



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

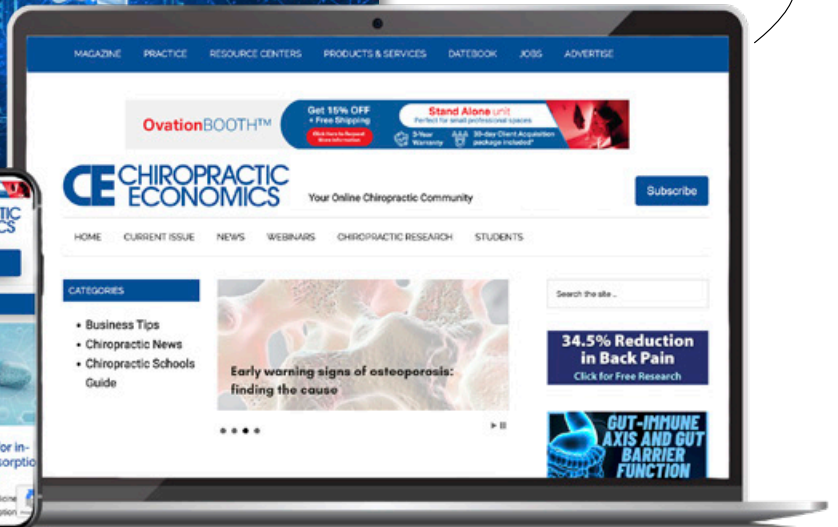
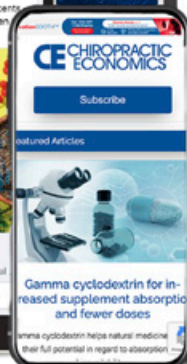
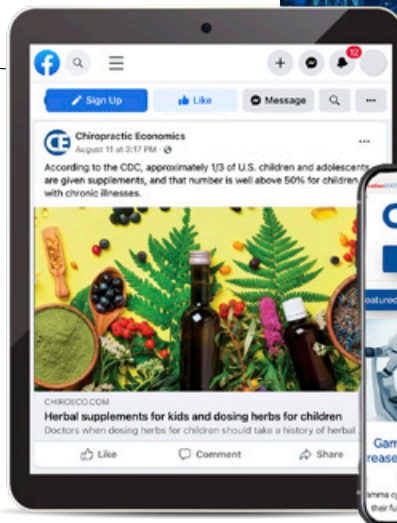
Want to reach multiple vertical markets?
We've got you covered.



Print audience:
570,000 annual print distribution

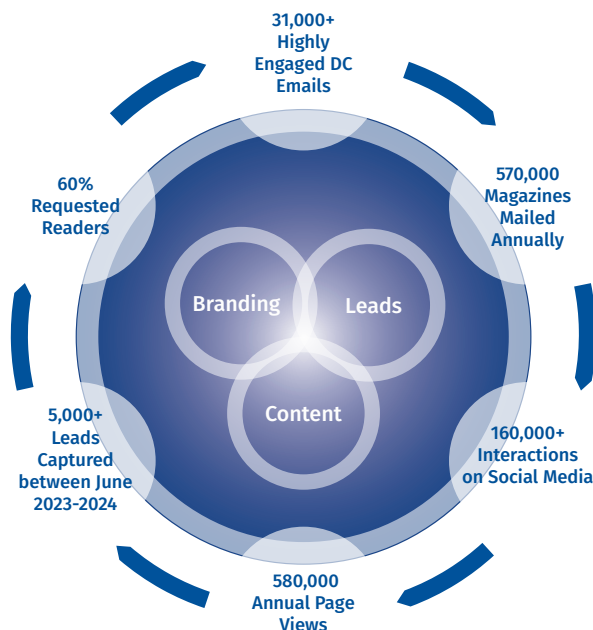
Social following:
27,000 social media audience

Page visitors:
780,000 annual page views



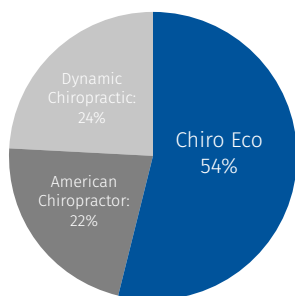
Integrated marketing for targeted results

Reach customers from every angle

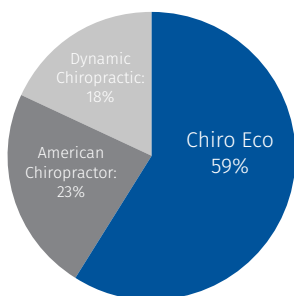


Advertising goes where advertising pays

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



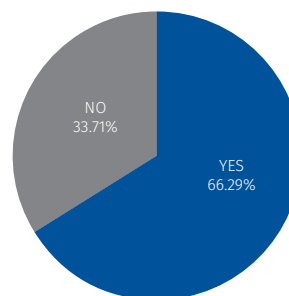
Ad share



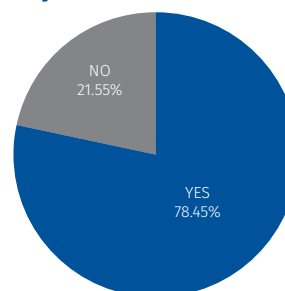
Page share

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: *Chiropractic Economics* Readership Survey.

Reader Profile*

Male: 76% Female: 24%

Average Age: 54

Average Years in Practice: 24.7

Practice Characteristics:

- Solo: 50%
- Group: 23%
- Associate: 12%
- Franchise: 3%
- Multidisciplinary Practice: 28%
- Integrated Practice: 10%
- Cash Only: 15%
- Average Patients per Week: 111
- Average New Patients per Week: 10

Income:

- Average Gross Billings: \$716,322
- Average Gross Collections: \$506,543
- Average DC Compensation: \$143,098

*Sources: 2024 Salary and Expense Survey and 2023 CE Readership Survey

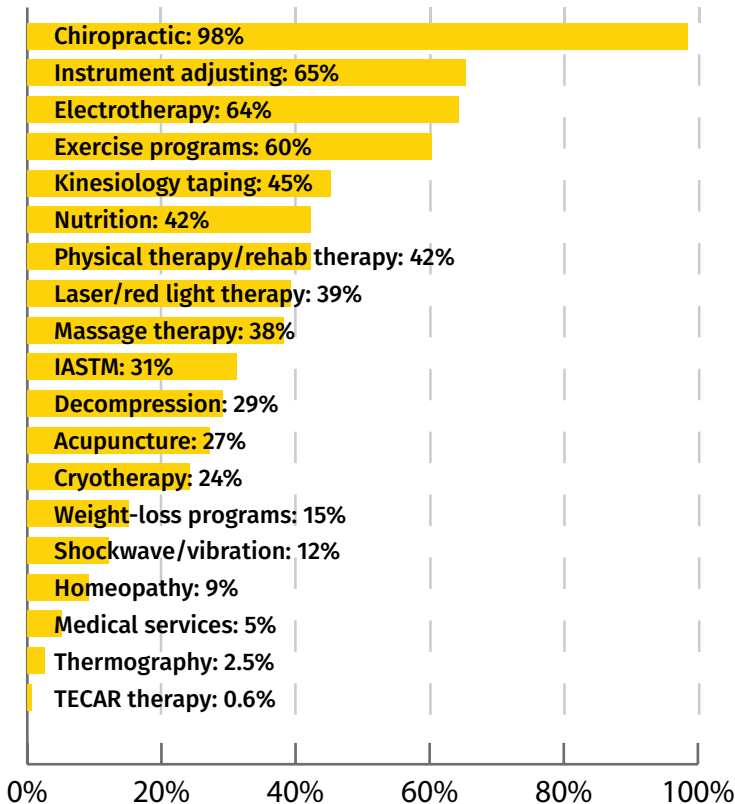
91%

of *Chiropractic Economics* readers receive income from selling retail to their patients, resulting in 9% average gross income.

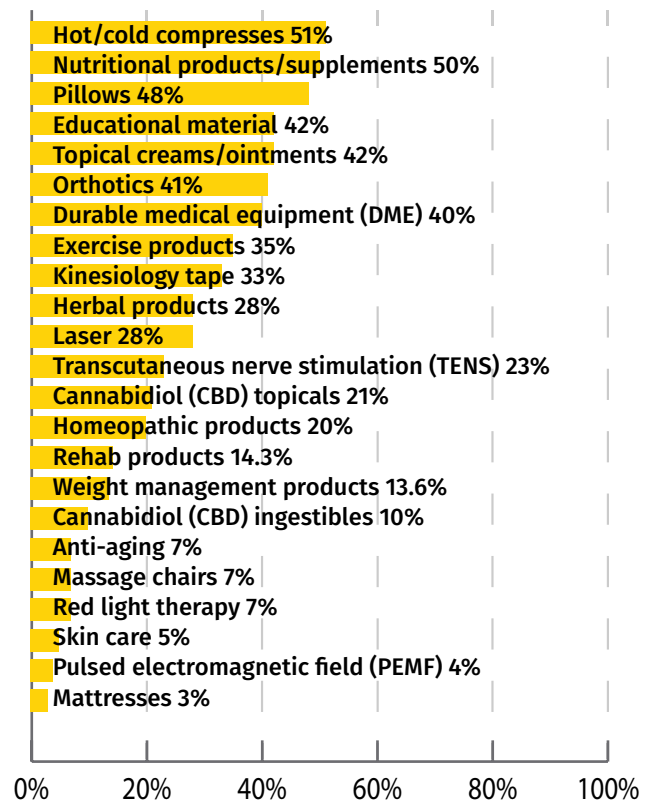
63%

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

Modalities Offered to Patients:



Products Offered to Patients:

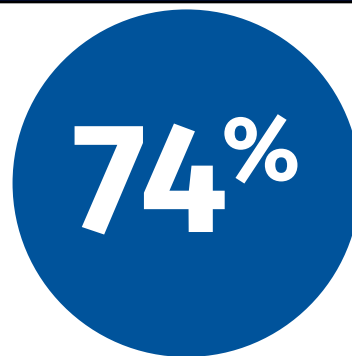


*Sources: 2024 Salary and Expense Survey and CE Readership Survey

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. We reach the doctors who are ready to buy your products and services through multiple media options.



Chiropractic Economics has the highest number of requested readers and is verified by the Alliance for Audited Media.



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

Source: CE Readership Survey

Targeted Distribution

We reach established doctors of chiropractic who are proven buyers and up-and-coming DCs who are building their practices. Our unique circulation model includes 60% 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?

- 70 years of trust
- Longest shelf life in the industry
- Editorial integrity
- Periodicals mailing status
- AAM-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 67%
- Website/Internet 18%
- Enewsletters 12%

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



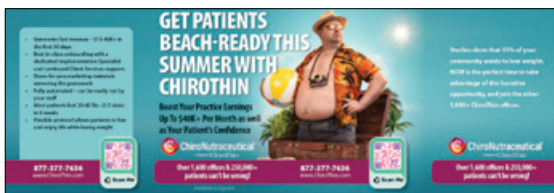
Editorial Series:

(2-Page Spread): A “problem/solution” sponsored article on your topic, 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

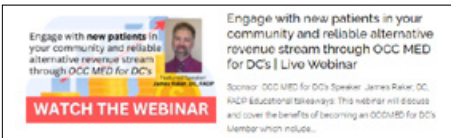
Sample of the Month/ Product Giveaway



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

Video, Webinar, eCourse Promotion

Drive traffic to your existing video or gain more leads for your existing eCourse or pre-recorded webinar.



Webinar

Live, one-hour, educational event with clients' featured speaker(s). Our team moderates and records the interactive event, then posts the video and transcript 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. We offer co-branded, paid social media on Meta, LinkedIn, YouTube and Spotify. We build custom audiences using our emails, terrestrial addresses and detailed targeting to reach a highly targeted audience for your products/services.

- Geotargeted capabilities, Facebook pixel sharing.

Ebook

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



Ebook Promotion:

Custom designed program to promote vendor's 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 e-news 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.

Infographic

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



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.

Quiz

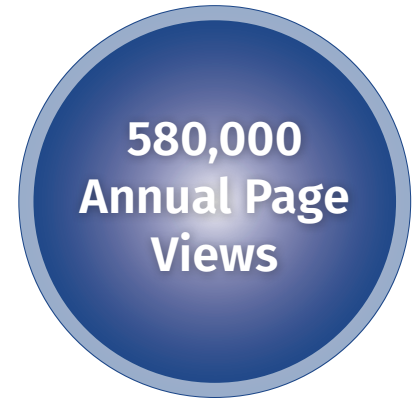
Gain market insights and grow your leads through an interactive, engaging quiz-based strategy.

...And More

June 2023 - June 2024

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.

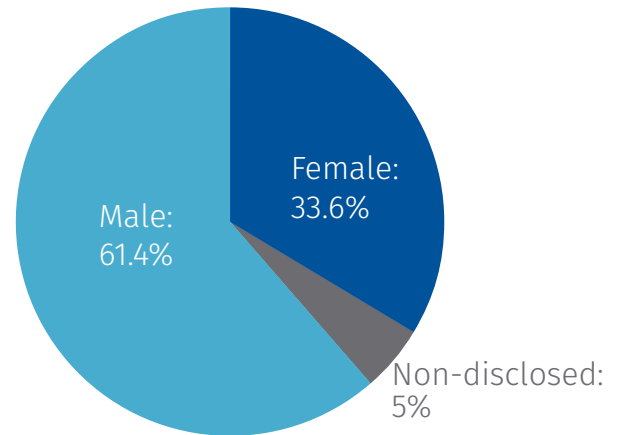
Advertiser full email average:

- Open rate 24%

Advertiser retarget email average:

- Open rate 56%

Email Demographics:



Social Media:

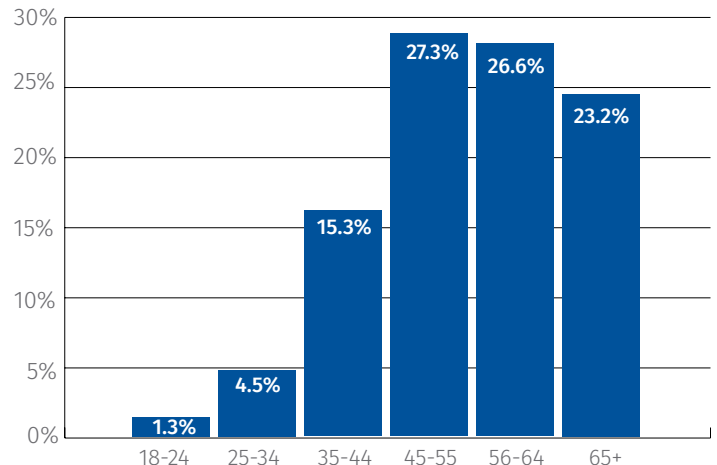
Reach DCs through the social media channels they frequent.



Reach a potential audience of over 60,000 doctors of chiropractic through our custom audiences, on average.

Email Percentage by Age Group:

Average Age — 52.7



Online Marketing Opportunities



Magazine Past Issues
Historical archive of past issues since 2007

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

Box Banner
High visibility run-of-site (ROS) banner

Current Issue
Digital version of current issue.

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

Featured Articles
In-depth coverage of topics DCs most want to read about

Sponsored Content
Educational article posted on ChiroEco.com surrounded by only the sponsor vendor's ads

Content Hubs
Easy access to targeted editorial through a customized portal (sponsorship available)

Products & Services
New products, services 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

Brand Box
Above-the-fold banner perfect for building brand value

Specialty Digital
Links to ebooks and courses

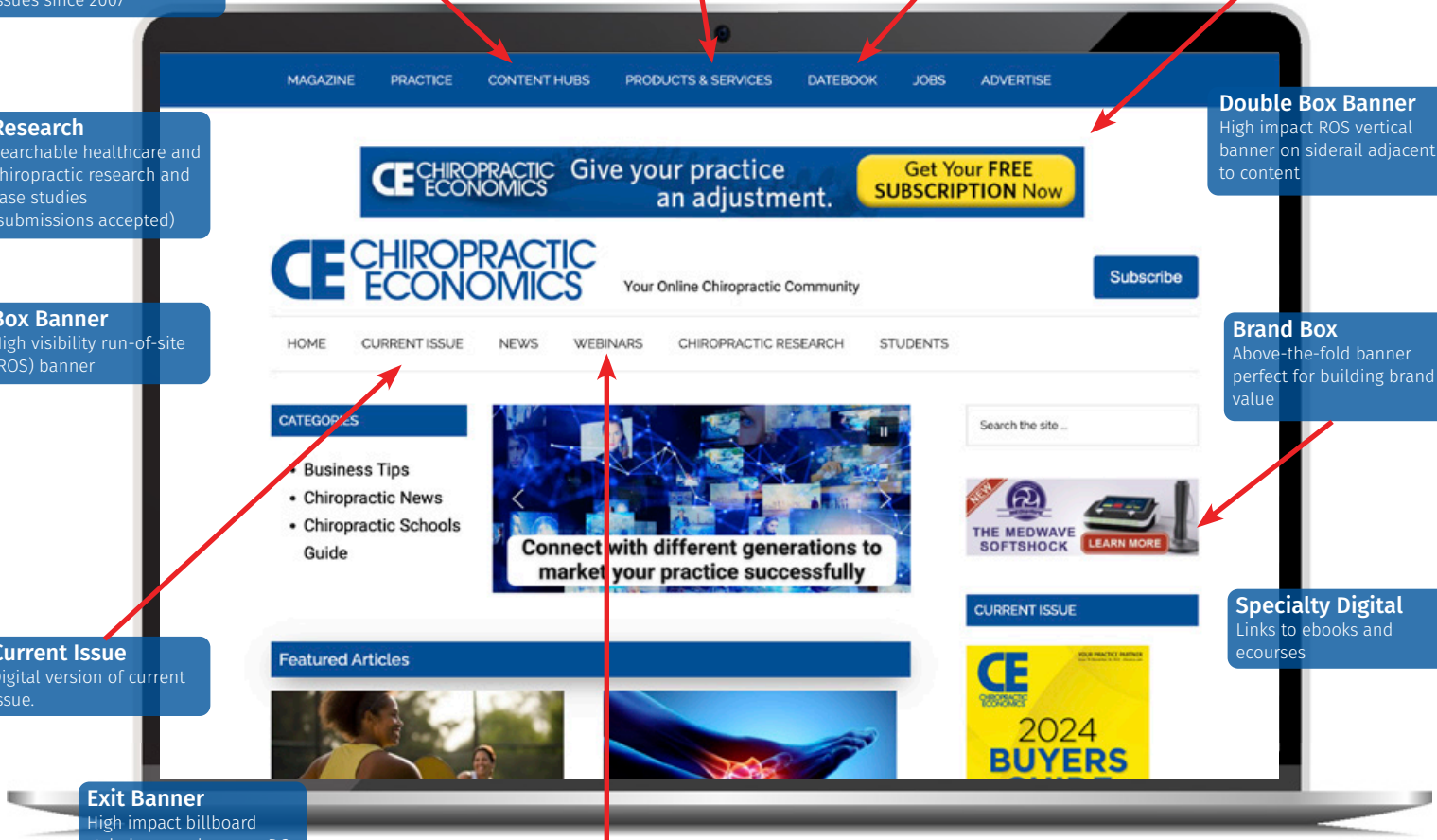
Webinars
Archived and current educational webinars (sponsorships available)

Sample of the Month

Sample and Giveaway of the Month
Featured samples and giveaways from top companies in the profession

Article Ad Box
Web banner surrounded by relevant editorial content

Product of the Week
New and exciting products from our vendors



1

Cover date: 1/12
Articles due: 10/14*
Ad close: 12/5*
Ad art due: 12/12*
Mail date: 1/2

IMMUNITY, LONGEVITY and ANTI-AGING

- Building robust immunity
- The science of aging
- The many uses of cryotherapy
- Add regenerative medicine to your practice
- Reach audiences of all ages with email marketing
- Immunity-focused supplements

DIRECTORY: Retail

2

Cover date: 1/26
Articles due: 11/12*
Ad close: 12/18*
Ad art due: 12/26*
Mail date: 1/16

ALTERNATIVE REVENUE STRATEGIES

- Grow a personal injury practice segment
- How to implement DOT testing
- Add nutrition IV therapy to your practice
- Pain management via stretching and ergonomics
- Market your new revenue models

DIRECTORY: Colleges

SHOW DISTRIBUTION:

FCA NW, Fort Walton Beach, FL

3

Cover date: 2/16
Articles due: 11/13*
Ad close: 1/8
Ad art due: 1/15
Mail date: 2/6

CLINICAL DOCUMENTATION BEST PRACTICES

- Document E/M using EHR templates
- Medicare part B documentation
- The science behind greens
- Choose the best chiropractic software
- Ideas to improve SEO
- Spinal diagnosis and the PI connection
- Case Study: What happened when I didn't understand how my EHR works

DIRECTORY: Finance & Insurance

4

Cover date: 3/9
Articles due: 12/9
Ad close: 1/30
Ad art due: 2/6
Mail date: 2/27

CHIROPRACTIC SPECIALTIES

- Integrated medicine and chiropractic
- Should you become an educator?
- Equipment requirements for different specialties
- The convergence of neuropathy and chiropractic
- Marketing chiropractic specialties

DIRECTORY: Continuing Education

SHOW DISTRIBUTION:

Parker, Las Vegas

5

Cover date: 3/25
Articles due: 1/13
Ad close: 2/13
Ad art due: 2/20
Mail date: 3/13

NUTRITION and SUPPLEMENTATION

- The effectiveness of nutraceuticals
- NAD+ lontophoresis
- Expand with nutritional testing
- The science behind lasers for weight loss
- Marketing strategies to attract supplement patients

DIRECTORY: Nutrition

6

Cover date: 4/15
Articles due: 1/27
Ad close: 3/6
Ad art due: 3/13
Mail date: 4/3

REHAB and PT

- The importance of balance assessments
- Treating and preventing injuries
- The importance of corrective exercise progressions
- Technology updates: What's new?
- AI marketing tips
- Durable medical equipment: An update

DIRECTORY: Rehab

7

Cover date: 4/29
Articles due: 2/17
Ad close: 3/20
Ad art due: 3/27
Mail date: 4/17

NEW TREATMENT PROTOCOLS

- Effectiveness of laser technology
- Document modalities and procedures for medical necessity
- Supplement solutions for gut health
- Why is dry needling so popular?
- Facebook advertising and white label
- Uses of ozone therapy in chiropractic

DIRECTORY: Orthotics

SHOW DISTRIBUTION:

Logan Symposium

8

Cover date: 5/20
Articles due: 3/3
Ad close: 4/10
Ad art due: 4/17
Mail date: 5/8

THE WELLNESS ISSUE

- Chiropractic and the immune system
- Incorporating a wellness clinic
- CBD-infused cosmetics and skin care
- Benefits of the torque release technique (TRT)
- What the FTC wants you to know about marketing
- Tips for talking to your patients about exercise, eating right and stretching

DIRECTORY: Supplies

9

Cover date: 6/3
Articles due: 3/24
Ad close: 4/24
Ad art due: 5/1
Mail date: 5/22

INTEGRATED TREATMENT MODALITIES

- Salary and Expense Survey Results
- Extracorporeal shockwave therapy
- Do you need to expand your staff?
- Dry needling vs. acupuncture
- Infrared saunas and health evidence
- Online reviews: How to get them
- Integrated practice: Lessons learned

DIRECTORY: Consultants

SHOW DISTRIBUTION:

Parker, Miami; FCA SE, Fort Lauderdale Beach

10

Cover date: 6/24
Articles due: 4/7
Ad close: 5/14
Ad art due: 5/21
Mail date: 6/12

PRODUCT SHOWCASE and SUMMER BUYERS GUIDE

The premier resource for the leading chiropractic products and services available to DCs today. Highlights of the Guide include new entrants, notable products, enhanced services and more.

SHOW DISTRIBUTION

Shows through Dec. 2025

11

Cover date: 7/15
Articles due: 4/28
Ad close: 6/4
Ad art due: 6/11
Mail date: 7/3

WOMEN'S HEALTH

- Bio-identical vs pharmaceutical hormones
- Common issues for women patients
- Metabolic syndrome: Nutritional and supplementation guidance
- Orthotics designed for women
- Unleash chiropractic content ideas through video marketing
- Women DC groups breaking barriers

DIRECTORY: Massage & Acupuncture

12

Cover date: 7/30
Articles due: 5/19
Ad close: 6/17
Ad art due: 6/25
Mail date: 7/17

TREATING ATHLETES

- Nutrition and supplements for athletes
- Pickleball: The new patient maker
- Confront concussion on the playing field
- Science of kinesiology taping
- Marketing advantages of supporting a sports team

DIRECTORY: Diagnostics

SHOW DISTRIBUTION:

Life West, San Francisco, CA

13

Cover date: 8/19
Articles due: 6/2
Ad close: 7/10
Ad art due: 7/17
Mail date: 8/7

TECHNOLOGY, TOOLS and TECHNIQUES

- Focused vs. radial shockwave
- Benefits of adding durable medical equipment
- Gut health science-based probiotics
- Myofascial acoustic compression therapy
- Marketing new technology

DIRECTORY: Software

SHOW DISTRIBUTION:

The National by FCA, Orlando

14

Cover date: 9/2
Articles due: 6/18
Ad close: 7/24
Ad art due: 7/31
Mail date: 8/21

NATUROPATHIC MEDICINE

- FDA's stance on stem cells
- Design a regenerative medicine practice
- Natural brain/nootropic supplements
- Naturopathic interventions
- Find your niche in naturopathic medicine

DIRECTORY: Herbs & Homeopathy

SHOW DISTRIBUTION:

Palmer Homecoming, Davenport

15

Cover date: 9/23
Articles due: 7/7
Ad close: 8/13
Ad art due: 8/20
Mail date: 9/11

CODING and REIMBURSEMENT STRATEGIES

- Research on reimbursement data
- Coding and billing for a cash-based practice
- Evidence-based research on CBD
- Using data and technology to compete with MDs
- The power of chiropractic keywords
- The Medicare appeals process

DIRECTORY: Marketing

16

Cover date: 10/7
Articles due: 7/25
Ad close: 8/27
Ad art due: 9/4
Mail date: 9/25

MARKETING and COMMUNICATIONS STRATEGIES

- Patient communication strategies
- Integrating telehealth services
- Supplements to complement chiro care
- Why you should add AI to your website
- Social media best practices

DIRECTORY: Tables

SHOW DISTRIBUTION:

Parker, Dallas

17

Cover date: 10/21
Articles due: 8/11
Ad close: 9/11
Ad art due: 9/18
Mail date: 10/9

THE LASER CHIROPRACTIC EVOLUTION

- Is the device FDA cleared and for what?
- Improve patient outcomes with lasers
- Combine laser and nutrition therapy
- Energy vs. power: What's the difference?
- Best practices in marketing lasers
- Impact of laser on cellular morphology

DIRECTORY: Electrotherapy

18

Cover date: 11/4
Articles due: 8/25
Ad close: 9/25
Ad art due: 10/2
Mail date: 10/23

THE BODY ISSUE

- Lifestyle changes for obese patients
- Chiropractic for veterans
- The Webster Technique: Correcting breech
- The new cannabinoids on the block
- Proprioception and our aging population

DIRECTORY: Anti-Aging

SHOW DISTRIBUTION:

FCA SW, Naples, FL

19

Cover date: 11/25
Articles due: 9/8
Ad close: 10/16
Ad art due: 10/23
Mail date: 11/13

WINTER BUYERS GUIDE

The chiropractic profession's most comprehensive resource available that DCs rely on for end-of-year purchasing decisions. The Guide includes the most up-to-date company profiles, alphabetical listings and contact information.

SHOW DISTRIBUTION:

Shows through June 2026

20

Cover date: 12/16
Articles due: 9/29
Ad close: 11/5
Ad art due: 11/12
Mail date: 12/4

PERSONALIZED CARE

- Personalized laser therapy
- Patient financial arrangements
- Remote therapy monitoring apps
- Personalized nutritional care
- Ways to increase patient retention
- When does maintenance care begin?

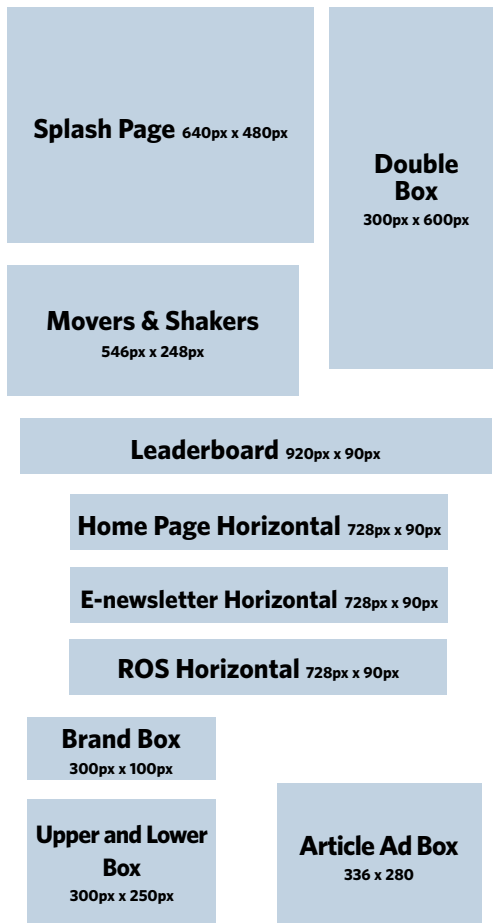
DIRECTORY: Patient Education

Let's get started!

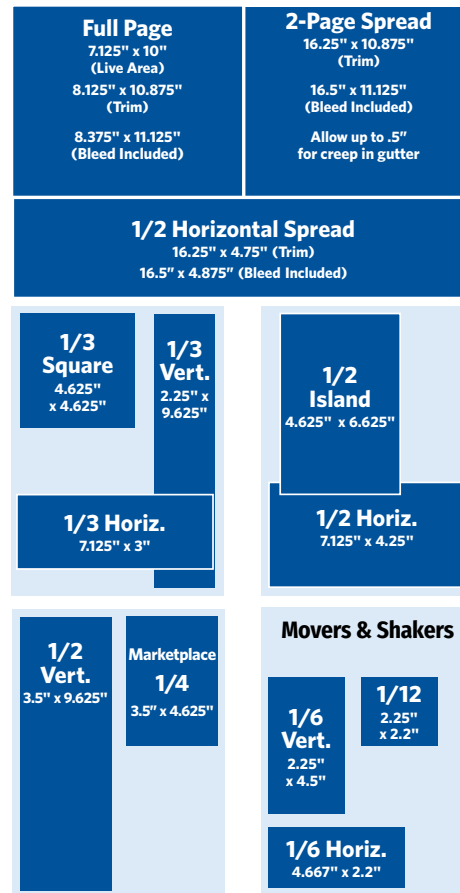
DIGITALSPECS

DIGITAL AD FILE SPECIFICATIONS:
Accepted file types: PNG or JPG, 72 dpi, preferred. RGB mode. We also accept PSD, JPEG and HTML (for email).

All files submitted must be under 5 MB.



PRINTSPECS



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: Company name_issue number_Year ; i.e. Acme_CEI04_2024
- Print and digital ad files can be submitted through our [customer portal](#)

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

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