

**WELLNESS**

- Integrated Healthcare
- Detox
- Attracting New Patients
- Hiring the Right People
- Leadership
- Treating Headaches

**Issue 1**

Cover date: 1/19  
Ad close: 12/9\*  
Ad copy due: 12/13\*  
Mail date: 1/5

Directory: Supplies

**COMPLIANCE**

- Viscerosomatic Disorders
- Patient Management Software
- Cash Practice Secrets
- Advertising Know-How
- HIPAA Audits
- Financial Planning

**Issue 5**

Cover date: 3/30  
Ad close: 2/19  
Ad copy due: 2/23  
Mail date: 3/16

Directory: Financial Services & Insurance  
Show distribution: FCA Jacksonville

**MULTIDISCIPLINARY PRACTICE**

- Sleep Wellness
- Audit Defense
- Prescribing Orthotics
- Setting Boundaries
- Handing Insurance
- Stark Law Lessons

**Issue 9**

Cover date: 6/8  
Ad close: 4/30  
Ad copy due: 5/4  
Mail date: 5/25

Directory: Marketing  
Show distribution: FCA Miami, FSMTA Orlando

**SOFTWARE & TECHNOLOGY**

- Patient Compliance
- Posture and Gait Analysis
- CA Management
- Automated Billing
- Public Speaking Techniques
- Financial Analysis

**Issue 13**

Cover date: 8/17  
Ad close: 7/9  
Ad copy due: 7/13  
Mail date: 8/3

Directory: Software  
Show distribution: FCA National Orlando

**CONFIDENT CODING**

- Laser Therapy
- Pediatric Chiropractic
- Hiring a Consultant
- Managing and Motivating Employees
- Adrenal Fatigue
- Tax Return Tips

**Issue 17**

Cover date: 10/26  
Ad close: 9/17  
Ad copy due: 9/20  
Mail date: 10/12

Directory: Patient Education  
Show distribution: Parker Dallas

**PAIN MANAGEMENT**

- Excellence in Adjusting
- Chiropractic Neurology
- Topical Treatments
- TENS Therapy
- Reducing Inflammation
- Cannabidiol Protocols

**NEW!**

**Issue 2**

Cover date: 2/6  
Ad close: 12/28\*  
Ad copy due: 1/2  
Mail date: 1/23

Directory: Retail Products  
Show distribution: Northwestern Homecoming

**REHAB & PT**

- Chronic Pain Syndromes
- Targeted Supplements
- Direct Marketing
- Employee Evaluation
- Working with MDs
- Selling Your Practice

**Issue 6**

Cover date: 4/18  
Ad close: 3/19  
Ad copy due: 3/13  
Mail date: 4/3

Directory: Rehab Products  
Show distribution: Logan Symposium

**PRODUCT SHOWCASE SUMMER BUYERS GUIDE**

Virtual tradeshow. Complete listings of companies by category and a representative showcase of new and notable products and services.

**Issue 10**

Cover date: 6/26  
Ad close: 5/18  
Ad copy due: 5/22  
Mail date: 6/12

Show distribution: Shows through Dec. 2018

**NATURAL MEDICINE**

- Treat Frozen Shoulder
- Social Media Magic
- Employee Termination
- Insurance vs. Cash
- Balance Family and Practice
- Investing in Equities

**Issue 14**

Cover date: 9/4  
Ad close: 7/27  
Ad copy due: 7/31  
Mail date: 8/21

Directory: Herbs & Homeopathy

**HEALTHY AGING**

- Family Practice
- TCM
- Practice Specialization
- Law of Attraction
- Hiring an Associate
- Family Nutrition

**Issue 18**

Cover date: 11/13  
Ad close: 10/5  
Ad copy due: 10/9  
Mail date: 10/30

Directory: Anti-Aging

**SPECIALTY PRACTICE**

- Decompression Therapy
- Motivational Interviewing
- Marketing on a Budget
- Special Populations
- Continuing Education
- Weight Loss

**Issue 3**

Cover date: 2/23  
Ad close: 1/15  
Ad copy due: 1/19  
Mail date: 2/9

Directory: CE & Postgrad Programs  
Show distribution: Parker Las Vegas

**THE NEW CHIROPRACTOR**

- Solo vs. Associate Practice
- Getting Started
- Marketing on a Budget
- Social Media Strategies
- Understanding Contracts
- Managing Debt

**NEW!**

**Issue 7**

Cover date: 5/4  
Ad close: 3/26  
Ad copy due: 3/30  
Mail date: 4/20

Directory: Colleges  
Show distribution: Parker Baltimore & New Graduates

**DIAGNOSTICS**

- Digital Imaging
- Using sEMG
- Biofeedback
- ROM Testing
- Visceral Testing
- Patient Education

**NEW!**

**Issue 11**

Cover date: 7/13  
Ad close: 6/4  
Ad copy due: 6/8  
Mail date: 6/29

Directory: Diagnostics  
Show distribution: Palmer Homecoming

**OCCUPATIONAL AND INDUSTRY CONSULTING**

- Weight-Loss Modalities
- Spinal Decompression
- Employee Rewards and Recognition
- Going Paperless
- Fraud Defense
- Money Management

**Issue 15**

Cover date: 9/21  
Ad close: 8/13  
Ad copy due: 8/16  
Mail date: 9/7

Directory: Consultants

**ALTERNATIVE THERAPIES**

- Acupuncture
- Traditional Chinese Medicine
- Yoga
- Massage
- Adding New Modalities
- Naturopathy

**NEW!**

**Issue 19**

Cover date: 11/29  
Ad close: 10/21  
Ad copy due: 10/25  
Mail date: 11/15

Directory: Electrotherapy  
Show distribution: FCA Naples

**NUTRITION**

- Evidence-Based Chiropractic
- Posture Assessment
- Product Education
- Natural Supplements
- Ayurvedic Medicine
- Audits

**Issue 4**

Cover date: 3/13  
Ad close: 2/1  
Ad copy due: 2/5  
Mail date: 2/27

Directory: Nutrition

**21th ANNUAL SALARY & EXPENSE SURVEY**

- Clinical Nutrition
- Pediatric Chiropractic
- Going Greener
- Successful Office Design
- Patient Communication
- Turn Bad Debt into Dollars

**Issue 8**

Cover date: 5/22  
Ad close: 4/13  
Ad copy due: 4/17  
Mail date: 5/8

Directory: Orthotics

**SPORTS & ATHLETES**

- Anti-Inflammatory Nutrition
- Topical Therapies
- Orthotics
- Personal Development
- Photobiomodulation
- Kinesiology Taping

**Issue 12**

Cover date: 7/31  
Ad close: 6/21  
Ad copy due: 6/25  
Mail date: 7/17

Directory: Massage & Acupuncture  
Show distribution: The Wave

**21th ANNUAL FEES & REIMBURSEMENTS SURVEY**

- Clinical Patient Care
- Chiropractic Primary Care
- Medical Marketing
- Proper Documentation
- Difficult Patients
- Buying vs. Leasing

**Issue 16**

Cover date: 10/9  
Ad close: 8/31  
Ad copy due: 9/4  
Mail date: 9/25

Directory: Tables

**19th ANNUAL BUYERS GUIDE**

Complete, definitive list of companies and schools organized into 18 categories, A to Z listings, and a matrix of features and services.

**Issue 20**

Cover date: 12/18  
Ad close: 11/5  
Ad copy due: 11/9  
Mail date: 12/4

Show distribution: Shows through Dec. 2019

# MAGAZINE SPECS

## Full Page

7.125" x 10"  
(Live area)  
8.125" x 10.875"  
(Trim)  
8.375" x 11.125"  
(Bleed Included)

## 2 Page Spread

16.25" x 10.875"  
(Trim)  
16.5" x 11.125"  
(Bleed Included)  
Allow up to .5" for creep  
in gutter

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4.625" x 4.625"

## 1/3 Horiz.

7.125" x 3"

1/12\*  
2.25" x 2.2"

1/4 Marketplace  
3.5" x 4.625"

## 1/2 Horiz.

7.125" x 4.25"

1/6 Vert.\*  
2.25" x 4.5"

1/6 Horiz.\*  
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\*Movers & Shakers

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## 1/2 Island

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## 1/3 Vert.

2.25" x 9.625"

# DIGITAL SPECS

Splash Page 640px x 480px

Double Box  
300px x 600px

Leaderboard 920px x 90px

Horizontal 728px x 90px

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300px x 100px

Movers & Shakers  
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Article Ad Box  
336 x 280

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- For larger files please contact your sales representative.
- Email files under 5 MB to your sales representative.

BUILDING BETTER PRACTICES

# chiropractic economics

CHIROECO.COM

## 2 Buyers Guide

# 0

More than 2,600 companies listed and cross-referenced  
Detailed information about products and services  
Available online—[ChiroEco.com/buyers-guide](http://ChiroEco.com/buyers-guide)

Cover Date: 12/18 • Ad Close: 11/5 • Ad Copy Due: 11/9 • Mail Date: 12/4

# 1

## Editorial Calendar

# 8

580,000 magazines mailed—more than any other chiropractic publication

22,732 direct requested readers—85% more than the other audited publication



## 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 slip may occur.