

print editorial calendar

january – june 2012



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 Revisited: 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		

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july – december 2012



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July	<p>Senior Mobility Special Report Making complex rehab and DME businesses more baby boomer friendly.</p> <p>Pediatric Series #3: Round-The-Clock Pediatric Products Seating & mobility system product pictorial for home, bus and school.</p>	Senior Mobility Products	
August	<p>Ultralightweight Wheelchair Comparo First-ever ultralightweight chairs comparo helps providers and clinicians to compare designs, weights and functions.</p> <p>ATP Series #4: Seat Slope Getting the right slant on what seat slope can accomplish for clients with different needs.</p>	Standing Systems/Frames & Gait-Trainers	
September	<p>OT/PT Issue Our first-ever issue for clinicians</p> <p>Succeeding with Difficult Clients</p> <p>Breathe Easy: The impact of seating & positioning on respiration.</p>	Power Chairs, Consumer & Complex Rehab	
Special Edition	<p>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.</p>		
October	<p>Medtrade Fall Issue Medtrade Pre-Event Coverage</p> <p>ATP Series #5: A Call to Arms How providers can assess for armrest positioning and use.</p> <p>Wheelchair Backs Comparo</p>	Medtrade Exhibitor Products, including the Rehab Pavilion	Medtrade Fall: Atlanta, Ga., Oct. 15-18
November	<p>Pediatrics Series #4: Spinal Muscular Atrophy Examining its different forms, impact on independent mobility, and how technology can help.</p> <p>Working with Amputees How to work with changes in posture, balance, weight distribution and center of gravity that impact clients with amputations.</p>	Home & Auto Ramps & Lifts	
December	<p>2013 Buyer's Guide The annual directory of manufacturers, distributors, organizations and resources for the complex rehab technology, mobility and accessibility industries.</p> <p>Plus: Product & Web Showcases</p>		2013 Complex Rehab/ Mobility Shows