

# Magazine Editorial Calendar

January - June 2021

Issue Date	Special Features, Themes, Editions	Marketplace	Bonus Distribution and Added Value
January/February Ad Space: 1/20/21 Materials: 1/29/21	<p>Ultralightweight Wheelchair Update Catching up on the ultralight market, from new designs to funding issues and consumers' right to choose.</p> <p>Aging with Down Syndrome — Life expectancies for people with Down syndrome are lengthening. How can seating and mobility equipment keep them active and safe?</p> <p>Featurette — Conducting a successful home assessment.</p>	Wheelchair Seat Cushions and Backrests	Numotion National Leadership Conference Virtual  National Seating & Mobility Symposium Virtual
March/April Ad Space: 3/4/21 Materials: 4/2/21	<p>Pressure Injury Prevention — An update on pressure injury prevention, shear and deep tissue injuries, plus checking in on the latest seating standards.</p> <p>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?</p> <p>Featurette — Positioning possibilities with strollers.</p>	Standing & Gait Training Standing wheelchairs, standing frames, gait trainers	Medtrade West Phoenix, AZ April 12-14
<b>Special Edition</b> Ad Space: 3/19/21 Materials: 3/30/21	<b>Consumer Edition: The Mobility Project</b>		2020-21 Abilities Expos New York Metro, Chicago, Houston, Phoenix, Los Angeles, Dallas
May/June Ad Space: 5/25/21 Materials: 6/4/21	<p>How Smart Technology Is Changing CRT— Smart systems are changing the way consumers use their wheelchairs and opening up new environments. What's next?</p> <p>Cerebral Palsy Through the Years — How presentations for CP, including spasticity and muscle tone issues, evolve as the wheelchair user ages.</p> <p>Featurette — Proactive power-assist for manual chair users.</p>	<b>Manual Wheelchairs &amp; Components</b> Adult and pediatric manual wheelchairs (self-propelled and caregiver propelled), power-assist systems, lower- and upper-extremity positioning components, stoller-style wheelchairs, ergonomic/performance components (handrims, wheels, tires), suspension systems	VGM Heartland Conference Waterloo, IA June 14-16

# Magazine Editorial Calendar

July - December 2021

Issue Date	Special Features, Themes, Editions	Marketplace	Bonus Distribution and Added Value
July/August Ad Space: 7/23/21 Materials: 8/3/21	<p>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.</p> <p>Mobility Product Award Winners 2021— A pictorial celebration of the latest award-winning CRT and accessibility products.</p> <p>Featurette — Complex postures and custom-molded seating.</p>	Power Wheelchairs & Components Adult and pediatric power wheelchairs, powered seating options, alternative driving controls, electronics, batteries, sensor systems, positioning components	
September/ October Ad Space: 9/21/21 Materials: 9/30/21	<p><b>2021 International Seating Symposium Special</b></p> <p>Power Base Priorities — Identifying the factors, such as environment and comfort levels, that impact drivetrain preferences and choices among consumers.</p> <p>Funding: CRT by Any Other Name — Examining the impact of terminology: When advocating for CRT access, do semantics actually hurt CRT's argument?</p> <p>Featurette — Automotive accessibility's role in CRT.</p>	<p>Special Double Marketplace</p> <p>2021 International Seating Symposium Exhibitors</p> <p>Accessibility Automotive, home, environmental</p>	<p>International Seating Symposium Pittsburgh, PA Oct. 26-30</p> <p>Medtrade East Atlanta, GA Oct. 18-20</p>
<b>Special Edition</b> Ad Space: 9/24/21 Materials: 10/5/21	<b>SEATING &amp; POSITIONING HANDBOOK</b>	Seating & Positioning Products	Exclusive in-person show-only distribution at 2022 CRT events: Numotion's national conference, International Seating Symposium, National Seating & Mobility symposium, and Heartland Conference.
November/ December Ad Space: 11/10/21 Materials: 11/22/21	<p>2022 Company Profiles Special — Featuring leading manufacturers in the CRT and accessibility fields.</p> <p>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?</p> <p>Featurette — Home vs. facility and why destination matters.</p>	<p>24-hour Postural Support</p> <p>Bath/hygiene/ commode equipment, beds with positioning features, sleep/nighttime positioning, activity chairs, recreational equipment, out- of-wheelchair positioning, car seats with positioning features</p>	

# eMobility Editorial Calendar

## January 2021

January 7 General eMobility  
January 20 General eMobility  
January 27 General eMobility

## February 2021

February 4 General eMobility  
February 11 General eMobility  
February 18 **Special Focus: Pediatric Seating & Mobility**  
February 25 General eMobility

## March 2021

March 4 General eMobility  
March 12 General eMobility  
March 25 General eMobility  
March 31 **Product Spotlight**

## April 2021

April 8 General eMobility  
April 15 General eMobility  
April 22 General eMobility  
April 29 General eMobility

## May 2021

May 6 General eMobility  
May 13 General eMobility  
May 20 **Product Spotlight**  
May 27 General eMobility

## June 2021

June 3 General eMobility  
June 10 General eMobility  
June 17 **Special Focus: Power Wheelchairs**  
June 24 General eMobility

## July 2021

July 1 General eMobility  
July 8 General eMobility  
July 15 **Product Spotlight**  
July 27 General eMobility

## August 2021

August 5 General eMobility  
August 12 General eMobility  
August 19 General eMobility  
August 26 General eMobility

## September 2021

September 2 General eMobility  
September 9 General eMobility  
September 17 **Special Focus: Seat Cushions**  
September 24 General eMobility

## October 2021

October 1 General eMobility  
October 7 General eMobility  
October 14 **Product Spotlight**  
October 21 General eMobility  
October 28 General eMobility

## November 2021

November 4 General eMobility  
November 12 General eMobility  
November 18 **Special Focus: Manual Wheelchairs**

## December 2021

December 2 General eMobility  
December 9 General eMobility  
December 15 General eMobility