

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

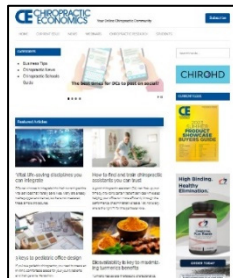
The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand’s unique users within each channel of, but not across, multiple media platforms. 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)	28,143	-	28,143
(See Paragraph 3b for Source)			
CHIROPRACTIC ECONOMICS WEBSITE (Monthly Users with 62,459 average Pageviews)	42,335	-	42,335

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

No attempt has been made to identify or eliminate duplication that may exist across media channels.

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	299
Allocated for Trade Shows and Conventions	259
All Other	26
TOTAL	584

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	27,845	98.9	27,845	98.9	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	298	1.1	298	1.1	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	28,143	100.0	28,143	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2023 Issues	Total Qualified
Vol. 69 Issue 1	27,999
Vol. 69 Issue 2	28,187
Vol. 69 Issue 3	27,581
Vol. 69 Issue 4	28,103
Vol. 69 Issue 5	27,995
Vol. 69 Issue 6	28,194
Vol. 69 Issue 7	28,191
Vol. 69 Issue 8	28,190
Vol. 69 Issue 9	27,988
Vol. 69 Issue 10	28,964
*Vol. 69 Issue 11	28,180

***Analyzed Issue**

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF VOL. 69 ISSUE 11, 2023
 This issue is 0.1% or 41 copies above the average of the other 10 issues reported in Paragraph 2.

Title	Total Qualified	Percent of Total
Doctors of Chiropractic, Students	27,132	96.3
Other	1,048	3.7
TOTAL QUALIFIED CIRCULATION	28,180	100.0
PERCENT	100.0	

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR VOL. 69 ISSUE 11, 2023

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	4,990	7,134	5,361	17,485	62.0
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	-	7,667	2,730	10,397	36.9
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	4,990	14,801	8,389	28,180	100.0
PERCENT	17.7	52.5	29.8	100.0	

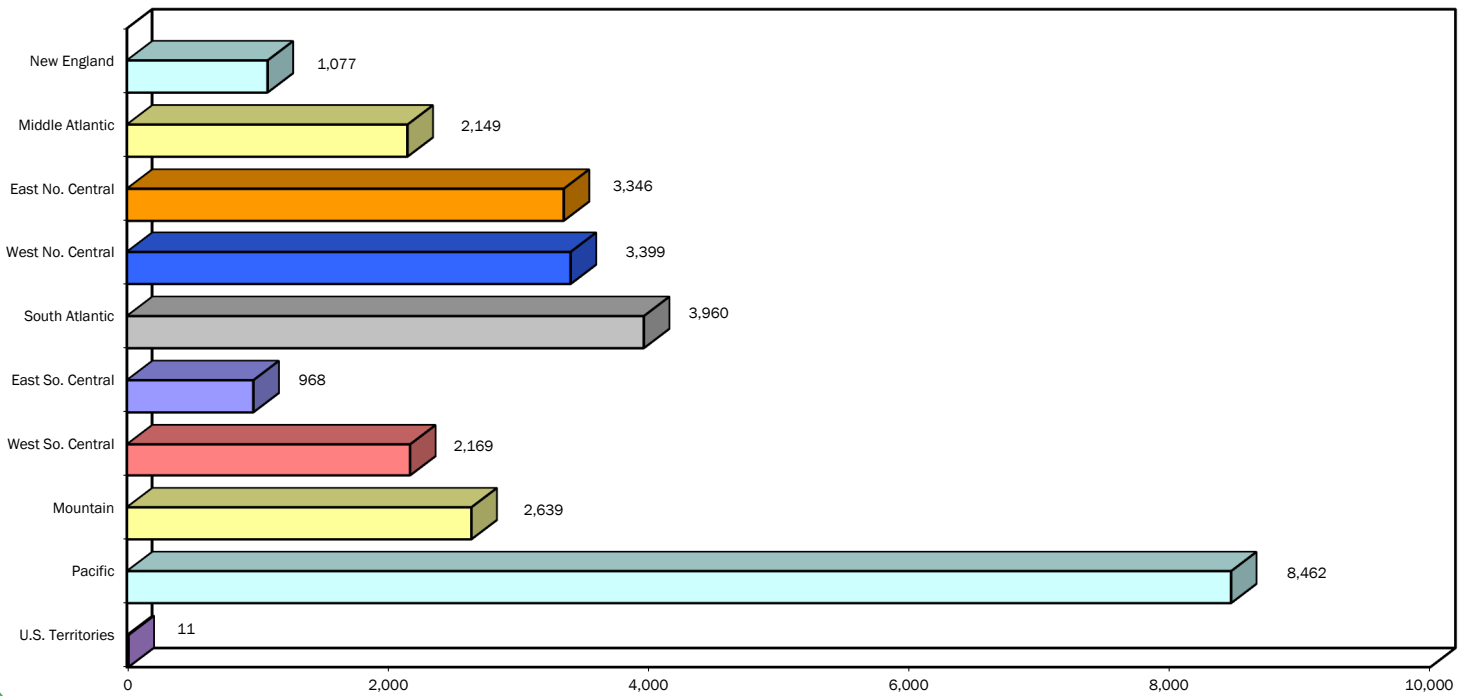
*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF VOL. 69 ISSUE 11, 2023*

Region	Total Qualified	Percent	Region	Total Qualified	Percent
New England	1,077	3.8	UNITED STATES	28,169	100.0
Middle Atlantic	2,149	7.6	U.S. Territories	11	-
East No. Central	3,346	11.9	Canada	-	-
West No. Central	3,399	12.1	Mexico	-	-
South Atlantic	3,960	14.1	Other International	-	-
East So. Central	968	3.4	APO/FPO	-	-
West So. Central	2,169	7.7			
Mountain	2,639	9.4			
Pacific	8,462	30.0			
			TOTAL QUALIFIED CIRCULATION	28,180	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



WEBSITE CHANNEL

WWW.CHIROECO.COM

2023	Pageviews	Sessions	Users	Average Session Duration
January	70,866	56,991	49,899	0:39
February	63,778	51,038	44,815	0:38
March	64,385	51,286	44,145	0:38
April	57,403	44,103	35,445	1:20
May	60,957	46,674	40,967	1:31
June	57,366	43,588	38,742	1:15
AVERAGE:	62,459	48,946	42,335	1:00

January – June 2023 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 49 sources of circulation for quantities of 1 copy or -% to 2,114 copies or 7.5%, 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.

Nick Doyle, Area President

Belinda Stewart, Circulation Manager

(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, 2023

State

Florida

County

Manatee

Received by BPA Worldwide

July 14, 2023

Type

BD

ID Number

C917BRJ23

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.

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

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