1. WELLNESS CLINICS  
- 2020 wellness market  
  - CBD  
  - Gas reducing stress  
  - Combating burnout  
  - Reducing student debt  
  - Medicare DME 2020

2. MARKETING & COMMUNICATIONS  
- Advanced digital marketing  
  - Tech for patient communication  
  - Apps that drive compliance, growth  
  - Setting-up local comm. networks  
  - Blockchain and chiropractic  
  - Expanding/scaling a practice

3. SPECIALTY PRACTICE  
- Mobile/airport chiropractic  
  - Primary care DCs  
  - Customized family care plans  
  - Human-centered patient care  
  - 10 factors impacting practice sales  
  - Chiro and cardiology

4. CODING & DOCUMENTATION  
- Compliance—there's an app for that  
  - Documentation software  
  - The right CA at the front desk  
  - Coding CMT with muscle therapies  
  - Cash-based practice  
  - Pay-per-click marketing

5. NUTRITION & WEIGHT MANAGEMENT  
- Implementing a weight loss program  
  - Nutrition & weight management tech  
  - When to start preparing for post-grad  
  - Treating episcalar lipoma/"back mouse"  
  - Marketing to Millennials  
  - Debt management strategies

6. REHAB & PT  
- Treating military veterans  
  - Telemedicine and tech  
  - Understand the CBD entourage effect  
  - Shoulder abduction treatment  
  - The do’s and don’ts of foam rolling  
  - Prepare for May Posture Month

7. PROVEN TREATMENT PROTOCOLS  
- The latest in lasers  
  - Pain syndromes treatment  
  - Marketing to active military/veterans  
  - Scapular plane in shoulder injuries  
  - "Pertinent negatives" in diagnosis

8. INDUSTRY TRENDS  
- 23rd Annual Salary & Expense Survey  
  - Forecasting trends through 2021  
  - The Internet of Things (IoT)  
  - DNA testing  
  - Case studies: pediatric chiropractic  
  - Make digital marketing magic

9. INTEGRATIVE PRACTICE  
- Working with NPs  
  - Chiropractic “prescriptions”  
  - Staying motivated/avoiding burnout  
  - Integrating services  
  - Strategic partnerships with hospitals  
  - Occupational medicine

10. PRODUCT SHOWCASE  
- Summer Buyers Guide  
  - Virtual tradeshow. Complete listings of companies by category and a representative showcase of new and notable products and services.

11. WOMEN’S HEALTH  
- Keys to the brain  
  - Caring for pregnant patients  
  - Tables and special-use options  
  - Plan a PR event this year  
  - Lateral femoral cutaneous nerve

12. COLLEGES/EDUCATION ISSUE  
- Women in Chiropractic (WDC)  
  - Lateral femoral cutaneous nerve  
  - Functional medicine  
  - The latest in sleep science  
  - Foot pain and orthotics

13. SOFTWARE & TECH APPLICATIONS  
- ‘Big Data’/analytics  
  - Health-apps and chiropractic  
  - Small-shop marketing  
  - Coaching up employees  
  - Tech and medical wearables

14. NATURAL MEDICINE  
- The 3 hottest brain supplements  
  - Herbs for health and pain relief  
  - Cutting coding errors  
  - Inflammation  
  - Leveraging local health fairs  
  - Plan a PR story this year

15. COLLEGES/Education IssuE  
- 2020 DC school survey results  
  - Chiro college profiles  
  - StudentDC article  
  - When to use topicalics  
  - College debt and skillful payback

16. EMERGING THERAPIES  
- Slowing Alzheimer’s, cancer  
  - Joint repair and recovery  
  - Financial planning  
  - Foot pain and orthotics  
  - Thyroid issues

17. LASER SCIENCE  
- Choosing the right laser device  
  - Laser round-up  
  - Omega-3 + essential oils  
  - Better billing + follow-up  
  - Niche marketing  
  - Best practice: chiro social media stars

18. THE BODY ISSUE  
- Active-aging patients  
  - The latest in sleep science  
  - Functional medicine  
  - Top 5 occupational medicine  
  - "Ageless chiro: newborn to 90"  
  - Spending on adwords/keywords

19. EMERGING THERAPIES  
- Slowing Alzheimer’s, cancer  
  - Joint repair and recovery  
  - Financial planning  
  - Foot pain and orthotics  
  - Thyroid issues  
  - The back pain/opioid shift

20. PRODUCT SHOWCASE  
- Winter Buyers Guide  
  - Virtual tradeshow. Complete listings of companies by category and a representative showcase of new and notable products and services.

2020 Editorial Calendar

LEGEND: ● TECHNOLOGY  ■ WELLNESS  * DATE IS IN 2019
### PRINT SPECS

<table>
<thead>
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<th>2 Page Spread</th>
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<td>16.25” x 10.875” (Trim)</td>
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**Marketplace**

- 1/4 3.5” x 4.625”
- 1/3 2.25” x 4.625”
- 1/3 Vert. 2.25” x 4.625”
- 1/3 Horiz. 7.125” x 3”
- 1/2 3.5” x 9.625”
- 1/2 Vert. 3.5” x 9.625”
- 1/2 Horiz. 4.625” x 6.625”
- 1/6 Vert. 2.25” x 4.5”
- 1/6 Horiz. 4.625” x 2.2”

**Movers & Shakers**

- 1/3 Square 4.625” x 4.625”
- 1/3 Vert. 2.25” x 4.625”
- 1/2 Island 4.625” x 6.625”
- 1/2 Horiz. 7.125” x 4.25”

**DIGITAL SPECS**

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**Leaderboard**

- 920px x 90px

**Home Page Horizontal**

- 728px x 90px

**E-newsletter Horizontal**

- 728px x 90px

**ROS Horizontal**

- 728px x 90px

**Brand Box**

- 300px x 100px

**Upper and Lower Box**

- 300px x 250px

**Article Ad Box**

- 336 x 280

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- Accepted file types:
  - PNG or JPEG, 72 dpi, preferred. RGB mode
  - We can also accept PSD, FLA, JPEG, and SIF

**PRINT AD FILE SPECIFICATIONS:**

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24,417 direct requested readers

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