

# CE CHIROPRACTIC ECONOMICS

The mission of *Chiropractic Economics* magazine is to help doctors of chiropractic succeed in building and operating their practices. We provide the most comprehensive, practical, step-by-step business-management and practice-building information available for doctors of chiropractic. We are the most trusted magazine serving the profession, publishing 20 issues of the print magazine including two comprehensive Buyers Guides (June and November) showcasing the latest information on companies, products and services in the chiropractic industry today.

## PRINT EDITORIAL GUIDELINES

We welcome editorial contributions from practitioners as well as professionals who have expertise in topic areas addressed in the magazine. We also encourage the submission of evidence-based case studies. If you would like to share your research and expertise with our readers, review these editorial guidelines:

**Topics.** We strive to provide our readers balanced information on all aspects of building a practice. To be considered for a particular issue, articles must be submitted by the Article Submission Deadline published below. Topics include but are not limited to the following:

- Technique
- Practice management, managing a staff, managing accounts, billing, collections
- Marketing, branding, advertising, social media, patient recruitment
- Patient relations, customer service, patient retention, patient education
- Personal and professional development, leadership, communication skills, motivation, ethics, continuing education
- Technology, diagnostic and rehab equipment, office technology, computers and software
- Finance and taxes, such as building and managing personal wealth, managing taxes
- Legal, such as minimizing liabilities, legal Q&A, malpractice issues
- Health and wellness, supplementation, nutrition, self-care, acupuncture, homeopathy

**Story ideas and finished manuscripts.** We welcome article ideas as well as finished manuscripts. If your idea is accepted, our editors will work with you to determine the best timing for the article. If you submit a completed manuscript, please note submission **does not** guarantee publication nor does acceptance of a manuscript guarantee that it will be published in a specific issue. To indicate your interest in a particular issue(s), complete the 2024 Intent to Submit form below and return to [ghall@chiroeco.com](mailto:ghall@chiroeco.com)

**Exclusive use of material.** Articles submitted for review and publication may not be submitted to other publications during our review process. Authors agree not to publish the same or substantially similar material with another magazine for three months (90 days) following publication in *Chiropractic Economics*.

**Selection criteria.** The editors look for articles that have a “take-away” value to readers — something they can implement to make their practices more successful. Selection criteria include a how-to focus, timeliness of information, relevance and appropriateness, accuracy, originality, quality of writing and value to the reader from an educational, economic, marketing and practice-management point of view.

**Nonproprietary.** Articles **cannot** mention nor promote specific products, services or companies. All manuscripts must be unbiased and free from commercial or product-centered references.

**Length and format.** Articles should be between 900 and 1400 words, including sidebars or breakout boxes. We encourage articles to incorporate bulleted learning points and sidebars, figures, tables and references. Authors may also submit supplemental material related to the article, such as sidebars, quizzes, checklists, source lists, forms or additional information, to be published on the magazine's website. Do not use automatic formatting and submit the article with as little formatting as possible. Our style is 12-point Times New Roman.

**Figures and Graphics.** We prefer digital images, saved in JPEG, PNG or TIFF formats, at 300 dpi or higher.

**Editing and style.** All material will be edited to conform to the magazine's style guide in addition to the Associated Press Stylebook, 56<sup>th</sup> edition.

**Author's agreement.** All writers must sign an author's agreement prior to the publication of any article. Among other things, the agreement gives *Chiropractic Economics* the right to edit, revise, augment, retitle, adapt and reschedule\* and all articles as the publisher may deem appropriate. It also gives us the right to check all articles for accuracy and originality. Under the agreement, we have the exclusive right and license under all copyrights throughout the world to first publish the articles and to republish and authorize the republication of articles, in whole or in part, in any and all media.

\*If an article needs to be rescheduled, the author will be given the opportunity to publish the article digitally within one to two weeks of decision.

**Author bio and contact information.** please submit two or three sentences about yourself to include any experience or credentials directly related to the article topic, your company and title, and any contact information you would like published, such as your website, email address and phone number.

**Method of submission.** Manuscripts must be submitted via email to Gloria Hall, ghall@chiroeco.com.

**Editorial contact.** For all editorial matters, contact Editor-in-Chief, Gloria Hall, ghall@chiroeco.com.



## **DIGITAL EDITORIAL GUIDELINES**

We welcome editorial contributions to our website from practitioners and professionals who have technical, business and clinical expertise to share and may be interested in creating short form articles that can be published within one to two weeks from submission.

**Topics.** In addition to the topics listed in the Print Editorial Guidelines above, digital topics can include (but are not limited to) the following:

- Chiropractic tables
- Foot orthotics
- Instrument adjusting
- Nutritional supplements
- Practice management software
- Rehabilitation
- Business tips
- Clinical techniques
- Wellness
- Personal growth

**Story ideas and finished articles.** We consider article ideas as well as finished articles. If your idea is accepted, our editor will work with you to determine the best timing for the article. If you choose to submit a completed manuscript, please note submission **does not** guarantee publication nor does acceptance of a manuscript guarantee that it will be published.

**Exclusive use of material.** Articles submitted for review and publication may *not* be submitted to other publications or websites during our review process. Authors agree not publish the same or substantially similar material with a competitive magazine or its website for three months (90 days) following publication on ChiroEco.com.

**Selection criteria.** The editors look for articles that have a “take-away” value to the reader — something readers can implement to make their practices more successful. Selection criteria include a how-to focus; timeliness of information; appropriateness; accuracy; originality; quality of writing; and value to the reader from an economic, marketing and practice-management point of view. Articles of a clinical or technical nature should also have take-away value: information that enhances the practitioner’s ability to treat patients.

**Nonproprietary.** Articles *cannot* mention nor promote specific products, services or companies. All manuscripts must be unbiased and free from commercial or product-centered references.

**Length and format.** The ideal length of articles for ChiroEco.com should be a “fast-read” — between 500 and 800 words, including any sidebars or breakout boxes. . Do not use automatic formatting and submit the article with as little formatting as possible. Our style

is 12-point Times New Roman.

**Figures and Graphics.** We prefer digital images, saved in JPEG, PNG or TIFF formats, at 300 dpi or higher.

**Editing and style.** All material will be edited to conform to the magazine's style guide in addition to the Associated Press Stylebook, 56<sup>th</sup> edition.

**Author bio and contact information.** Please include two or three sentences about yourself at the end of the submitted article. Include any experience or credentials directly related to the topic of your article, your place of employment and title, and any contact information that you would like us to publish, such as your website, email address and phone number.

**Author's agreement.** All writers must sign an author's agreement prior to the publication of any article. Among other things, the agreement gives *Chiropractic Economics* the right to edit, revise, augment, re-title and adapt all articles as the publisher may deem appropriate.

Under the agreement, we have the *exclusive* right and license under all copyrights throughout the world to first publish the articles and to republish and authorize the republication of articles, in whole or in part, in any and all media.

**Method of submission.** Email articles to Gloria Hall, [ghall@chiroeco.com](mailto:ghall@chiroeco.com).

**Editorial contact. Editorial contact.** For all editorial matters, contact Editor-in-Chief, Gloria Hall, [ghall@chiroeco.com](mailto:ghall@chiroeco.com).



## 2024 Article Submission Deadlines

<b>EDITION</b>	<b>COVER DATE</b>	<b>THEME</b>	<b>DUE DATE</b>
Issue 1	JAN. 12	Building Future Immunity	November 3
Issue 2	JAN. 26	Chiropractic Education and Survey Results	November 17
Issue 3	FEB. 16	What is Your Specialty?	December 8
Issue 4	MAR. 8	EHRs and Documentation	December 15
Issue 5	MAR. 24	Nutrition and Supplementation	January 12
Issue 6	APR. 14	Rehab and Physical Therapy	February 2
Issue 7	APR. 28	New Treatment Protocols	February 16
Issue 8	MAY 19	Wellness Care, Salary Survey Results	March 8
Issue 9	JUNE 2	Integrated Practice	March 22
Issue 10	JUNE 23	Product Showcase/Summer Buyers Guide	April 15
Issue 11	JULY 14	Women's Health	May 3
Issue 12	JULY 29	Treating Athletics	May 17
Issue 13	AUG. 18	New DC Tech	May 31
Issue 14	SEPT. 1	Natural Medicine	June 14
Issue 15	SEPT. 22	Coding Strategies, Fees and Coding Survey Results	July 8
Issue 16	OCT. 6	Communication Strategies	July 19
Issue 17	OCT. 20	Laser Applications	August 9
Issue 18	NOV. 3	The Body Issue	August 23
Issue 19	NOV. 24	Winter Buyers Guide	September 16
Issue 20	DEC. 15	Personalized Care	October 4



## 2024 Intent to Submit

[2024 Intent to Submit Editorial Survey \(surveymonkey.com\)](https://www.surveymonkey.com)

EDITION	THEME	Topic, Author and Affiliation	DUE DATE
Issue 1	Building Future Immunity		November 3
Issue 2	Chiropractic Education and Survey Results		November 17
Issue 3	What is Your Specialty?		December 8
Issue 4	EHRs and Documentation		December 15
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