

<div>1</div> <div>Cover date: 1/12 Ad close: 11/29* Ad art due: 12/6* Mail date: 1/2</div> <div> <div> <div></div> <div>BUILDING FUTURE IMMUNITY</div> </div> <ul style="list-style-type: none"> 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 <div>DIRECTORY: Retail</div> <div>SHOW DISTRIBUTION: FCA, NW Panama City Beach, FL</div> </div>	<div>2</div> <div>Cover date: 1/26 Ad close: 12/12* Ad art due: 12/19* Mail date: 1/16</div> <div> <div> <div></div> <div>THE EDUCATION ISSUE</div> </div> <ul style="list-style-type: none"> 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 <div>DIRECTORY: Colleges</div> </div>	<div>3</div> <div>Cover date: 2/16 Ad close: 1/4 Ad art due: 1/11 Mail date: 2/6</div> <div> <div> <div></div> <div>WHAT IS YOUR SPECIALTY?</div> </div> <ul style="list-style-type: none"> 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? <div>DIRECTORY: Continuing Education</div> <div>SHOW DISTRIBUTION: Parker, Las Vegas</div> </div>	<div>4</div> <div>Cover date: 3/8 Ad close: 1/26 Ad art due: 2/2 Mail date: 2/27</div> <div> <div> <div></div> <div>EHRs AND DOCUMENTATION</div> </div> <ul style="list-style-type: none"> 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 <div>DIRECTORY: Finance & Insurance</div> <div>SHOW DISTRIBUTION: FCA, NE St. Augustine, FL</div> </div>
<div>5</div> <div>Cover date: 3/24 Ad close: 2/9 Ad art due: 2/16 Mail date: 3/12</div> <div> <div> <div></div> <div>NUTRITION AND SUPPLEMENTATION</div> </div> <ul style="list-style-type: none"> 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 <div>DIRECTORY: Nutrition</div> <div>SHOW DISTRIBUTION: Logan Symposium, St. Louis, MO</div> </div>	<div>6</div> <div>Cover date: 4/14 Ad close: 2/28 Ad art due: 3/6 Mail date: 4/2</div> <div> <div> <div></div> <div>REHAB AND PHYSICAL THERAPY</div> </div> <ul style="list-style-type: none"> 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 <div>DIRECTORY: Rehab</div> </div>	<div>7</div> <div>Cover date: 4/28 Ad close: 3/14 Ad art due: 3/21 Mail date: 4/16</div> <div> <div> <div></div> <div>NEW TREATMENT PROTOCOLS</div> </div> <ul style="list-style-type: none"> 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 <div>DIRECTORY: Orthotics</div> </div>	<div>8</div> <div>Cover date: 5/19 Ad close: 4/4 Ad art due: 4/11 Mail date: 5/7</div> <div> <div> <div></div> <div>THE WELLNESS ISSUE</div> </div> <ul style="list-style-type: none"> 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 <div>DIRECTORY: Supplies</div> </div>
<div>9</div> <div>Cover date: 6/2 Ad close: 4/18 Ad art due: 4/25 Mail date: 5/21</div> <div> <div> <div></div> <div>INTEGRATED PRACTICES</div> </div> <ul style="list-style-type: none"> 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 <div>DIRECTORY: Consultants</div> <div>SHOW DISTRIBUTION: FCA, Boca Raton</div> </div>	<div>10</div> <div>Cover date: 6/23 Ad close: 5/9 Ad art due: 5/16 Mail date: 6/11</div> <div> <div> <div></div> <div>PRODUCT SHOWCASE AND SUMMER BUYERS GUIDE</div> </div> <p>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.</p> <div>SHOW DISTRIBUTION Shows through Dec. 2024</div> </div>	<div>11</div> <div>Cover date: 7/14 Ad close: 5/30 Ad art due: 6/6 Mail date: 7/2</div> <div> <div> <div></div> <div>WOMEN'S HEALTH</div> </div> <ul style="list-style-type: none"> 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 <div>DIRECTORY: Massage & Acupuncture</div> </div>	<div>12</div> <div>Cover date: 7/29 Ad close: 6/11 Ad art due: 6/18 Mail date: 7/16</div> <div> <div> <div></div> <div>TREATING ATHLETES</div> </div> <ul style="list-style-type: none"> 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 <div>DIRECTORY: Diagnostics</div> <div>SHOW DISTRIBUTION: Life West, San Francisco, CA Palmer Homecoming, Davenport, IA</div> </div>
<div>13</div> <div>Cover date: 8/18 Ad close: 7/3 Ad art due: 7/12 Mail date: 8/6</div> <div> <div> <div></div> <div>NEW DC TECH</div> </div> <ul style="list-style-type: none"> 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? <div>DIRECTORY: Software</div> <div>SHOW DISTRIBUTION: The National by FCA, Orlando</div> </div>	<div>14</div> <div>Cover date: 9/1 Ad close: 7/19 Ad art due: 7/26 Mail date: 8/20</div> <div> <div> <div></div> <div>NATURAL MEDICINE</div> </div> <ul style="list-style-type: none"> 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 <div>DIRECTORY: Herbs & Homeopathy</div> </div>	<div>15</div> <div>Cover date: 9/22 Ad close: 8/8 Ad art due: 8/15 Mail date: 9/10</div> <div> <div> <div></div> <div>CODING STRATEGIES</div> </div> <ul style="list-style-type: none"> 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 <div>DIRECTORY: Marketing</div> </div>	<div>16</div> <div>Cover date: 10/6 Ad close: 8/22 Ad art due: 8/29 Mail date: 9/24</div> <div> <div> <div></div> <div>COMMUNICATIONS STRATEGIES</div> </div> <ul style="list-style-type: none"> 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 <div>DIRECTORY: Tables</div> <div>SHOW DISTRIBUTION: Parker, Dallas</div> </div>
<div>17</div> <div>Cover date: 10/20 Ad close: 9/6 Ad art due: 9/13 Mail date: 10/8</div> <div> <div> <div></div> <div>LASER APPLICATIONS</div> </div> <ul style="list-style-type: none"> 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? <div>DIRECTORY: Electrotherapy</div> </div>	<div>18</div> <div>Cover date: 11/3 Ad close: 9/20 Ad art due: 9/27 Mail date: 10/22</div> <div> <div> <div></div> <div>THE BODY ISSUE</div> </div> <ul style="list-style-type: none"> 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 <div>DIRECTORY: Anti-Aging</div> <div>SHOW DISTRIBUTION: FCA, SW Naples, FL</div> </div>	<div>19</div> <div>Cover date: 11/24 Ad close: 10/11 Ad art due: 10/18 Mail date: 11/12</div> <div> <div> <div></div> <div>WINTER BUYERS GUIDE</div> </div> <p>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.</p> <div>SHOW DISTRIBUTION: Shows through June 2024</div> </div>	<div>20</div> <div>Cover date: 12/15 Ad close: 10/30 Ad art due: 11/6 Mail date: 12/3</div> <div> <div> <div></div> <div>PERSONALIZED CARE</div> </div> <ul style="list-style-type: none"> 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 <div>DIRECTORY: Patient Education</div> </div>