2021 BUYER'S GUIDE</b> Our annual directory of manufacturers, distributors, organizations and resources for the complex rehab technology, mobility and accessibility industries.</p>		<p><b>2021 Complex Rehab/Mobility Shows</b></p> <p>Advertisers receive free half page company profile, bolded listings throughout, and logo.</p>

# eMobility Editorial Calendar

## January 2020

January 6 General eMobility  
January 16 General eMobility  
January 30 General eMobility

## February 2020

February 6 General eMobility  
February 17 **Special Focus: Pediatric Seating & Mobility**  
February 24 **Marketplace: ISS Exhibitors**  
February 26 General eMobility

## March 2020

March 12 General eMobility  
March 16 **Marketplace: ISS Exhibitors**  
March 20 General eMobility  
March 27 **Product Spotlight**

## April 2020

April 2 General eMobility  
April 10 General eMobility  
April 17 General eMobility  
April 24 General eMobility  
April 28 **Marketplace: Accessibility**

## May 2020

May 1 General eMobility  
May 8 General eMobility  
May 18 General eMobility  
May 25 General eMobility

## June 2020

June 4 General eMobility  
June 12 General eMobility  
June 19 **Special Focus: Power Wheelchairs**  
June 22 **Marketplace: Manual Wheelchairs**  
June 25 General eMobility

## July 2020

July 2 **Product Spotlight**  
July 10 General eMobility  
July 20 General eMobility  
July 28 General eMobility

## August 2020

August 4 General eMobility  
August 13 General eMobility  
August 21 General eMobility  
August 26 **Marketplace: Power Wheelchairs**  
August 31 General eMobility

## September 2020

September 8 General eMobility  
September 16 **Product Spotlight**  
September 23 **Special Focus: Seat Cushions**  
September 30 General eMobility

## October 2020

October 7 General eMobility  
October 15 **Product Spotlight**  
October 21 **Marketplace: Senior Mobility**  
October 23 General eMobility  
October 30 General eMobility

## November 2020

November 6 General eMobility  
November 13 General eMobility  
November 20 **Special Focus: Manual Wheelchairs/ Ultralightweight**

## December 2020

December 2 General eMobility  
December 10 **Product Spotlight**  
December 17 General eMobility