



The mission of *Chiropractic Economics* magazine is to help doctors of chiropractic succeed in helping more patients, building their practices, managing their operations and promoting the profession. We provide the most comprehensive, relevant and timely 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 per year, including two sought after buyers guides (June and November) showcasing the latest information on companies, products and services in the chiropractic industry. Each issue includes evidence-based research, case studies and industry updates, as well as articles on health, wellness and nutrition, practice building, business management and marketing, technology, tools and techniques and education written by the industry's most trusted experts.

We continually strive to provide our readers with balanced, relevant and timely information on all aspects of building a practice, helping more patients and promoting the profession. The breadth of our content covers topics beneficial to new practitioners as well as DCs progressing in their careers. Our expert authors share how-to articles with real life examples, in-depth evidence-based case studies and literature reviews.

**Your knowledge is our power.** You can demonstrate your knowledge and engage with fellow DCs by writing for *Chiropractic Economics*. We welcome editorial contributions from practitioners as well as professionals who have expertise in the following topic areas:

**Topics.** Overall topics include but are not limited to the following:

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

The complete 2025 editorial calendar with issue themes and potential article topics is provided in a separate PDF. We also welcome topic recommendations for any issue. **Please note cover dates and article submission deadlines.**

#### **PRINT EDITORIAL GUIDELINES**

**Article ideas.** If you have a question about a particular topic or would like to suggest an article idea, contact Gloria Hall at [ghall@chioreco.com](mailto:ghall@chioreco.com). If your idea is accepted, we will work with you to determine the best timing for the article.

**Intent to submit.** If you are interested in writing for *Chiropractic Economics*, complete the [2025 Intent to Submit Form](#). Complete instructions are at the top of the form. You can also return your proposed selections to Gloria Hall at [ghall@chiroeco.com](mailto:ghall@chiroeco.com). By completing the intent to submit form, you are making a commitment to meet the published article submission deadline and write the article in accordance with the author guidelines.

**Note:** We can only accept 6-8 articles from the same author or company. Please do not select consecutive issues.

**Article submission and editorial contact.** To be considered for a particular issue, articles must be submitted by the article submission deadline noted in the editorial calendar. To submit an article for consideration, email to Gloria Hall, editor-in-chief, [ghall@chiroeco.com](mailto:ghall@chiroeco.com).

**Note:** Please note submission **does not** guarantee publication nor does acceptance of an article guarantee it will be published in a specific issue.

**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*.

**Noncommercial and nonproprietary.** Commercialism is strictly prohibited. Commercialism is deemed to be the inclusion of visual, written or verbal references to any specific company and/or product for its promotion or commercial advantage. Articles cannot mention nor promote specific products, services or companies. All articles must be unbiased and free from commercial or product-centered references. Articles promoting a specific product or company will not be accepted for publication.

**Length and format.** Articles should be between 900 and 1,400 words including references. We encourage articles to incorporate bulleted learning points, figures, tables and references to support claims. 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. Keep formatting to a minimum. Do not use automatic headings, formatting, numbering, footnotes or endnotes. Use only black typeface and 12-point Times New Roman throughout.

**References and text citations.** Articles with references that do not adhere to the guideline requirements will be returned to the author(s) for references to be completed in accordance with the style.

References are important because they:

- Provide verification/evidence for claims made in an article.
- Acknowledge authors whose content/ideas have informed an author's work.
- Allow readers to go to full and original sources should they wish.

Please note the following before beginning the references:

- Do not use the Ibid/Op cit system of referencing.
- Do not use endnotes or footnotes – the information should be written into the text and referenced as per the guidelines.
- Do not include endnotes or footnotes in the Reference list.
- Do not use reference management software.
- Do not use italics or quote marks for journal or article titles.

- Do not hyperlink titles in references to the original source – always provide the full URL.

#### General reference guidance

- Use the primary source for a document.
- The superscripted text citation numbers should be presented sequentially, in increasing numeric order.
- The sources listed in the reference section should be presented sequentially, in increasing numerical order, reflecting the order in which they are first cited in the text.
- The superscripted number should go after the punctuation, e.g., ... risk strategy.<sup>45</sup>
- If a reference is cited a second time, or multiple times, in the article, use the number applied at the first mention of the reference for each subsequent mention of the reference in the text.

#### References

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4. Kim H. Trouble spots in online direct-to-consumer prescription drug promotion: A content analysis of FDA warning letters. *Int J Health Policy Manag.* Published online 25 August 2015. [https://www.ijhpm.com/article\\_3083\\_c5885a53cd19640e9d9aa3171a12269f.pdf](https://www.ijhpm.com/article_3083_c5885a53cd19640e9d9aa3171a12269f.pdf). Accessed 10 October 2022.
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#### Article structure and content

**Headline and sub-headline.** The article needs a clear and concise headline, which is the main topic of the article. The headline should deliver on its promise. The sub-headline should be descriptive and define the headline.

**Takeaway.** The article should identify a clear takeaway for readers. Specify in one or two sentences what DCs will gain from reading the article.

**Introduction.** The article should also include an introduction clearly outlining what the readers can expect and a summary of what's to come.

**Narrative.** The article's narrative should support what's provided in the headline and description subhead.

**Sub-headings.** Subheadings break up your content, making it more digestible. They guide readers through different sections.

**Conclusion.** The article should also include a conclusion that indicates what readers can do with this knowledge, how it will impact their practice, their patients and the profession.

**Statistics.** Please provide up to three relevant statistics on your topic, i.e., percentage of patients who wear orthotics; percentage of DCs who use low-level laser therapy, the number of practices integrating supplementation, etc.

**Author biography and contact information.** Please submit two or three sentences about yourself, including 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.

**Figures and graphics.** Digital images must be submitted in JPEG, PNG or TIFF formats, at 300 dpi or higher.

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

**Selection criteria.** The editors look for articles that have a takeaway value to readers; knowledge they can implement to make their practices or the profession more successful. Articles are evaluated based on a number of criteria, including timeliness of information, relevance and appropriateness, accuracy, originality, quality of writing and value to the reader from an educational, economic, marketing and/or practice-management point of view. Articles of a clinical or technical nature should also have takeaway value: information that enhances the practitioner's ability to treat patients.

**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 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. The agreement will be emailed once an article proposal is accepted. The agreement will serve to cover any and all articles throughout 2025.



## **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 of submission.

**Topics.** Overall topics include but are not limited to the following:

- Tools and techniques
- 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 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 article, please note submission does not guarantee publication nor does acceptance of an article guarantee 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 to publish the same or substantially similar material with a competing magazine or its website for three months (30 days) following publication on ChiroEco.com.

**Noncommercial and 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 for ChiroEco.com should be short-form or a “fast read” between 500 and 800 words including references. Quick tips, key finding, checklists work well. Keep formatting to a minimum. Do not use automatic headings, formatting, numbering, footnotes or endnotes. Use black typeface and 12-point Times New Roman. Make sure any external links are working URLs.

**References and text citations.** See print guidelines.

**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 for grammar and style to conform to the magazine’s style guide in addition to the Associated Press Stylebook, 56th edition.

**Author bio and contact information.** Please include a brief bio 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 you would like us to publish, such as your website, email address and phone number.

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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.

**Article submission and editorial contact.** Email articles to Gloria Hall, editor-in-chief, [ghall@chiroeco.com](mailto:ghall@chiroeco.com).

