2021 Magazine Editorial Calendar

**JAN/FEB**
Ad close: 1/20/21
Materials due: 1/29/21

**Features**
- **Ultralightweight Wheelchair Update:** Catching up on the ultralight market, from new designs to funding issues and consumers’ right to choose.
- **Aging with Down Syndrome:** Life expectancies for people with Down syndrome are lengthening. How can seating and mobility equipment keep them active and safe?
- **Featurette:** Conducting a successful home assessment.

**Marketplace**
Wheelchair Seat Cushions and Backrests

**MAR/APR**
Ad close: 3/24/21
Materials due: 4/2/21

**Features**
- **Pressure Injury Prevention:** An update on pressure injury prevention, shear and deep tissue injuries, plus checking in on the latest seating standards.
- **Improving Client and Caregiver Compliance:** What factors, from equipment design to transportation options and user friendliness, make clients and caregivers more likely to comply with clinician and supplier recommendations?
- **Featurette:** Positioning possibilities with strollers.

**Marketplace**
Standing & Gait Training: Standing wheelchairs, standing frames, gait trainers

**SPECIAL EDITION**
Ad close: 5/12/21
Materials due: 5/21/21

**Consumer Edition: The Mobility Project**

**Bonus Distribution and Added Value**
2021 Abilities Expos
Chicago, Houston, Phoenix, New York Metro, Los Angeles, Dallas

**MAY/JUN**
Ad close: 5/25/21
Materials due: 6/4/21

**Features**
- **How Smart Technology Is Changing CRT:** Smart systems are changing the way consumers use their wheelchairs. What’s next?
- **Cerebral Palsy Through the Years:** How presentations for CP, including spasticity and muscle tone issues, evolve as the wheelchair user ages.
- **Featurette:** Proactive power-assist for manual chair users.

**Marketplace**

**Bonus Distribution and Added Value**
Medtrade West
Phoenix, AZ
July 12-14

*If in-person events occur*
## 2021 Magazine Editorial Calendar

### JUL/AUG
- **Ad close:** 7/23/21  
- **Materials due:** 8/3/21

**Features**
- **24 Hours a Day: A Growing Movement:** People who use wheelchairs need optimal support throughout the day, including when they’re out of their wheelchairs.
- **Mobility Product Award Winners 2021:** A pictorial celebration of the latest award-winning CRT and accessibility products.
- **Featurette:** Complex postures and custom-molded seating.

**Marketplace**
- **Power Wheelchairs & Components:** Adult and pediatric power wheelchairs, powered seating options, alternative driving controls, electronics, batteries, sensor systems, positioning components

**Bonus Distribution and Added Value***
- **VGM Heartland Conference**  
  Waterloo, IA  
  September 13-15

### SEPT/OCT
- **Ad close:** 9/17/21  
- **Materials due:** 9/23/21

**2021 International Seating Symposium Special**

**Features**
- **Power Base Priorities:** Identifying the factors that impact drivetrain preferences and choices among consumers.
- **Funding: CRT by Any Other Name:** Examining the impact of terminology: When advocating for CRT access, do semantics hurt CRT’s argument?
- **Featurette:** Automotive accessibility’s role in CRT.

**Marketplace**
- **Special Double Marketplace**
  - **2021 International Seating Symposium Exhibitors**
  - **Accessibility:** Automotive, home, environmental

**Bonus Distribution and Added Value***
- **International Seating Symposium**  
  Pittsburgh, PA  
  Oct. 26-30
- **Medtrade East**  
  Atlanta, GA  
  Oct. 18-20

### SPECIAL EDITION
- **Ad close:** 9/24/21  
- **Materials due:** 10/5/21

**Seating & Positioning Handbook**

**Marketplace**
- **Seating & Positioning Products**

**Bonus Distribution and Added Value***
- **International Seating Symposium, and Heartland Conference**

### NOV/DEC
- **Ad close:** 11/10/21  
- **Materials due:** 11/22/21

**Features**
- **2022 Company Profiles Special:** Featuring leading manufacturers in the CRT and accessibility fields.
- **SMA: What to Expect Next:** As drug therapies redefine the functional abilities of children with spinal muscular atrophy, what will their seating and mobility needs be?
- **Featurette:** Home vs. facility and why destination matters.

**Marketplace**
- **24-hour Postural Support:** Bath/hygiene/commode equipment, beds with positioning features, sleep/nighttime positioning, activity chairs, recreational equipment, out-of-wheelchair positioning, car seats with positioning features

---

*If in-person events occur*
<table>
<thead>
<tr>
<th>JANUARY</th>
<th>MAY</th>
<th>SEPTEMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/7 Genera eMobility</td>
<td>5/6 Genera eMobility</td>
<td>9/2 Genera eMobility</td>
</tr>
<tr>
<td>1/20 Genera eMobility</td>
<td>5/13 Genera eMobility</td>
<td>9/9 Genera eMobility</td>
</tr>
<tr>
<td>1/27 Genera eMobility</td>
<td>5/20 Genera eMobility</td>
<td>9/17 Seat Cushions</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>FEBRUARY</th>
<th>JUNE</th>
<th>OCTOBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>2/4 Genera eMobility</td>
<td>6/3 Genera eMobility</td>
<td>10/1 Genera eMobility</td>
</tr>
<tr>
<td>2/11 Genera eMobility</td>
<td>6/10 Genera eMobility</td>
<td>10/7 Genera eMobility</td>
</tr>
<tr>
<td>2/18 Genera eMobility</td>
<td>6/17 Genera eMobility</td>
<td>10/14 Product Spotlight</td>
</tr>
<tr>
<td>2/23 Genera eMobility</td>
<td>6/21 Genera eMobility</td>
<td>10/21 Genera eMobility</td>
</tr>
<tr>
<td>2/25 Genera eMobility</td>
<td>6/24 Genera eMobility</td>
<td>10/28 Genera eMobility</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>MARCH</th>
<th>JULY</th>
<th>NOVEMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>3/4 Genera eMobility</td>
<td>7/1 Genera eMobility</td>
<td>11/4 Genera eMobility</td>
</tr>
<tr>
<td>3/12 Genera eMobility</td>
<td>7/8 Genera eMobility</td>
<td>11/8 Genera eMobility</td>
</tr>
<tr>
<td>3/16 Genera eMobility</td>
<td>7/15 Genera eMobility</td>
<td>11/12 Genera eMobility</td>
</tr>
<tr>
<td>3/25 Genera eMobility</td>
<td>7/27 Genera eMobility</td>
<td>11/18 Manual Wheelchairs</td>
</tr>
<tr>
<td>3/31 Genera eMobility</td>
<td></td>
<td>11/22 Genera eMobility</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>APRIL</th>
<th>AUGUST</th>
<th>DECEMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>4/8 Genera eMobility</td>
<td>8/5 Genera eMobility</td>
<td>12/2 Genera eMobility</td>
</tr>
<tr>
<td>4/15 Genera eMobility</td>
<td>8/12 Genera eMobility</td>
<td>12/9 Genera eMobility</td>
</tr>
<tr>
<td>4/26 Genera eMobility</td>
<td>8/19 Genera eMobility</td>
<td>12/15 Genera eMobility</td>
</tr>
<tr>
<td>4/29 Genera eMobility</td>
<td>8/26 Genera eMobility</td>
<td></td>
</tr>
<tr>
<td></td>
<td>8/30 Genera eMobility</td>
<td></td>
</tr>
</tbody>
</table>

Please contact your sales representative to confirm dates and availability.