

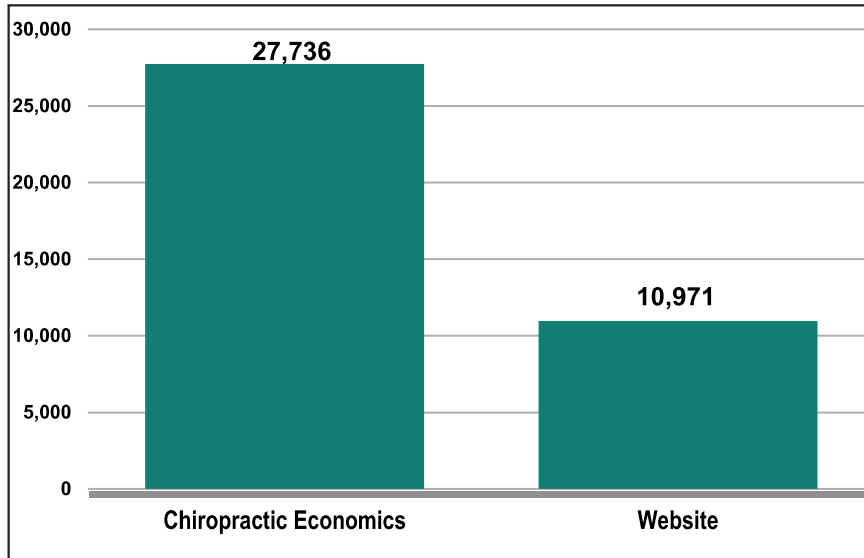
CONSOLIDATED MEDIA REPORT

B2B Media

6 months ended December 31, 2024

[Learn more about this media property at auditedmedia.com](http://auditedmedia.com)

TOTAL AVERAGE GROSS CONTACTS 38,707

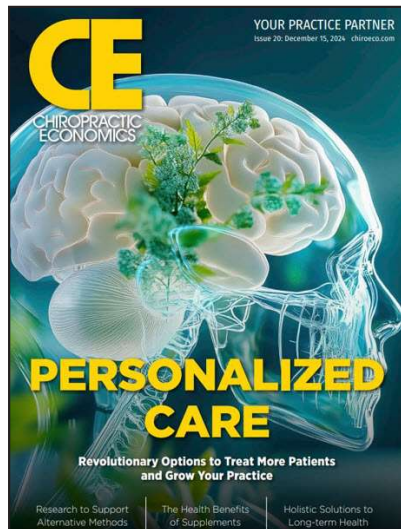


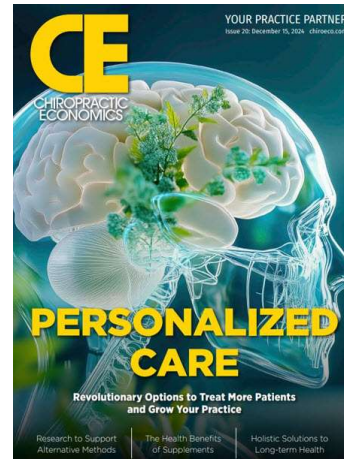
EXECUTIVE SUMMARY

Channels	Contacts	Period
Chiropractic Economics		6 months ended December 31, 2024
Total Qualified Circulation	27,736	
Website Activity		6 months ended December 31, 2024
Page Views	18,699	
Sessions/Visits	13,834	
Users/Visitors	10,971	

Website Activity = Avg Monthly

Gross data are contained in this Consolidated Media Report. There was no attempt made to eliminate any duplication that may exist.





6 months ended December 31, 2024

Subject to Audit

Field Served:

CHIROPRACTIC ECONOMICS serves the field of chiropractic.

TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION		27,736
AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Nonpaid Individual - Print		27,736
Total Average Qualified Nonpaid Circulation		27,736

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Allocated for Shows & Conventions - Print	322
Nonqualified Miscellaneous, Including Staff Copies - Print	664
Total Average Nonqualified Circulation	986

CIRCULATION BY ISSUES	
Issue	Qualified Nonpaid - Print
Vol 70 Issue 12	27,648
Vol 70 Issue 13	27,846
Vol 70 Issue 14	27,841
Vol 70 Issue 15	27,635
Vol 70 Issue 16	27,638
Vol 70 Issue 17	27,828
Vol 70 Issue 18	27,631
Vol 70 Issue 19	27,728
Vol 70 Issue 20	27,827

BUSINESS ANALYSIS				
Classification by Business & Industry		Total	%	Qualified Nonpaid - Print
1.	Doctors of Chiropractic, Students	26,998	97.0	26,998
	Others Allied to the Field	829	3.0	829
	Total Qualified Circulation	27,827	100.0	27,827

SOURCE ANALYSIS					
Source	Qualified Within				
	1 Year	2 Year	3 Year	Total	Percent
Total Direct Request From Recipient	11,516	5,702	2,300	19,518	70.1
Total Direct Request From Recipient's Company					
Total Communication Other Than Request					
Membership Benefit					
Business Directories					
Lists	6,518	1,791		8,309	29.9
Acquired Circulation					
Other Sources					
Total Qualified Subscriptions	18,034	7,493	2,300	27,827	100.0
Percent	64.8	26.9	8.3	100.0	

GEOGRAPHIC ANALYSIS	
State	Qualified Nonpaid - Print
Alabama	280
Arizona	607
Arkansas	275
California	2,815
Colorado	519
Connecticut	273
Delaware	46
District of Columbia	6
Florida	2,949
Georgia	883
Idaho	252
Illinois	1,115
Indiana	286
Iowa	504
Kansas	320
Kentucky	230
Louisiana	153
Maine	80
Maryland	189
Massachusetts	720
Michigan	926
Minnesota	1,245
Mississippi	53
Missouri	492
Montana	104
Nebraska	478
Nevada	263
New Hampshire	102
New Jersey	842
New Mexico	65
New York	1,181
North Carolina	976
North Dakota	106
Ohio	1,245
Oklahoma	374
Oregon	770
Pennsylvania	1,279
Rhode Island	73
South Carolina	199
South Dakota	76
Tennessee	336
Texas	2,231
Utah	90
Vermont	101
Virginia	478
Washington	560
West Virginia	55
Wisconsin	402
Wyoming	52
TOTAL 48 CONTERMINOUS STATES	27,656
Alaska	110
Hawaii	45
TOTAL ALASKA & HAWAII	155
Single Copy Sales	
U.S. Unclassified	
TOTAL UNITED STATES	27,811
Poss. & Other Areas	14
U.S. & POSS., etc.	27,825
Canada	
International	
Military or Civilian Personnel Overseas	2
Total International	2
E-mail Address Only	
Other Unclassified	
GRAND TOTAL	27,827

CHANNEL PROFILES**WEBSITE ACTIVITY - www.chiroeco.com**

2024	Page Views	Sessions/Visits	Users/Visitors
July	20,578	15,672	12,770
August	20,708	15,692	12,446
September	20,117	15,023	12,232
October	17,562	12,903	9,828
November	16,219	11,480	9,459
December	17,007	12,233	9,091

NOTES

Definition of Recipient Qualification:

Qualified recipients include doctors of chiropractic, chiropractic students, and others allied to the field.

Rounding %: Due to rounding, percentages may not always add up to 100%.

Lists: Represent copies served to subscribers obtained from chiropractic state licensing boards.

Analyzed Issue: The information in Business Analysis, Source Analysis, and Geographic Analysis is from an analysis of the Vol 70 Issue 20 issue.

Total Average Gross Contacts Include: Qualified Circulation and Users/Visitors.

Website Data Source: Google Analytics

Data Center Traffic: Effective with April 2024 data, filters have been applied to exclude suspected general data center traffic from Google data collected by AAM. Data center traffic comprises sources known with high confidence as non-human and originating from a data center.

Website Domains: Domains included in website traffic www.chiroeco.com

Users/Visitors: The number of unique User/Visitor IDs, logging activity on a website or app, for the defined measurement period.

Page Views: The total number of web pages or app screens, viewed by all Users/Visitors, for the defined measurement period.

Sessions/Visits: The number of sessions logged, across all Users/Visitors on a website or app, for the defined measurement period. 30 minutes of inactivity, or specific user behavior, will end a session.

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.

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