



Permission-Based Integrated Marketing Solutions

To Help Your Brand Reach the Chiropractic Profession

CE CHIROPRACTIC
ECONOMICS

Media Kit



Increase your reach among professionals with our family of brands

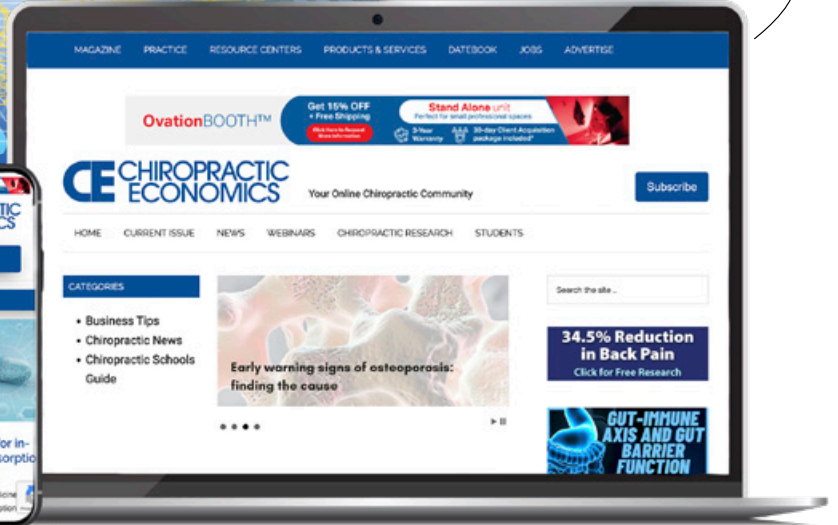
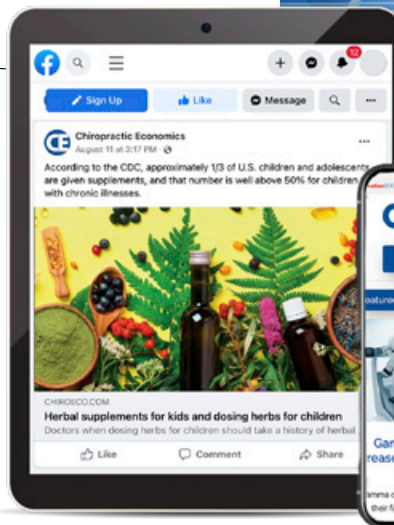
Want to reach multiple vertical markets? We've got you covered.



Print audience:
570,000 annual print distribution

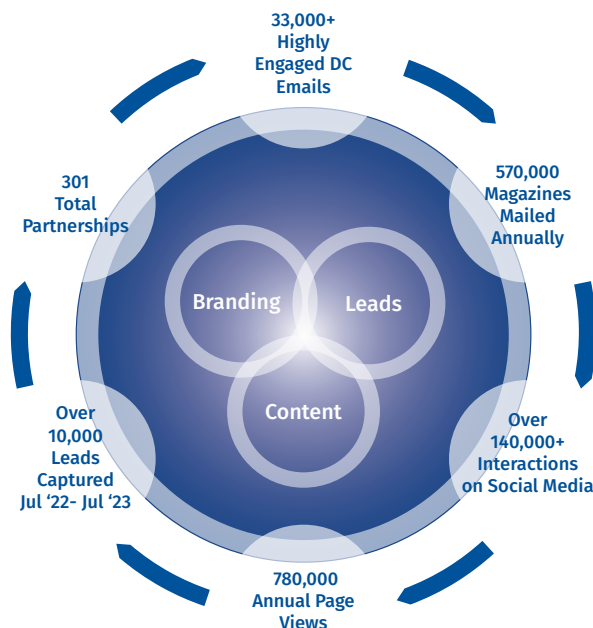
Social Following:
29,291 social media audience

Page visitors:
Over 800,000+ annual page views



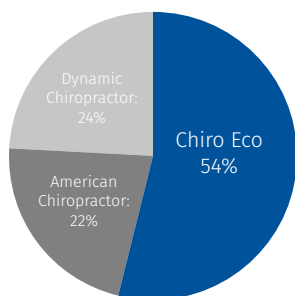
Integrated marketing for targeted results

Reach customers from every angle

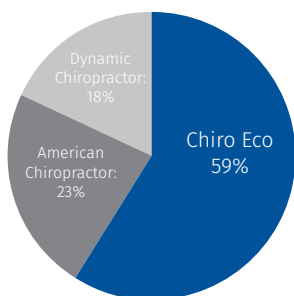


Advertising goes where advertising pays

- More than twice the advertisers than our competitors.
- Over 50% of the ad share in the industry.



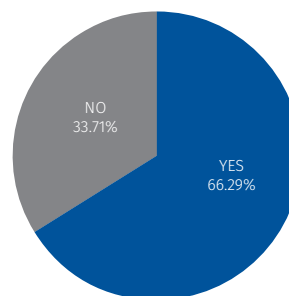
Ad share



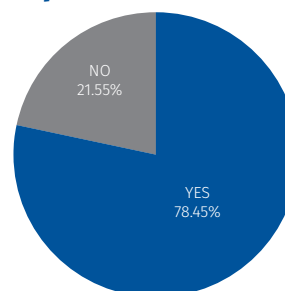
Page share

Source: Inquiry Management System.

Are your buying decisions influenced by advertising or content in Chiropractic Economics?



Have you ever made a purchase from a company advertising in Chiropractic Economics?



Source: 2022 Chiropractic Economics Reader Survey.

Reader Profile*

Male: 75% Female: 25%

Average Age: 49

Average years in Practice: 11.2

Practice Characteristics:

- Solo: 52%
- Group: 26%
- Associate: 17%
- Franchise: 2.6%
- Multidiscipline Practice: 28%
- Integrated Practice: 8.5%
- Cash Only: 37%
- Average Patients per Week: 154
- Average New Patients per Week: 8

Income:

- Average Gross Billings: \$663,010
- Average Gross Collections: \$489,129
- Average DC Compensation: \$148,944

*Sources: May 2023 Salary and Expense Survey and 2022 CE Readership Survey

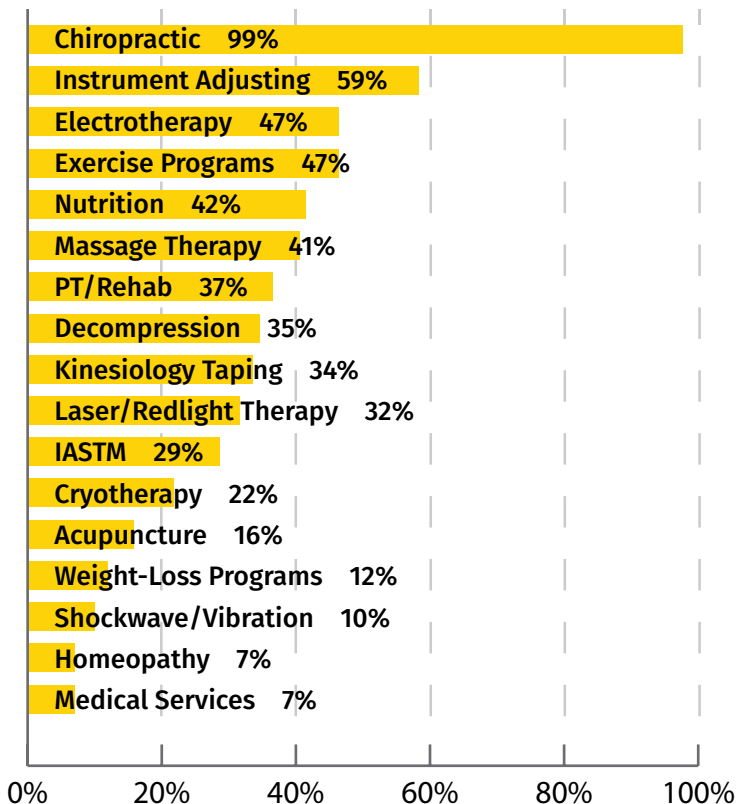
78%

of Chiropractic Economics readers receive income from selling retail to their patients, resulting in 5% average gross income.

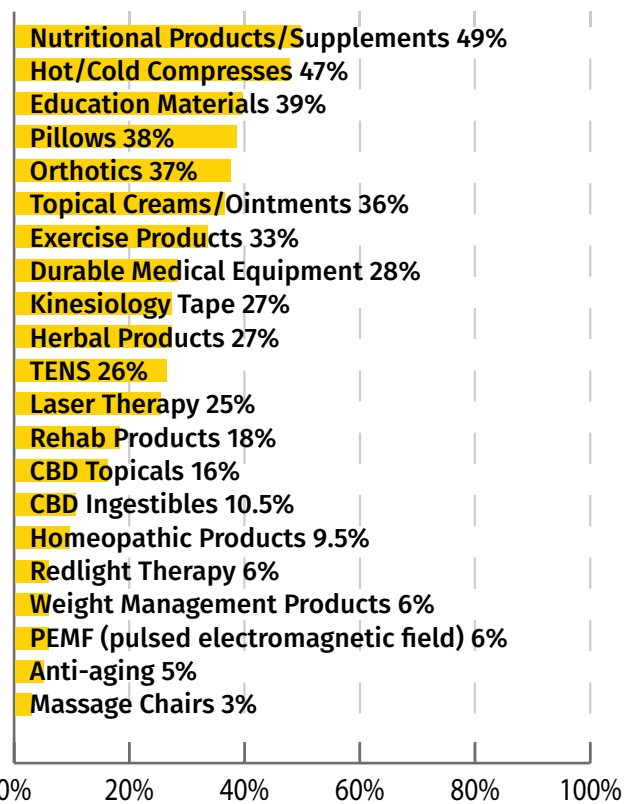
62%

of Chiropractic Economics readers will purchase continuing education/certification this year.

Modalities Offered to Patients:



Products Offered to Patients:



*Sources: May 2023 Salary and Expense Survey and 2022 CE Readership Survey

Why Print?

Chiropractic Economics is the most trusted and longest-published magazine in the profession. We offer integrated marketing programs to help build or maintain your company's brand equity and value, and reach the doctors who are ready to buy your products and services through multiple media options.



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

Source: 2022 CE Readership Survey



BPA verifies Chiropractic Economics has the highest number of requested readers and is the only publication with any verified readership.

Targeted Distribution

We reach established chiropractors who are proven buyers and up-and-coming DCs who are building their practices. Our unique circulation model includes 67% direct requested subscribers and 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 and services in the chiropractic profession.

What sets Chiropractic Economics apart?

- 69 years of trust
- Longest shelf life in the industry
- Editorial integrity
- Periodicals Mailing Status
- BPA-verified readership
- Current, consolidated, succinct news
- Proprietary research and surveys

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

- Print Magazine 71%
- Website/Internet 14%
- Enewsletters 13%

What products do chiropractic patients request or purchase the most?



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 2-page front and back presentation, or a 4-page folded presentation.



Insert:

Set your self apart from the competition with high impact full-size or mini-catalogs, samples, card stock business reply, multipage roll-out, posters, and more.



Editorial Series:

(2-Page Spread): A “problem/solution” sponsored article on your topic, written by our staff, accompanied by your featured product overview and contact information.



Branded Content:

(2-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.

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

Sample of the Month/ Product Giveaway



This proven and powerful lead generator utilizes our omni-channel approach of exposure and creates buzz in the market around your brands products.

Infographic



Custom built visual article (graphic) that is informational/educational and quickly represents valuable information to the doctor of chiropractic.

Webinar

Live, one-hour, educational event with clients' featured speaker(s). Our team moderates the interactive event, and records and posts the video and transcript on on ChiroEco.com. Attendee and registrant contact info provided to the vendor. Month-long promotion includes full eblast, one eNewsletter mention, social media, and featured section on full page print ad in Chiropractic Economics.

Programmatic Advertising

Programmatic advertising is an efficient way to reach your target audience 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.

Tactics:

- Site retargeting, geofencing, search retargeting, keyword contextual targeting CRM targeting
- Geofencing (Place-based Marketing): Target consumers on their mobile phone, if they visit your retail or selected locations and/or your competitors' locations.

Social Media

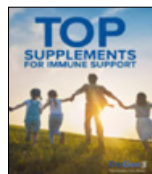
Take advantage of this powerful marketing tool. We can create a strategy for breaking through the noise to reach your potential customers on their favorite platforms. Chiropractic Economics has the largest social media audience in the profession.

- Geotargeted capabilities, Facebook pixel sharing



E-Book

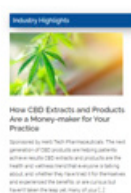
Lead-generating eBook that is informational/educational and represents valuable solutions to the doctor of chiropractic.



eBook

Promotion: Custom designed program to promote vendors existing eBook.

Sponsored Content



Establish thought leadership and showcase your valuable content while educating the DC community about your brand's expertise.

Survey

Custom proprietary survey designed to gather relevant information about your products or services. Results serve as a benchmark and help formulate creative messaging tailored to your future customer. Lead generation option.

Email Marketing

Directly share your unique value proposition through geotargeted, full or partial, and retargeted solo eblasts. Monthly Enews and Movers & Shakers banners to full CE database are available.

E-Course



This lead-generating educational email course is an automated process where DCs sign up for a free course and are emailed specific content within a designated timeline.

Video and Webinar Promotion

Drive traffic to your existing video or gain more leads for your pre-recorded webinar while educating your future customers.

Resource Centers/Content Hub

Custom developed content hub that allows advertisers to be an authority on a specific topic. Optimized for relevant keywords for SEO value and ranking.

Quizzes

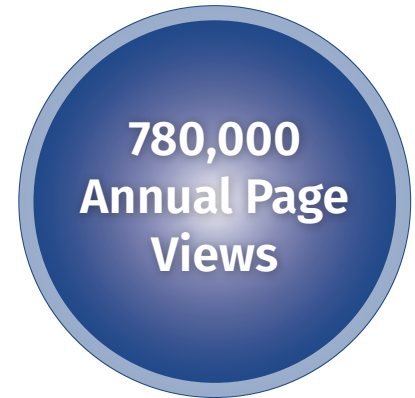
Gain market insights and grow your leads through an interactive, engaging quiz based strategy.

...And More

Web Traffic

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

50,800 average visits per month to ChiroEco.com



Email:

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

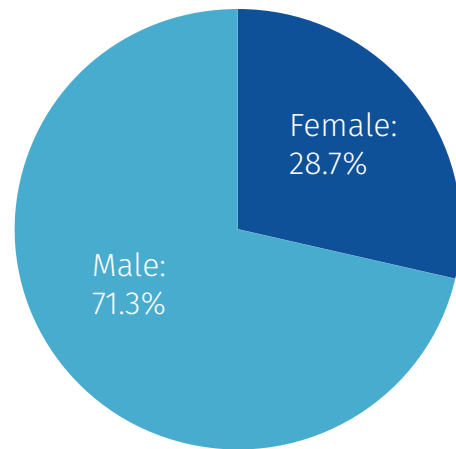
Advertiser full email average:

- Open rate 26.3%

Advertiser retarget email average:

- Open rate 62%

Demographics:



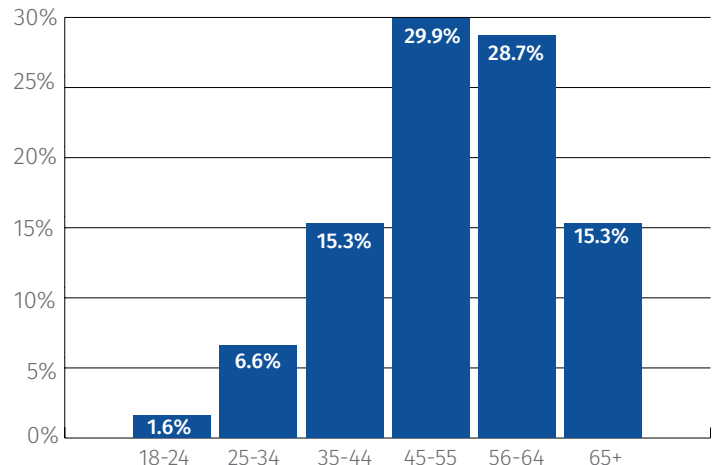
Average Age — 52.7

Social Media:

Reach chiropractors through the social media channels they frequent.



9,170	Twitter followers
1,585	Instagram followers
928	LinkedIn followers
596	Pinterest followers



Online Marketing Opportunities



Magazine Past Issues
Historical archive of past issues since 2007.

Resource Centers
Easy access to targeted editorial through a customized portal. (sponsorship available)

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

Datebook
Industry wide calendar of events and webinars. (Post your event free of charge)

Leaderboard
Attention grabbing top banner position.

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

Specialty Digital
Links to eBooks and eCourses

Brand Box
Above the fold banner perfect for building brand value

Box Banner
High visibility ROS banner

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

Current Issue
Digital version of current issue.

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

Webinars
Archived and current educational webinars (sponsorships available)

Featured Articles
In depth covering topics DCs most want to read about

Industry Highlights
Vendor sponsored educational articles (sponsorships available)

Featured Articles
Adding select physical therapy components to a chiropractic practice

Think the feet and foot arch support aren't important? Think again
The spine cannot be the lone source of support for chiropractic patients – feet arch support can play a large part in getting patients...

Back to Work: A strategic game plan to come out of COVID-19 ahead of the curve

Getting to the Heart of the Matter: L-Arginine and L-Citrulline Supplementation to Improve Blood Flow

Article Ad Box
Web banner surrounded by relevant editorial content

Why was it important to add physical therapy to your chiropractic business?

For us, it was primarily due to patient access to specific services. My offices see a lot of Medicare patients as well as traumatic brain injury (TBI) patients who benefit from the unique skill set of a physical therapist (PT). In the case of Medicare, they will not cover services like therapeutic exercise or manual therapy unless performed by a PT/PTA, and in the case of TBI/PTs can often add a lot of insight into areas like vestibular and balance therapy.

During a patient evaluation how do you determine if the patient needs select physical therapy components for their care?

Many patients receive both chiropractic and physical therapy in conjunction with one another – this is primarily seen with our Medicare patients. If the patients will benefit from services like exercise or manual therapy with their chiropractic care, we will have them evaluated by our physical therapists.

From a business standpoint, the services that are not paid for if a chiropractor, physical therapist, or communicating regarding their

Sample of the Month

Free Sample of 24/7 Relief & Recovery 24/7 Relief & Recovery, developed by a team of healthcare professionals tired of the under-performing tropical analgesics, is a cream that helps control pain, inflammation and flexibility while aiding in recovery injuries and workouts. Get Your Sample Now

Featured Products

Product Giveaway

Product of the Week

Dee Dee Labs Immune Health Package Enter for your chance to win our Dee Dee Labs Immune Health Package Giveaway. Multiple lucky winners will win 8 Immune Health Packages, a retail value of \$270, each containing a one month supply of 4 key products in one convenient package: Zinc Lozenges, Curcumin 950, D3 5000 IU, and Formula 250. Enter for your chance to win now

Remember when we were planning to enjoy the Olympics? Well, us too... feels like forever ago. Regardless of Team USA going for Gold or not this summer, we want you to go for Gold with Limited Edition Go USA Tape from RockTape® it can be used to treat sports injuries, including shin splints, runner's knee and back pain. RockTape® microscopically lifts the skin, muscle and fascia below, creating a decompressive effect. Learn more...

Product of the Week
New and exciting products from our vendors.

1

Cover date: 1/12
Ad close: 11/29*
Ad art due: 12/6*
Mail date: 1/2

BUILDING FUTURE IMMUNITY

- Preparing patients for viruses
- Detoxing when everything else fails
- Supplements for immune care
- Marketing for health and longevity
- **New pain management options**
- Treating headaches and brain health

DIRECTORY: Retail

SHOW DISTRIBUTION:
FCA, NW Panama City Beach, FL

2

Cover date: 1/26
Ad close: 12/12*
Ad art due: 12/19*
Mail date: 1/16

THE EDUCATION ISSUE

- Results are in! 2024 DC school survey
- Chiropractic college profiles
- The DC shortage and solutions
- Financials for launching a clinic
- **The new norm for DC websites**
- Turning around obesity patients

DIRECTORY: Colleges

3

Cover date: 2/16
Ad close: 1/4
Ad art due: 1/11
Mail date: 2/6

WHAT IS YOUR SPECIALTY?

- The top leading specialties for DCs
- **Time vs. results of podcasting**
- **Adding an innovative modality**
- **Is your digital marketing keeping up?**
- Preparing for 2024 tax time
- Can you pandemic-proof a practice?

DIRECTORY: Continuing Education

SHOW DISTRIBUTION:
Parker, Las Vegas

4

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

EHRs AND DOCUMENTATION

- Changing requirements in 2024
- The latest evidence-based research
- Your patient-posture relationship
- **The many choices in adding massage**
- Update your reimbursement strategies
- Documenting maintenance care

DIRECTORY: Finance & Insurance

SHOW DISTRIBUTION:
FCA, NE St. Augustine, FL

5

Cover date: 3/24
Ad close: 2/9
Ad art due: 2/16
Mail date: 3/12

NUTRITION AND SUPPLEMENTATION

- When nutrition, DC care come together
- Tips for a cash practice
- Managing diabetes patients
- **Mixing old- and new-school marketing**
- Start small and be your own PR firm
- Research and the new hot supplement
- Weight-loss supplements

DIRECTORY: Nutrition

SHOW DISTRIBUTION:
Logan Symposium, St. Louis, MO

6

Cover date: 4/14
Ad close: 2/28
Ad art due: 3/6
Mail date: 4/2

REHAB AND PHYSICAL THERAPY

- When it makes sense to add rehab
- **Physical therapy for chronic pain**
- Is it time to move your debt?
- **Attracting longevity patients**
- New lead generation models
- Steps for associate to ownership

DIRECTORY: Rehab

7

Cover date: 4/28
Ad close: 3/14
Ad art due: 3/21
Mail date: 4/16

NEW TREATMENT PROTOCOLS

- Care for patients who can't sleep
- Integrating CBD into your clinic
- Is your brand resonating?
- Making the best first impression
- Topicals vs. the skin layer
- Starting with the feet for success

DIRECTORY: Orthotics

8

Cover date: 5/19
Ad close: 4/4
Ad art due: 4/11
Mail date: 5/7

THE WELLNESS ISSUE

- Results are in! Salary & Expense Survey
- Is your debt bad or good?
- When a franchise is right
- **Alternatives to knee surgery**
- CBD-integrated patient treatments
- What the best wellness clinics do
- **Red light therapy**

DIRECTORY: Supplies

9

Cover date: 6/2
Ad close: 4/18
Ad art due: 4/25
Mail date: 5/21

INTEGRATED PRACTICES

- **Making the leap to integration**
- Durable medical and orthotics
- **When your patients lack omega-3**
- **Top-level email marketing tactics**
- Strategies for increasing referrals
- **Laser clinic success stories**
- **PT and rehab**

DIRECTORY: Consultants

SHOW DISTRIBUTION: FCA, Boca Raton

10

Cover date: 6/23
Ad close: 5/9
Ad art due: 5/16
Mail date: 6/11

PRODUCT SHOWCASE AND SUMMER BUYERS GUIDE

The mid-year guide to the top companies and products. Highlights include new entrants, notable products, enhanced services and more. More than 67% of DCs are influenced by advertising in Chiropractic Economics.

SHOW DISTRIBUTION
Shows through Dec. 2024

11

Cover date: 7/14
Ad close: 5/30
Ad art due: 6/6
Mail date: 7/2

WOMEN'S HEALTH

- Roundtable: DCs serving women's health
- Developing patient ed. for women
- Anti-inflammatory supplementing
- **The new science of topicals**
- Women DC groups breaking barriers
- **Putting a mirror up to patient gait**
- **Turnkey weight-loss protocols**

DIRECTORY: Massage & Acupuncture

12

Cover date: 7/29
Ad close: 6/11
Ad art due: 6/18
Mail date: 7/16

TREATING ATHLETES

- Extremity adjusting and athletes
- Orthotics that boost sport performance
- Would your practice sell or fold?
- Working with school athletes properly
- **Chiropractic concussion care**
- Athlete hip issues; PT and rehab

DIRECTORY: Diagnostics

SHOW DISTRIBUTION:
Life West, San Francisco, CA
Palmer Homecoming, Davenport, IA

13

Cover date: 8/18
Ad close: 7/3
Ad art due: 7/12
Mail date: 8/6

NEW DC TECH

- Photobiomodulation applications
- Patient compliance
- Empowering your CA
- **Turn public speaking into opportunities**
- **The software most DCs need to upgrade**
- In-house or to outsource marketing?

DIRECTORY: Software

SHOW DISTRIBUTION:
The National by FCA, Orlando

14

Cover date: 9/1
Ad close: 7/19
Ad art due: 7/26
Mail date: 8/20

NATURAL MEDICINE

- Adding Ayurvedic medicine
- **Options for your supplements store**
- Subs for over-the-counter medicine
- Working with opioids patients
- Sleep science and becoming Dr. Sleep
- The financials of 1 clinic vs. 2
- Lifestyle coaching

DIRECTORY: Herbs & Homeopathy

15

Cover date: 9/22
Ad close: 8/8
Ad art due: 8/15
Mail date: 9/10

CODING STRATEGIES

- Results are in! Fees & Coding Survey
- Avoiding the HIPAA audit
- What to look at when setting fees
- Defending a clinic against fraud
- **The gut, brain & Alzheimer's**
- **The best marketing funnel examples**

DIRECTORY: Marketing

16

Cover date: 10/6
Ad close: 8/22
Ad art due: 8/29
Mail date: 9/24

COMMUNICATIONS STRATEGIES

- Be your own communications director
- The financial KPIs for success
- **Syncing all your external communications**
- **Communications tech to unite staff**
- **Laser for difficult inflammation**
- **The latest infrared and massage tech**

DIRECTORY: Tables

SHOW DISTRIBUTION: Parker, Dallas

17

Cover date: 10/20
Ad close: 9/6
Ad art due: 9/13
Mail date: 10/8

LASER APPLICATIONS

- **When to consider new laser revenue**
- Coding with confidence
- Why a consultant is for everyone
- Do you need employee rewards?
- **Perform a practice economics scan**
- Will your practice survive retirement?

DIRECTORY: Electrotherapy

18

Cover date: 11/3
Ad close: 9/20
Ad art due: 9/27
Mail date: 10/22

THE BODY ISSUE

- What the senior market is offering
- Balancing patient hormones
- **Myofascial release and results**
- Marketing to the military
- Balancing patient cannabinoids
- Patient care outside of the clinic

DIRECTORY: Anti-Aging

SHOW DISTRIBUTION:
FCA, SW Naples, FL

19

Cover date: 11/24
Ad close: 10/11
Ad art due: 10/18
Mail date: 11/12

WINTER BUYERS GUIDE

The guide DCs turn to for end-of-year purchasing decisions. Company profiles and alpha listings. More than 67% of DCs are influenced by advertising in Chiropractic Economics.

SHOW DISTRIBUTION:
Shows through June 2024

20

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

PERSONALIZED CARE

- Implementing some 'concierge care'
- Joint issues and DC care
- ABNs and your documentation
- The rise of brain care
- Uses of personalized medicine
- Updating your clinical assessment
- **PT and rehab**

DIRECTORY: Patient Education

Let's get started!

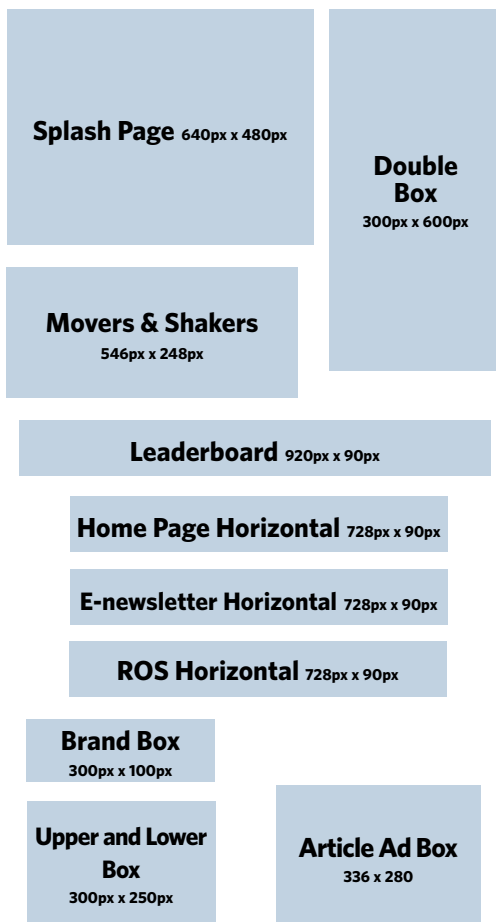
DIGITAL SPECS

DIGITAL AD FILE SPECIFICATIONS:

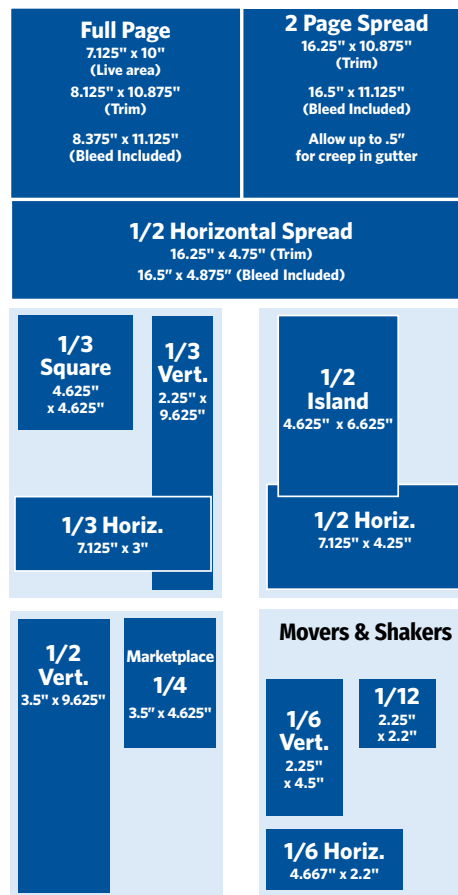
Accepted file types:

PNG or JPG, 72 dpi, preferred. RGB mode

We can also accept PSD, JPEG, and SIF



PRINT SPECS



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: Your company name issue # of the Magazine_Year.
- Print and digital ad files can be submitted through our customer portal or emailed to your sales representative

In-house Design: Our team is here to help you create the perfect ad. After the 3rd revision, we reserve the right to charge \$100 per hour.

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