

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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CHIROPRACTIC ECONOMICS provides unbiased news reporting and new product offerings. The magazine offers subscribers non-biased news, practical, step by step information on practice building and practice management, marketing, patient management, new products, legal issues, finance and taxes.

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNELS

**CHIROPRACTIC
ECONOMICS
MAGAZINE**



11 issues in the period
28,991 average circulation

**CHIROPRACTIC
ECONOMICS
WEBSITE**



22,542 average users

EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
CHIROPRACTIC ECONOMICS MAGAZINE (11 issues in the period)	28,985	6	28,991
CHIROPRACTIC ECONOMICS WEBSITE (Monthly Users with 40,456 average Pageviews)	22,542	-	22,542

FIELD SERVED
CHIROPRACTIC ECONOMICS serves the field of chiropractic.

DEFINITION OF RECIPIENT QUALIFICATION

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

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	614
Allocated for Trade Shows and Conventions	277
All Other	129
TOTAL	1,020

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	28,474	98.2	28,468	98.2	6	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	517	1.8	517	1.8	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	28,991	100.0	28,985	100.0	6	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Total Qualified
Vol. 64, Issue 1	29,154
Vol. 64, Issue 2	29,276
Vol. 64, Issue 3	27,312
Vol. 64, Issue 4	29,152
Vol. 64, Issue 5	29,250
Vol. 64, Issue 6	29,204
Vol. 64, Issue 7	29,055
Vol. 64, Issue 8	29,276
Vol. 64, Issue 9	29,167
Vol. 64, Issue 10	28,959
Vol. 64, Issue 11	29,100

*Analyzed Issue

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF VOL. 64, ISSUE 8, 2018

This issue is 1.1% or 313 copies above the average of the other 10 issues reported in Paragraph 2.

Title	Total Qualified	Percent of Total
Doctors of Chiropractic, Students	29,276	100.0
Other	-	-
TOTAL QUALIFIED CIRCULATION	29,276	100.0
PERCENT	100.0	

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF VOL. 64, ISSUE 8, 2018

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	12,014	6,084	6,319	24,417	83.4
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	521	-	-	521	1.8
V. *Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources	4,338	-	-	4,338	14.8
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,873	6,084	6,319	29,276	100.0
PERCENT	57.6	20.8	21.6	100.0	

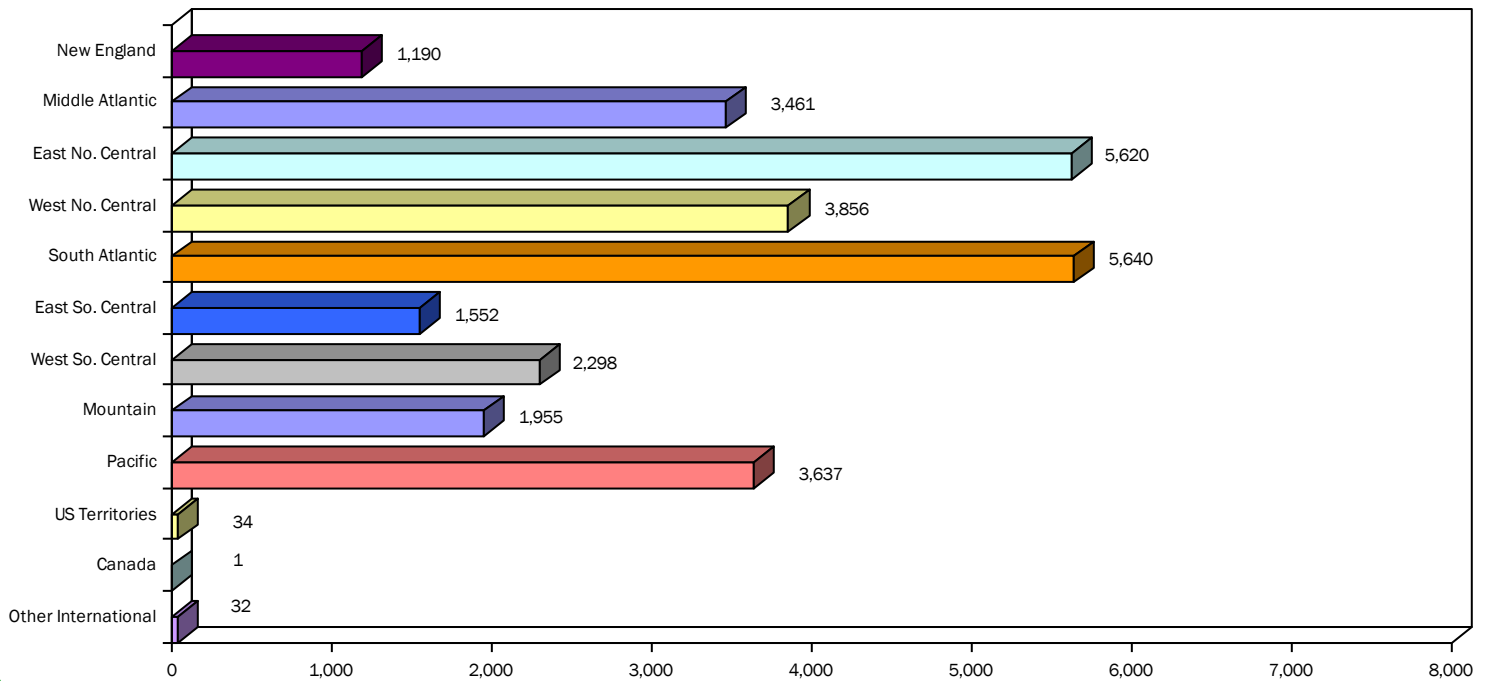
*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF VOL. 64, ISSUE 8, 2018*

Region	Total Qualified	Percent	Region	Total Qualified	Percent
New England	1,190	4.1	UNITED STATES	29,209	99.8
Middle Atlantic	3,461	11.8	U.S. Territories	34	0.1
East No. Central	5,620	19.2	Canada	1	-
West No. Central	3,856	13.2	Mexico	-	-
South Atlantic	5,640	19.3	Other International	32	0.1
East So. Central	1,552	5.3	APO/FPO	-	-
West So. Central	2,298	7.8			
Mountain	1,955	6.7			
Pacific	3,637	12.4			
			TOTAL QUALIFIED CIRCULATION	29,276	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



WEBSITE CHANNEL

WWW.CHIROECO.COM

2018	Pageviews	Essions	Users	Average Session Duration
January	40,033	29,516	21,785	1:14
February	39,549	29,105	21,686	1:12
March	39,758	29,264	22,076	1:00
April	40,647	29,264	22,803	0:57
May	41,781	29,159	22,739	0:56
June	40,969	30,559	24,166	0:51
AVERAGE:	40,456	29,477	22,542	1:01

January – June 2018 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Pageviews: A Pageview is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

Sessions: A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

Users: An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

Average Session Duration: The time visitors remain on a site per session.

ADDITIONAL DATA

MAGAZINE: PARAGRAPH 3b:

Other sources include 46 sources of circulation for quantities of 1 copy or -% to 2,211 copies or 7.6%, including rosters of chiropractors from state licensing bureaus.

GEOGRAPHIC DISTRIBUTION:

Geographic data for Website is not reported at the media owner's option.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Tyler Bell, Circulation Manager

Nicholas Doyle, CEO

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed

July 18, 2018

State

Florida

City

Ponte Vedra Beach

Received by BPA Worldwide

July 18, 2018

Type

BD

ID Number

C917B0J8

About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.