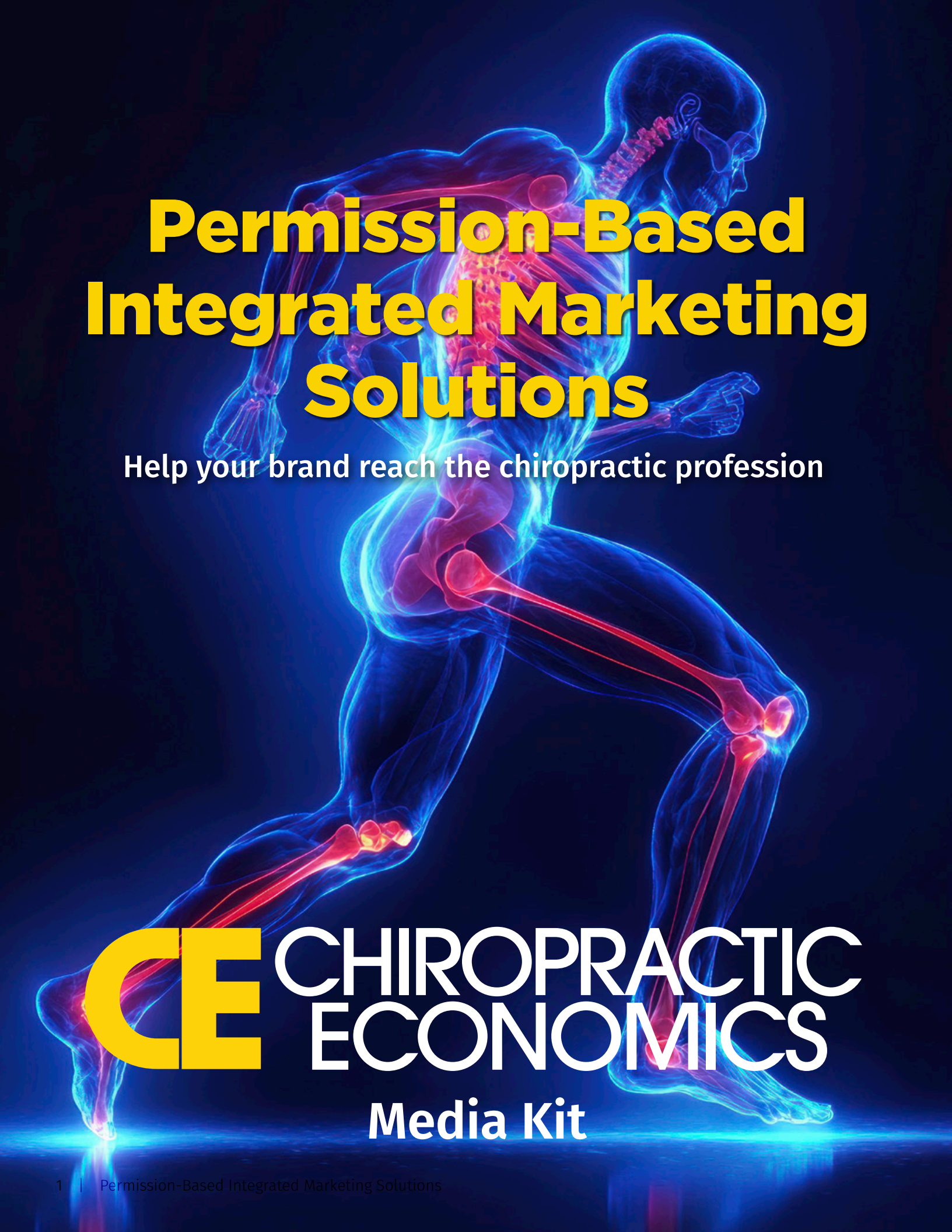


Permission-Based Integrated Marketing Solutions

Help your brand reach the chiropractic profession

CHIROPRACTIC ECONOMICS

Media Kit

Advertising Goes Where Advertising Pays

Chiropractic Economics reaches doctors who are ready to buy your products and services through multiple media options.

"Chiropractic Economics magazine has developed trust with doctors of chiropractic for decades. I know when an issue of the magazine hits mailboxes because our phones are ringing."

—Ergo-Flex Technologies

74%

the number of DCs who have made a purchase or visited a website after reading an ad in Chiropractic Economics magazine.

Source: CE Readership Survey

Alliance for Audited Media

Chiropractic Economics has a requested readership of 70.1% and is verified by the Alliance for Audited Media.

Targeted distribution

We reach established doctors of chiropractic who are proven buyers and up-and-coming DCs who are building their practices. Our unique circulation model includes 70.1% direct requested subscribers, a rotating list of newly licensed DCs and distribution to chiropractic colleges.

Premier sponsorships

Chiropractic Economics and chiroeco.com continue to demonstrate unprecedented support for chiropractic by being the premier media sponsor for major chiropractic conferences. Exclusive distribution of the magazine offers increased penetration for vendors at these events.

Two buyers guides

Mid-year and end-of-year buyers guides are consistently voted #1 as the premier source of information about products, services and companies in the chiropractic profession.

What sets Chiropractic Economics apart?

- 71 years of trust
- Longest shelf life in the industry
- Editorial integrity
- Periodicals mailing status
- Highest retention rate of advertisers in consecutive years
- Omni-channel lead generation campaigns
- Proprietary research and surveys

In what way do you PRIMARILY receive the majority of your information from Chiropractic Economics?

- Print magazine 70%
- Website/digital magazine 26%
- Enewsletters 4%

"The team at Chiropractic Economics and Massage Magazine is an amazing asset and partner for the industry. Sombra has enjoyed tremendous benefit from our multi-year partnership through the high-impact marketing programs they are able to offer. They are an absolute pleasure to work with."

—Sombra Wellness Products

More Than a Magazine

Reach customers from every angle

"Chiropractic Economics' suite of digital advertising products combined with their trusted publication provides us with the platform and channels we need to launch an integrated promotion strategy in today's ever-changing marketing landscape."

—Erchonia

What makes us different?

91% of Chiropractic Economics readers receive income from selling retail to their patients

94% of DCs say Chiropractic Economics helps them grow personally and professionally

60% Chiropractic Economics' ad share in the chiropractic profession

Channels to engage our audience

- Solo advertiser emails
- Social media advertising
- Webinars / ebooks / ecourses
- Product samples / giveaways
- Magazine - 20 FREE print issues per year
- Lead generation campaigns
- Programmatic advertising
- Streaming TV commercials
- Sponsored content
- Educational articles (print and digital)

Magazine Profile

Reader profile

Male: 74% Female: 26%
Average age: 54
Average years in practice: 25

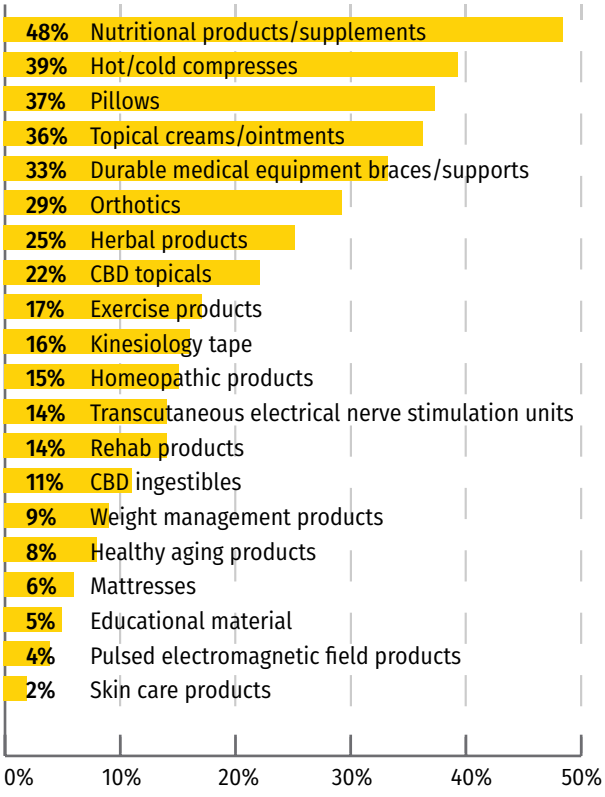
Practice characteristics

- Solo: 57%
- Group: 18%
- Associate: 10%
- Franchise owners: 27%
- Multidisciplinary practice: 28%
- Integrated practice: 10%
- Cash-based: 43%
- Average patients per week: 138
- Average new patients per week: 7

Income

- Average gross billings: $723,024
- Average gross collections: $450,425
- Average DC compensation: $141,601

Products offered



Modalities offered

Modality	DCs who offer it
Instrument adjusting	61%
Exercise program	53%
Flexion distraction	46%
Nutrition advice	41%
Kinesiology taping	41%
Laser therapy for pain relief	40%
Electrotherapy	40%
Stim/ultrasound	40%
Instrument assisted soft tissue mobilization	35%
Physical therapy/rehab therapy	31%
Massage therapy	31%
Decompression	28%
Cupping	25%
Cryotherapy	20%
Flossing	17%
Dry needling	17%
Shockwave/vibration therapy	16%
Acupuncture	16%
Functional medicine	15%
Red light therapy for pain relief	14%
Weight management	13%
Fitness devices	9%
Pulsed electromagnetic field therapy	7%
Medical services	6%
Red light therapy for weight management	5%
Homeopathy	5%
Neurofeedback	3%
Laser therapy for weight management	3%
Dry hydrotherapy	3%
Violet wave therapy	2%
Thermography	1%
TECAR therapy	1%
Stem cell therapy	1%

Sources for magazine profile: 2025 Salary and Expense Survey, 2024 Fees and Reimbursements Survey and 2024 Nutrition Survey

High-Impact Print

Display advertising to fit every budget and advertising goal

Directory tab insert
Own your product category with this two-sided, four-color, fold-out tab insert.

Cover tip
Own the front cover! Your advertisement featured as a faux cover of Chiropractic Economics. Choose between a two-page front and back presentation or a four-page folded presentation.

Insert
Set yourself apart from the competition with high-impact full-size or mini-catalogs, samples, cardstock business reply, multipage roll-out, posters and more.

Editorial series
Two-page spread. A “problem/solution” sponsored article on your topic, accompanied by your featured product overview and contact information.

Branded content
Two-page spread. Educational article think piece, accompanied by your advertisement.

Belly band
Your advertisement wrapped around an issue of Chiropractic Economics.

Polybag outsert
Distribute your samples, catalogs, flyers and postcards cost-effectively.

Additional high-impact print options
French door front cover, roll-out covers, stickers, Post-it Notes, perforated/tear-out cards and more.

CHIROPRACTIC ECONOMICS

Each issue contains the latest industry news and major press releases

2026 Editorial Calendar

1

Cover date: 1/12
Articles due: 10/13*
Ad close: 11/17*
Ad art due: 11/24*
Mail date: 1/2

*Dates in 2025

☐ **HEALTHY AGING**

- The role of HRV monitoring in chiropractic
- Top supplements for longevity
- Navigating Medicare's changing landscape
- Visual identity and messaging tips
- Postural intelligence, strength and mobility
- Biological vs. chronological age
- The benefits of regenerative medicine
- How chiropractic care supports healthy aging

DIRECTORY: Retail

2

Cover date: 1/25
Articles due: 11/10*
Ad close: 12/8*
Ad art due: 12/15*
Mail date: 1/15

*Dates in 2025

☐ **ALTERNATIVE REVENUE STRATEGIES**

- Developing a hybrid practice model
- Healing with oxygen therapy
- Creating low-overhead retail revenue
- Marketing hacks for every DC
- Integrating acoustic wave therapy

DIRECTORY: Colleges

SHOW DISTRIBUTION:
FCA NW, Fort Walton Beach, FL

3

Cover date: 2/20
Articles due: 11/10*
Ad close: 1/8
Ad art due: 1/15
Mail date: 2/10

*Date in 2025

☐ **CHIROPRACTIC SPECIALTIES**

- How the next generation is changing the profession
- High-growth chiropractic niches
- Nutrition and weight management
- Training pathways for specialization
- Marketing a specialty practice
- Advanced diagnostics to support care

DIRECTORY: Continuing Education

SHOW DISTRIBUTION:
Parker, Las Vegas

4

Cover date: 3/8
Articles due: 12/1*
Ad close: 1/27
Ad art due: 2/3
Mail date: 2/26

*Date in 2025

☐ **DOCUMENTATION MASTERY**

- Documentation best practices
- What are EHR macros?
- Compliant marketing
- The science of touch
- Your medical records and the No Surprises Act
- Using AI in patient records
- The relationship between ICD-10 coding and your documentation

DIRECTORY: Finance and Insurance

5

Cover date: 3/24
Articles due: 1/5
Ad close: 2/10
Ad art due: 2/17
Mail date: 3/12

☐ **NUTRITION and SUPPLEMENTATION**

- The CBD conversation
- Peptides and nutraceuticals
- Simple messaging to attract patients
- Integrating lab testing for nutritional deficiencies
- Nutrition coaching for CAs and health coaches
- Comparing weight management plans
- Precision nutrition

DIRECTORY: Nutrition

6

Cover date: 4/14
Articles due: 1/19
Ad close: 3/3
Ad art due: 3/10
Mail date: 4/2

☐ **PHYSICAL THERAPY AND REHAB**

- Trends in rehab, PT and chiropractic care
- Creating foundational stability
- Diagnosing and coding Upper and Lower Crossed Syndrome
- Incorporating cognitive support supplements
- How to bring rehab patients into your practice
- Using PEMF in rehab

DIRECTORY: Rehab

7

Cover date: 4/28
Articles due: 2/9
Ad close: 3/17
Ad art due: 3/24
Mail date: 4/16

☐ **NEW FRONTIERS IN TREATMENT**

- Modern therapies shaping chiropractic
- How to use PAS messaging
- The future of online scheduling
- Top 10 supplements for musculoskeletal support
- A DC's guide to laser classifications

DIRECTORY: Orthotics

SHOW DISTRIBUTION:
Logan Symposium

8

Cover date: 5/19
Articles due: 2/23
Ad close: 4/7
Ad art due: 4/14
Mail date: 5/7

☐ **THE WELLNESS ADVANTAGE**

- Creating wellness memberships
- How to rebrand your wellness practice
- Red light, infrared and cryotherapy
- The role of emotional wellness
- Wellness for the whole family
- Fitness and flexibility screening in chiropractic

DIRECTORY: Supplies

9

Cover date: 6/2
Articles due: 3/16
Ad close: 4/21
Ad art due: 4/28
Mail date: 5/21

☐ **THE POWER OF INTEGRATION**

- Trending modalities in chiropractic
- Benefits of integrating LED therapy into chiropractic care
- The role of peptide supplementation
- Using location-based advertising
- Incorporating diagnostic ultrasound in musculoskeletal management

DIRECTORY: Consultants

SHOW DISTRIBUTION:
Parker, Miami; FCA SE, Fort Lauderdale Beach

10

Cover date: 6/23
Ad close: 5/11
Ad art due: 5/18
Mail date: 6/11

☐ **PRODUCT SHOWCASE and SUMMER BUYERS GUIDE**

The premier resource for the leading chiropractic products and services available to DCs today. Highlights of the Guide include new entrants, notable products, enhanced services and more.

SHOW DISTRIBUTION
Shows through Dec. 2026

11

Cover date: 7/14
Articles due: 4/20
Ad close: 6/2
Ad art due: 6/9
Mail date: 7/2

☐ **EMPOWER WOMEN NATURALLY**

- Building a women's health specialty in an integrated practice
- Attracting and retaining female patients
- Pelvic alignment and core stability
- Supplements for hormone health
- Laser and red light therapy for women's health
- Prenatal and postpartum chiropractic care

DIRECTORY: Massage and Acupuncture

12

Cover date: 8/5
Articles due: 5/11
Ad close: 6/22
Ad art due: 6/29
Mail date: 7/23

☐ **TREATING ATHLETES**

- Integrating nutrition and supplements to enhance performance
- Functional analysis, evaluation and treatment protocols
- Tools for modeling new service profitability
- Leveraging AI, data and technology to grow
- Acoustic wave therapy to treat injuries

DIRECTORY: Diagnostics

SHOW DISTRIBUTION:
Life West The Wave, Hayward, CA

13

Cover date: 8/25
Articles due: 5/25
Ad close: 7/7
Ad art due: 7/14
Mail date: 8/13

☐ **SOFTWARE AND TECHNOLOGY TRENDS**

- Laser, shockwave and decompression therapies
- Acoustic wave therapy for pain
- Trends in email marketing
- EHR software integration
- The right practice management software

DIRECTORY: Software

SHOW DISTRIBUTION:
The National by FCA, Orlando, FL

14

Cover date: 9/8
Articles due: 6/22
Ad close: 7/28
Ad art due: 8/4
Mail date: 8/27

☐ **NATURAL MEDICINE**

- Case studies in integrated naturopathic-chiropractic care
- Creating a collaborative practice culture
- Chiropractic's digital transformation
- Naturopathic protocols for chronic pain
- Positioning new therapies to attract patients

DIRECTORY: CBD, Herbs and Homeopathy

SHOW DISTRIBUTION:
Palmer Homecoming

15

Cover date: 9/23
Articles due: 6/29
Ad close: 8/11
Ad art due: 8/18
Mail date: 9/11

☐ **THE BODY ISSUE**

- Adopting a wellness-focused approach
- Trends in laser and light therapies
- Research supporting alternative medicine
- Understanding the different endocannabinoid receptors
- Supplements for whole-body health
- Balance therapy and the growing need for senior care

DIRECTORY: Healthy Aging

16

Cover date: 10/6
Articles due: 7/20
Ad close: 8/24
Ad art due: 8/31
Mail date: 9/24

☐ **MARKETING and COMMUNICATIONS**

- Digital marketing using video, social media and blogs
- Modern patient referral strategies
- Burnout recovery for practitioners and staff
- Tracking success with marketing metrics

DIRECTORY: Marketing

SHOW DISTRIBUTION:
Parker, Dallas

17

Cover date: 10/20
Articles due: 8/3
Ad close: 9/8
Ad art due: 9/15
Mail date: 10/8

☐ **THE LASER ISSUE**

- Laser therapy: Why class matters
- The state of PEMF therapy in chiropractic
- Exploring the systemic wellness benefits of acoustic wave therapy
- Best practices for marketing lasers
- Laser integration strategies
- Proving the power of light

DIRECTORY: Electrotherapy

18

Cover date: 11/3
Articles due: 8/17
Ad close: 9/22
Ad art due: 9/29
Mail date: 10/22

☐ **CODING AND REIMBURSEMENT**

- Fees and Reimbursements Survey Report
- What a CPT coding analysis can tell you
- Evaluating your fee schedule in today's market
- Cash-based services to improve your practice's bottom line

DIRECTORY: Tables

SHOW DISTRIBUTION:
FCA SW, Naples, FL

19

Cover date: 11/24
Ad close: 10/13
Ad art due: 10/20
Mail date: 11/12

☐ **WINTER BUYERS GUIDE**

The chiropractic profession's most comprehensive resource available that DCs rely on for end-of-year purchasing decisions. The Guide includes the most up-to-date company profiles, alphabetical listings and contact information.

SHOW DISTRIBUTION:
Shows through June 2027

20

Cover date: 12/15
Articles due: 9/21
Ad close: 10/30
Ad art due: 11/6
Mail date: 12/3

☐ **PERSONALIZED CARE**

- The case for personalized wellness programs
- Shockwave therapy and personalized treatment protocols
- Personalized nutrition care
- AI and patient education
- Promoting maintenance care

DIRECTORY: PATIENT EDUCATION

SHOW DISTRIBUTIONS REPRESENT SCHEDULE AT THE TIME OF PRINT AND MAY BE SUBJECT TO CHANGE

LEGEND: HEALTH, WELLNESS OR NUTRITION | PRACTICE/BUSINESS MANAGEMENT | EDUCATION | TECHNOLOGY, TOOLS OR TECHNIQUE | MARKETING

REVISED: 12/11/2025

Digital Performance

July 1, 2024 - July 1, 2025

Web traffic

- Most site traffic in the chiropractic industry.
- Cutting-edge digital products to create opt-in lead generation, education and branding.

10,000 average visits per month to chiroeco.com.

250,000 Annual page views

Email

Chiropractic Economics has the most comprehensive and engaged email list in the industry.

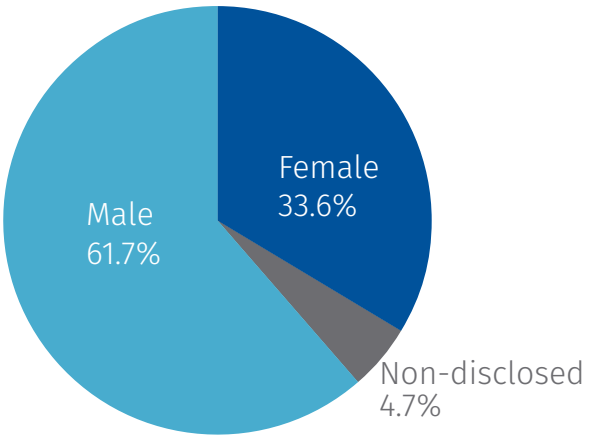
Advertiser email average

- Open rate 21%

Advertiser retarget email average

- Open rate 65%

Email demographics

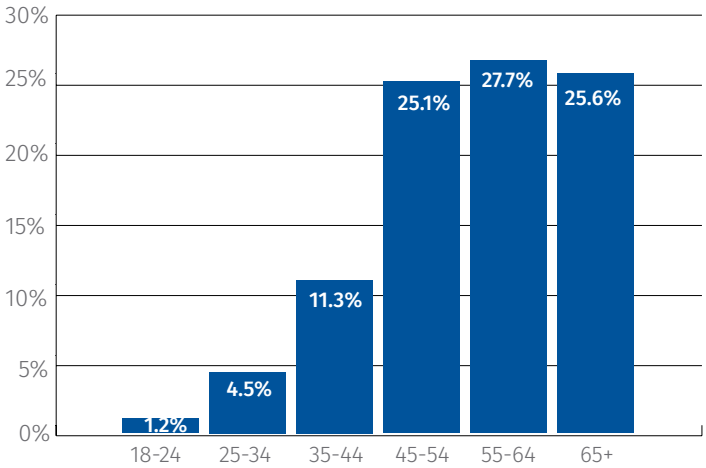


Social media

Reach DCs through the social media channels they frequent.

Reach a potential audience of more than 60,000 doctors of chiropractic through our custom audiences, on average.

Email percentage by age group



High-Impact Digital

Cutting-edge digital products to create opt-in lead generation, education and branding

Live hosted webinar

Host a one-hour, live educational webinar featuring your expert speaker(s), moderated by our team. We record and post the video and transcript on chiroeco.com, providing attendee and registrant contact info to you.

Receive a month-long promotion via dedicated eblast, enewsletter mention, social media posts and a featured section in a full-page Chiropractic Economics print ad, maximizing your brand's exposure and lead generation within the chiropractic community.

Ebook

Captivate doctors of chiropractic with a lead-generating ebook showcasing your expertise and innovative solutions. This engaging, educational resource empowers DCs with valuable insights, amplified by a robust promotional campaign.

Includes a homepage siderail banner and custom landing page with lead form on chiroeco.com, a solo eblast, two enewsletter mentions and social media posts. Generate high-quality leads and elevate your brand's authority in the chiropractic community.

Sample of the month/product giveaway

Generate leads and amplify your brand with our proven product sample and giveaway campaign, leveraging an omni-channel strategy to create buzz in the chiropractic market.

Feature your product in a month-long promotion, including a prominent homepage call-to-action on chiroeco.com, a dedicated solo eblast, an enewsletter mention and social media posts. Optionally, include a custom landing page with a lead capture form to collect valuable DC contact information, delivering measurable results and heightened brand visibility.

Ecourse

Engage doctors of chiropractic with a lead-generating ecourse, delivering automated, educational email content to DCs over a set timeline.

Showcase your expertise and capture leads through a custom landing page with lead form on chiroeco.com, a solo eblast, homepage siderail banner, enewsletter mention and social media posts, driving high-quality leads while educating the chiropractic community.

Lead generation campaigns

Promote your existing webinar, ebook, ecourse, podcast, video or guide using our highly-engaged platforms. Drive traffic to your existing digital content and generate more leads by targeting our audience of doctors of chiropractic.

Includes a custom landing page with lead form on chiroeco.com, a homepage siderail banner, a solo eblast, an enewsletter mention and dynamic social media posts, boosting your brand's reach and authority among doctors of chiropractic.

Email marketing

Promote your brand directly to our chiropractic audience with targeted email campaigns:

Solo eblasts: Share your unique value proposition through geotargeted, full, or partial eblasts, with retargeting options to maximize engagement.

Monthly enewsletter and Movers and Shakers banners: Reach our full CE database with high-visibility banner placements in our monthly newsletter and exclusive Movers and Shakers campaigns.

Social media marketing

Take advantage of this powerful marketing tool. We can create a strategy for breaking through the noise to reach your potential customers on their favorite platforms. We offer co-branded, paid social media on Meta, LinkedIn, YouTube and Spotify. We build custom audiences using our emails, website traffic and subscriber terrestrial addresses, plus detailed targeting to reach a highly targeted audience for your products/services.

- Geotargeted capabilities
- Facebook pixel sharing
- Capture leads instantly from Meta with integration directly into your CRM

Custom survey or quiz

Custom proprietary survey or quiz designed to gather relevant information about your products or services. Sent as an eblast to our audience of doctors of chiropractic. Results serve as a benchmark and help formulate creative messaging tailored to your future customer. Lead generation options available.

Programmatic advertising

Reach doctors of chiropractic as they browse the web and interact with their favorite apps. Deliver highly targeted ads to your audience based on both their physical and online behaviors to ensure you are only paying for ads delivered to the right people. Additionally, you can extend your reach to DCs through OTT/CTV commercials, engaging them while they stream their favorite shows and content on connected TV platforms.

Tactics:

- Addressable geo-fencing, first-party CRM and third-party digital direct mail, keyword search and keyword contextual, mobile geo-fencing (events and locations), website retargeting.
- OTT/CTV addressable, demographic and behavioral targetings.

Sponsored content

Establish your brand as a thought leader with a sponsored article tailored to the chiropractic community. This in-depth feature showcases your expertise, educates our engaged DC audience on industry trends or solutions and drives traffic to your website through strategic placement on chiroeco.com, boosting credibility and fostering meaningful connections.

- Promoted via homepage feature, social media posts and an enewsletter mention.
- Optionally, include a link to a custom landing page with a lead form to capture DC contacts.

Online Marketing Opportunities

Leaderboard
Attention-grabbing top banner position

Content Hubs
Easy access to targeted editorial through a customized portal (sponsorships available)

Datebook
Industry-wide calendar of events and webinars (post your event free of charge)

Products & Services
New products, services and buyers guides (submit your product or service free of charge)

Current Issue
Digital version of current issue.

Research
Searchable healthcare and chiropractic research and case studies (submissions accepted)

Magazine Past Issues
Historical archive of past issues since 2007

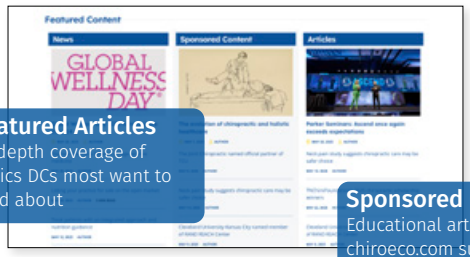
Exit Banner
High impact billboard style banner shown as DCs exit chiroeco.com

Webinars
Archived and current educational webinars (sponsorships available)

Sample and Giveaway of the Month
Featured samples and give-aways from top companies in the profession

Specialty Digital
Links to ebooks and ecourses

Featured Articles
In-depth coverage of topics DCs most want to read about



Sponsored Content
Educational article posted on chiroeco.com surrounded by only the sponsor vendor's ads

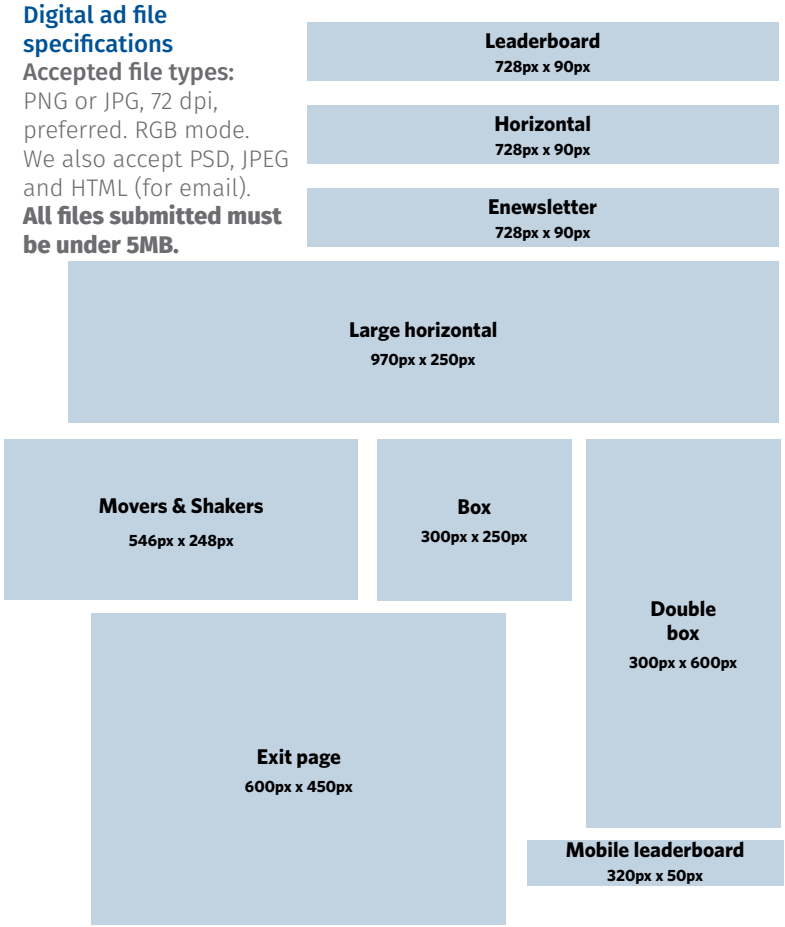
Double Box Banner
High impact ROS vertical banner on siderail adjacent to content

Product of the Week
New and exciting products from our vendors

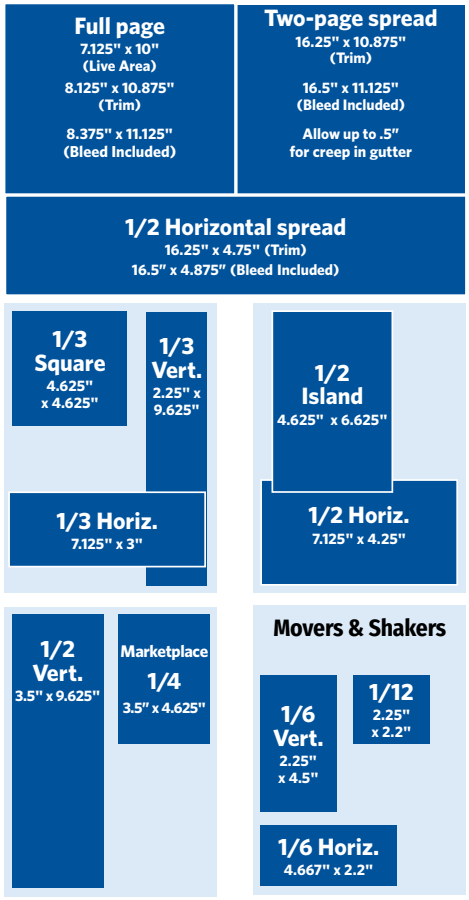
Let's get Started!

Digital specifications

Digital ad file specifications
Accepted file types: PNG or JPG, 72 dpi, preferred. RGB mode. We also accept PSD, JPEG and HTML (for email). **All files submitted must be under 5MB.**



Print specifications



Print ad file specifications
Press-ready 300 dpi PDF preferred. We can also accept TIFF, JPEG or EPS saved in high-res, CMYK mode, flattened and fonts converted to outlines where applicable. All PMS colors MUST be converted to CMYK. If we convert, a color shift may occur. **File size limit of 25MB.**

How to submit ad files

- Please name your file with the following protocol: Company name_issue number_Year; i.e. Acme_CEi14_2025
- Print and digital ad files can be submitted through our customer portal.

In-house design: Our team is here to help you create the perfect ad. After the third revision, we reserve the right to charge $100 per hour.

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Increase your reach among professionals with our family of brands

Reach doctors of chiropractic, wellness experts and holistic audiences with one strategic partner

CHIROPRACTIC ECONOMICS

MASSAGE mag.com

beYogi

Beauty Insurance PLUS

INSURE FITNESS GROUP

ATHLETIC TRAINER INSURANCE PLUS

ELITE BEAUTY SOCIETY
For Professionals — By Professionals

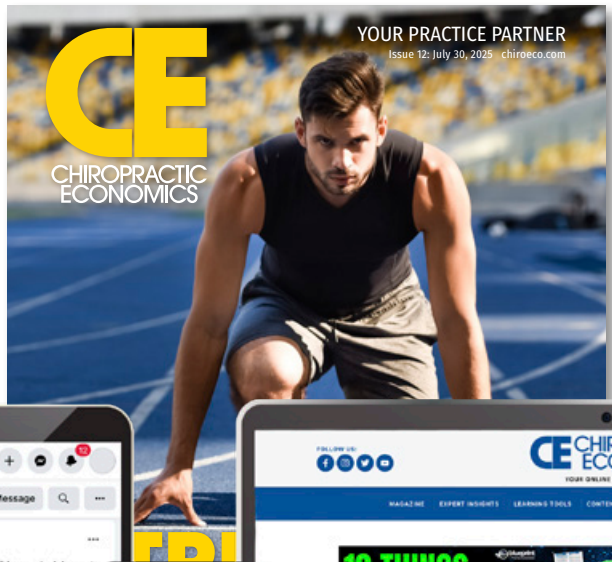
MYOTINSURANCE

MYPTINSURANCE

NACAMS

NATIONAL ASSOCIATION of BARBERS
EST 2010

Wellness Pro MEDIA SOLUTIONS



Print audience
570,000 annual print distribution

Social following
29,000+ social media audience

Page visitors
250,000 annual page views