

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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CHIROPRACTIC ECONOMICS provides unbiased news reporting and new product offerings. The magazine offers subscribers non-biased news, practical, step by step information on practice building and practice management, marketing, patient management, new products, legal issues, finance and taxes.

MAGAZINE CHANNEL FORMAT – PRINT ISSUES

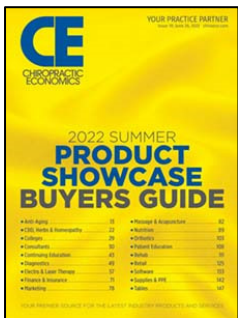
CHIROPRACTIC ECONOMICS is produced in a print format. The editorial for the print copy is the same for all recipients.

BRAND REPORT PURPOSE

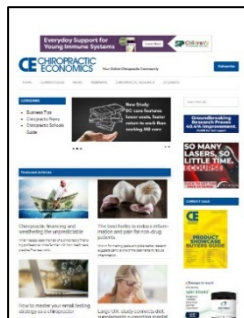
The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand’s unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNELS

CHIROPRACTIC ECONOMICS PRINT MAGAZINE



CHIROPRACTIC ECONOMICS WEBSITE



EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
CHIROPRACTIC ECONOMICS PRINT MAGAZINE (11 issues in the period)	28,076	-	28,076
(See Paragraph 3b for Source)			
CHIROPRACTIC ECONOMICS WEBSITE (Monthly Users with 73,935 average Pageviews)	50,779	-	50,779

MAGAZINE CHANNEL FORMAT: This magazine is produced in print format.

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FIELD SERVED
CHIROPRACTIC ECONOMICS serves the field of chiropractic.

DEFINITION OF RECIPIENT QUALIFICATION
 Qualified recipients include doctors of chiropractic, chiropractic students, and others allied to the field.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	310
Allocated for Trade Shows and Conventions	200
All Other	45
TOTAL	555

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	27,778	98.9	27,778	98.9	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	298	1.1	298	1.1	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	28,076	100.0	28,076	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2022 Issue	Total Qualified
Vol. 68 Issue 1	28,174
Vol. 68 Issue 2	27,766
Vol. 68 Issue 3	28,146
Vol. 68 Issue 4	28,170
Vol. 68 Issue 5	28,089
Vol. 68 Issue 6	28,163
Vol. 68 Issue 7	28,162
Vol. 68 Issue 8	28,161
Vol. 68 Issue 9	27,650
Vol. 68 Issue 10	28,199
Vol. 68 Issue 11	28,156

***Analyzed Issue**

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF VOL. 68 ISSUE 10 2022
 This issue is 0.5% or 135 copies above the average of the other 10 issues reported in Paragraph 2.

Title	Total Qualified	Percent of Total
Doctors of Chiropractic, Students	26,824	95.1
Other	1,375	4.9
TOTAL QUALIFIED CIRCULATION	28,199	100.0
PERCENT	100.0	

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF VOL. 68 ISSUE 10 2022

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	8,299	6,633	4,043	18,975	67.3
II. Request from recipient's company:	-	298	-	298	1.1
III. Membership Benefit:	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-
V. *Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources	6,666	2,204	56	8,926	31.6
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	14,965	9,135	4,099	28,199	100.0
PERCENT	53.1	32.4	14.5	100.0	

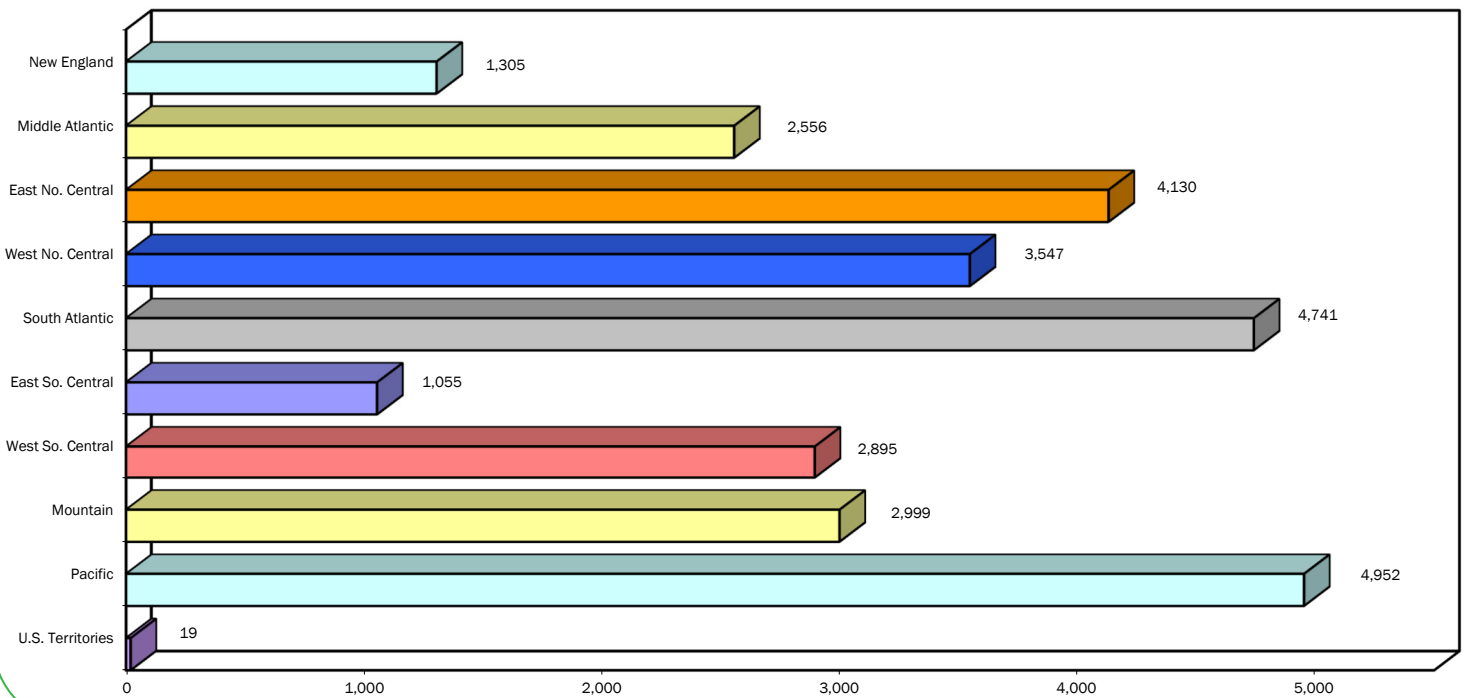
***See Additional Data**

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF VOL. 68 ISSUE 10 2022*

Region	Total Qualified	Percent	Region	Total Qualified	Percent
New England	1,305	4.6	UNITED STATES	28,180	99.9
Middle Atlantic	2,556	9.1	U.S. Territories	19	0.1
East No. Central	4,130	14.6	Canada	-	-
West No. Central	3,547	12.6	Mexico	-	-
South Atlantic	4,741	16.8	Other International	-	-
East So. Central	1,055	3.7	APO/FPO	-	-
West So. Central	2,895	10.3			
Mountain	2,999	10.6			
Pacific	4,952	17.6			
			TOTAL QUALIFIED CIRCULATION	28,199	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



WEBSITE CHANNEL

WWW.CHIROECO.COM

2022	Pageviews	Sessions	Users	Average Session Duration
January	90,718	73,929	65,229	0:35
February	71,680	56,638	49,118	0:39
March	82,565	65,366	56,255	0:38
April	70,175	54,695	46,271	0:44
May	71,217	56,571	49,172	0:38
June	57,259	45,312	38,634	0:41
AVERAGE:	73,935	58,751	50,779	0:39

January – June 2022 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Pageviews: A Pageview is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

Sessions: A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

Users: An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

Average Session Duration: The time visitors remain on a site per session.

ADDITIONAL DATA

MAGAZINE:

PARAGRAPH 3b:

Other sources include 60 sources of circulation for quantities of 1 copy or -% to 2,222 copies or 7.9%, including rosters of chiropractors from state licensing boards.

GEOGRAPHIC DISTRIBUTION:

Geographic data for Website is not reported at the media owner's option.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Belinda Stewart, Circulation Manager

Nick Doyle, Area President

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed

July 14, 2022

State

Florida

County

St. Johns

Received by BPA Worldwide

July 14, 2022

Type

BD

ID Number

C917B0J2

About BPA Worldwide.

BPA Worldwide is in the business of providing assurance. For 80+ years as a not-for-profit assurance service provider, BPA was originally created by advertisers, advertising agencies and the media industry to audit audience claims used in the buying and selling of advertising. Performing nearly 1,000 annual audits of media channels in 19 countries, BPA is a trusted resource for compliance and assurance services.

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