

**1**  
Cover date: 1/17  
Edit due: 11/4\*  
Ad close: 12/3\*  
Ad art due: 12/10\*  
Mail date: 1/7

**IMMUNE HEALTH**  
• New standards in DC immune care  
• Top 5 must-read case studies  
• Handling tough obesity questions  
• **MarTech explained**  
• Top 5 supplements DCs take & why  
• COVID-proof office reopening guide  
**DIRECTORY:** Retail

**2**  
Cover date: 1/31  
Edit due: 12/14\*  
Ad close: 12/17\*  
Ad art due: 12/28\*  
Mail date: 1/21

**SCHOOLS & EDUCATION ISSUE**  
• Results are in! 2021 DC school survey  
• Chiropractic college profiles  
• A looming problem-DC/MD shortage  
• Top young docs  
• Equal opportunity-minority DCs  
• Adapt to survive-DC colleges  
**DIRECTORY:** Colleges

**SHOW DISTRIBUTION:**  
Northwestern Homecoming

**3**  
Cover date: 2/14  
Edit due: 1/4  
Ad close: 1/6  
Ad art due: 1/13  
Mail date: 2/4

**TOP SPECIALTY PRACTICES**  
• How to double your practice income  
• Beware the tax man-DC strategies  
• **Get more from your digital marketing**  
• The chiropractic research problem  
• How to recession-proof your practice  
• Pay-to-play: why you shouldn't do it  
**DIRECTORY:** Continuing Education

**SHOW DISTRIBUTION:**  
Parker Las Vegas

**4**  
Cover date: 3/7  
Edit due: 1/25  
Ad close: 1/27  
Ad art due: 2/3  
Mail date: 2/25

**DOCUMENTATION**  
• Million-dollar reimbursement strategies  
• **Top 5 documentation disasters**  
• The complete guide to maintenance care  
• Big-ticket rehab that pays back  
• Urgent! Medicare and billing changes  
• The orthotics advantage  
**DIRECTORY:** Finance & Insurance

**5**  
Cover date: 3/28  
Edit due: 2/15  
Ad close: 2/17  
Ad art due: 2/24  
Mail date: 3/18

**NUTRITION & SUPPLEMENTS**  
• 3 steps to maximizing revenue  
• Forced realizations: COVID and health  
• The next game changer: CBD or bust?  
• Top 5 proven patient diets  
• **Media takeover: be your own PR firm**  
• New connection: weight & the gut-brain  
**DIRECTORY:** Nutrition

**6**  
Cover date: 4/18  
Edit due: 3/8  
Ad close: 3/9  
Ad art due: 3/16  
Mail date: 4/8

**REHAB & PT**  
• How to integrate PT models  
• **Lead generator models of top clinics**  
• Stop the reimbursement roadblocks  
• Durable medical equipment update  
• Tips for training and keeping staff  
• **Stop ransomware in its tracks**  
**DIRECTORY:** Rehab

**7**  
Cover date: 5/2  
Edit due: 3/22  
Ad close: 3/23  
Ad art due: 3/30  
Mail date: 4/22

**NEW TREATMENT PROTOCOLS**  
• The 1st treatment for every patient  
• Absorb this: topicals vs. epidermis  
• Help patients avoid knee surgery  
• New CBD integrated treatments  
• Debate: stretching vs. never-stretchers  
• **How telehealth/mobile care works**  
**DIRECTORY:** Orthotics

**SHOW DISTRIBUTION:** Logan Symposium

**8**  
Cover date: 5/23  
Edit due: 4/12  
Ad close: 4/13  
Ad art due: 4/20  
Mail date: 5/13

**PREVENTATIVE WELLNESS**  
• Results are in! Salary & Expense Survey  
• A guide to the wellness clinic model  
• How to be more successful at marketing  
• **Update! BMI and new health findings**  
• 5 must-take supplements  
• **Top wearables/apps in chiropractic**  
**DIRECTORY:** Supplies

**9**  
Cover date: 6/13  
Edit due: 5/3  
Ad close: 5/4  
Ad art due: 5/11  
Mail date: 6/3

**INTEGRATED PRACTICE**  
• How to start an integrated practice  
• **Advanced guide to digital marketing**  
• New advances in immunity/nutrition  
• Understanding holistic philosophy  
• How to double your referrals  
• The prescription debate and DCs  
**DIRECTORY:** Consultants

**SHOW DISTRIBUTION:** FCA Jacksonville

**10**  
Cover date: 6/27  
Edit due: 5/17  
Ad close: 5/18  
Ad art due: 5/25  
Mail date: 6/17

**PRODUCT SHOWCASE SUMMER BUYERS GUIDE**  
The mid-year guide to the top companies and products. Highlights include new entrants, notable products, enhanced services and more. More than 75% of DCs use CE to make mid-year buying decisions.

**SHOW DISTRIBUTION**  
Shows through Dec. 2021

**11**  
Cover date: 7/18  
Edit due: 6/7  
Ad close: 6/8  
Ad art due: 6/15  
Mail date: 7/8

**WOMEN'S HEALTH**  
• The preference: women primaries  
• Top 5 advantages of using the gait cycle  
• Discover marketing's Hawthorne Effect  
• Top industry movers & shakers  
• Wdc 'ReEntry' program profile  
• **The 'FemTech' disruption**  
**DIRECTORY:** Massage & Acupuncture

**SHOW DISTRIBUTION:** Palmer Homecoming

**12**  
Cover date: 8/1  
Edit due: 6/21  
Ad close: 6/22  
Ad art due: 6/29  
Mail date: 7/22

**SPORTS & ATHLETIC PERFORMANCE**  
• Going pro: DCs in the big leagues  
• Correcting athlete lower-body issues  
• Top hip surgery prevention techniques  
• How to work with K-12 schools  
• Concussion: updated protocols & care  
• **Know the IoMT and sports patients**  
**DIRECTORY:** Diagnostics

**SHOW DISTRIBUTION:**  
The Wave, FCA Boca Raton

**13**  
Cover date: 8/15  
Edit due: 7/5  
Ad close: 7/7  
Ad art due: 7/14  
Mail date: 8/5

**TOP TECH**  
• If you don't have this, time to upgrade  
• How to outsource marketing  
• **Health tech: from reactive to predictive**  
• DCs need to become part of big data  
• **Introducing virtual reality in practice**  
• Top online platforms for nutrition  
**DIRECTORY:** Software

**SHOW DISTRIBUTION:**  
The National by FCA Orlando

**14**  
Cover date: 8/29  
Edit due: 7/19  
Ad close: 7/21  
Ad art due: 7/28  
Mail date: 8/19

**NATURAL MEDICINE**  
• Why DCs should utilize supplements  
• Top homeopathic substitutes for OTC  
• Control the crisis: opioid patients  
• Guide to chiropractic naturalism  
• Guide to detox for beginner patients  
• How to apply natural sleep science  
**DIRECTORY:** Herbs & Homeopathy

**15**  
Cover date: 9/19  
Edit due: 8/9  
Ad close: 8/10  
Ad art due: 8/17  
Mail date: 9/9

**CODING**  
• Top coding criteria for the modern office  
• **5 tips for e-newsletter success**  
• Update! The gut, brain & Alzheimer's  
• Top 5 compliance horror stories  
• Cash-only specialties to consider  
• **How webinars can benefit your practice**  
**DIRECTORY:** Marketing

**16**  
Cover date: 10/3  
Edit due: 8/23  
Ad close: 8/24  
Ad art due: 8/31  
Mail date: 9/23

**PATIENT COMMUNICATIONS**  
• Results are in! Fees & Coding Survey  
• Must-have financial KPIs  
• Optimize your patient funnel  
• **How to achieve data-driven marketing**  
• **Which tech. comm. to consider**  
• Top options for difficult inflammation  
**DIRECTORY:** Tables

**SHOW DISTRIBUTION:** Parker Dallas

**17**  
Cover date: 10/24  
Edit due: 9/13  
Ad close: 9/15  
Ad art due: 9/22  
Mail date: 10/14

**LASER SCIENCE & TREATMENT**  
• The guide: laser by level and device  
• Perform a practice economics scan  
• The why of SOP manuals  
• **New laser nutrition protocol**  
• **Improve your coding now**  
• Why functional medicine needs DCs  
**DIRECTORY:** Electrotherapy

**SHOW DISTRIBUTION:** FCA Naples

**18**  
Cover date: 11/7  
Edit due: 9/27  
Ad close: 9/29  
Ad art due: 10/6  
Mail date: 10/28

**THE BODY ISSUE**  
• DC care and the Fountain of Youth  
• How to market to military patients  
• Guide to cornering senior care  
• **What the vagus nerve is teaching**  
• **When pediatric DC is a lifesaver**  
• Collections: why 'no' isn't the end  
**DIRECTORY:** Anti-Aging

**19**  
Cover date: 11/28  
Edit due: 10/18  
Ad close: 10/20  
Ad art due: 10/27  
Mail date: 11/18

**READER'S CHOICE ISSUE & WINTER BUYERS GUIDE**  
The guide to the top companies and products with new entrants and enhanced services. More than 75% of DCs use CE to make mid-year buying decisions.

**SHOW DISTRIBUTION:**  
Shows through Dec. 2022

**20**  
Cover date: 12/19  
Edit due: 11/4  
Ad close: 11/8  
Ad art due: 11/15  
Mail date: 12/9

**CUSTOM CARE**  
• Chiro impact on new diseases  
• **Where regenerative medicine fits**  
• Must-know brain hacks, nootropics  
• How DCs use personalized medicine  
• Million dollar reputation/branding  
• **New-tech clinical assessments**  
**DIRECTORY:** Patient Education