

# Magazine Editorial Calendar

January - June 2019

| Issue Date             | Special Features, Themes, Editions   | Marketplace                         | Bonus Distribution and Added Value  |
|------------------------|--|-------------------------------------|---|
| January                | <p><b>Numotion Conference Issue</b></p> <p><b>Pediatric Series #1: The GMFCS Level V Child</b> Mobility and seating goals for the most involved pediatric clients.<br/> <b>Adjustable Cushion Codes</b> — What features make a cushion truly adjustable? How could adjustability be defined in the future?</p>   | Backrests                           | <p><b>Numotion Conference</b><br/>San Antonio, TX<br/>Jan. 17-19</p>  |
| February               | <p><b>NSM Symposium Issue</b></p> <p><b>Catching Up with Standing</b><br/>New options for standing frames and standing wheelchairs, plus how new functionality can help clients with standing regimens.<br/> <b>Stroke</b> — The impact of cerebrovascular accidents and how CRT can address cognitive, positioning and mobility effects.<br/> <b>Plus: Automotive Accessibility section</b></p> | Accessibility<br>(home, pool, auto) | <p><b>National Seating &amp; Mobility Symposium</b><br/>Orlando, FL<br/>February 7-10</p>                       |
| March                  | <p><b>2019 International Seating Symposium Special</b></p> <p><b>Near Future</b> — The industry weighs in on which trending technologies are most likely to impact CRT and why.<br/> <b>Fatigue</b> — When strength and stamina fade, what are the best ways to keep clients optimally positioned?</p>   | Seating + ISS New Products          | <p><b>International Seating Symposium</b><br/>Pittsburgh, PA<br/>March 18-22</p>                                |
| April                  | <p><b>Pediatric Series #2: Spina Bifida</b> — The impact of spina bifida on early childhood development and how early-intervention seating and mobility can intervene.<br/> <b>Understanding and Optimizing E1161</b> — Indications and contraindications for adult manual tilt-in-space, plus justification and documentation requirements.</p>   | Seat Cushions                       | <p><b>Medtrade Spring</b><br/>Las Vegas, NV<br/>April 17-18</p>   |
| <b>Special Edition</b> | <b>Consumer Edition: The Mobility Project</b>  |                                     | <p><b>2019 Abilities Expos</b><br/>New York Metro, Chicago, Houston, Boston, San Mateo, Dallas, Los Angeles</p> |
| May                    | <p><b>The Future of ALS</b> — How electronics, alternative drive access and increasing connectivity could support ALS clients.<br/> <b>Stable at the Core</b> — The importance of trunk &amp; pelvic stability to everyday tasks, such as propulsion, reaching &amp; ADLs</p>  | Standing & Gait Training            | <p><b>AAHomecare</b><br/>Washington, D.C.<br/>May 22-23</p>   |
| June                   | <p><b>Pediatric Series #3: Early Intervention for Developmental Delays</b> — When a young child is likely to miss mobility milestones, what should the goals be for the seating and mobility team?<br/> <b>Defining Ultralights</b> — From clinical functionality to coding, what characteristics define an ultralight?</p>  | Positioning                         | <p><b>VGM Heartland Conference</b><br/>Waterloo, Iowa<br/>June 10-12</p>  |

# Magazine Editorial Calendar

July - December 2019

| Issue Date             | Special Features, Themes, Editions  | Marketplace   | Bonus Distribution and Added Value   |
|------------------------|---|---|--|
| <b>July</b>            | <p><b>Mobility Products of the Year</b> — Award winners shine in this product pictorial.</p> <p><b>Brave New Worlds</b> — Alternative controls update: proportional, switches, and alternative locations, such as eye gaze and tongue-drive systems.</p>  | <b>Senior Mobility</b>  |  |
| <b>August</b>          | <p><b>What's New with Power Positioning</b><br/>Exploring new technology and functionality in anterior/posterior tilt, recline, seat elevation and standing.</p> <p><b>Cover Story</b> — Choosing optimal seat cushion and back covers based on temperature control and moisture management, transfers, etc.</p>          | <b>Pediatric CRT</b>  |  |
| <b>September</b>       | <p><b>Pediatric Series #4: I Can Push Myself!</b> — Teaching clinically sound, efficient self-propulsion, plus setting up an optimal pediatric ultralight chair.</p> <p><b>Posterior Pelvic Tilt</b> — Why and when it occurs, and seating interventions that can help.</p>   | <b>Manual Wheelchairs &amp; Accessories</b><br>Including ultralights, strollers, adult tilt |  |
| <b>October</b>         | <p><b>Rising to New Heights</b> — Identifying factors that impact backrest height choices for optimal propulsion, positioning and range of motion.</p> <p><b>Pressure: An Update</b> — An update on pressure injury prevention, deep tissue injuries, shear and technology interventions.</p>                             | <b>Power Wheelchairs &amp; Accessories</b>  | <b>Medtrade Fall</b><br>Atlanta, GA<br>Oct. 21-23  |
| <b>November</b>        | <p><b>Accessibility Comparo</b> — Our pictorial comparison of home, environmental and automotive products that promote inclusion for mobility users.</p> <p><b>Justify It: Group 2 vs. Group 3 Power Chairs</b><br/>Identifying client populations for whom Group 2/ Group 3 single-power options could be indicated.</p> | <b>Pediatric Seating &amp; Mobility</b>   | <b>Comparo advertisers receive bonus listings:</b> 3 listings for full-page advertisers, 2 listings for fractional advertisers.  |
| <b>Special Edition</b> | <b>SEATING &amp; POSITIONING HANDBOOK</b>   | <b>Seating &amp; Positioning Products</b>   | <b>Exclusive show-only distribution at 2020 events:</b><br>Numotion's national conference, International Seating Symposium, National Seating & Mobility symposium, and Heartland Conference. |
| <b>December</b>        | <b>2020 BUYER'S GUIDE</b><br>Our annual directory of manufacturers, distributors, organizations and resources for the complex rehab technology, mobility and accessibility industries.  |   | <b>2020 Complex Rehab/Mobility Shows</b><br><br>Advertisers receive free half page company profile, bolded listings throughout and logo.   |