2021 Editorial Calendar

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

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

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

4. 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
   - New-tech clinical assessments
   **DIRECTORY:** Finance & Insurance
   **Cover date:** 3/7
   **Edit due:** 1/25
   **Ad close:** 1/27
   **Ad art due:** 2/3
   **Mail date:** 2/25

5. NUTRITION & SUPPLEMENTS
   - 3 steps to maximizing revenue
   - Forced realizations: COVID and health
   - The next game changer: CBD or bust?
   - Top online platforms for nutrition
   - DCs need to become part of big data
   **DIRECTORY:** Nutrition
   **Cover date:** 4/18
   **Edit due:** 3/8
   **Ad close:** 3/9
   **Ad art due:** 3/16
   **Mail date:** 4/8

6. 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
   **Cover date:** 5/2
   **Edit due:** 3/22
   **Ad close:** 3/23
   **Ad art due:** 3/30
   **Mail date:** 4/22

7. NEW TREATMENT PROTOCOLS
   - The 1st treatment for every patient
   - Absorb this topical Cu epidemics
   - Help patients avoid knee surgery
   - New CBD integrated treatments
   - Debate: stretching vs. never-stretchers
   - How telomere/mobile care works
   **DIRECTORY:** Orthotics
   **Cover date:** 5/23
   **Edit due:** 4/12
   **Ad close:** 4/13
   **Ad art due:** 4/20
   **Mail date:** 5/13

8. 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
   **Cover date:** 6/13
   **Edit due:** 5/3
   **Ad close:** 5/4
   **Ad art due:** 5/11
   **Mail date:** 6/3

9. 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.
   **DIRECTORY:** Software
   **Cover date:** 6/27
   **Edit due:** 5/17
   **Ad close:** 5/18
   **Ad art due:** 5/25
   **Mail date:** 6/17

10. 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
    **Cover date:** 7/18
    **Edit due:** 6/7
    **Ad close:** 6/8
    **Ad art due:** 6/15
    **Mail date:** 7/8

11. 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
    **Cover date:** 8/1
    **Edit due:** 6/21
    **Ad close:** 6/22
    **Ad art due:** 6/29
    **Mail date:** 7/22

12. 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 specialists to consider
    - How webinars can benefit your practice
    **DIRECTORY:** Marketing
    **Cover date:** 9/19
    **Edit due:** 8/9
    **Ad close:** 8/10
    **Ad art due:** 8/17
    **Mail date:** 9/9

13. TOP TECH
    - If you don’t have this, time to upgrade
    - How to outsource marketing
    - Performance: practice economics scan
    - Why DCs need to become part of big data
    - Introducing virtual reality in practice
    - Top online platforms for nutrition
    **DIRECTORY:** Software
    **Cover date:** 10/15
    **Edit due:** 7/5
    **Ad close:** 7/7
    **Ad art due:** 7/4
    **Mail date:** 8/5

14. LASER SCIENCE & TREATMENT
    - The guide: laser by level and device
    - How laser affects the spine
    - The why of SOP manuals
    - New laser technology protocol
    - Improve your coding now
    **DIRECTORY:** Electrotherapy
    **Cover date:** 10/24
    **Edit due:** 9/13
    **Ad close:** 9/15
    **Ad art due:** 9/12
    **Mail date:** 10/14

15. 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
    - Collectives: why isn’t the end
    **DIRECTORY:** Anti-Aging
    **Cover date:** 11/7
    **Edit due:** 9/27
    **Ad close:** 9/29
    **Ad art due:** 10/6
    **Mail date:** 10/28

16. 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.
    **DIRECTORY:** Consultants
    **Cover date:** 11/28
    **Edit due:** 10/18
    **Ad close:** 10/20
    **Ad art due:** 10/27
    **Mail date:** 11/18

17. 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
    **Cover date:** 12/19
    **Edit due:** 11/4
    **Ad close:** 11/8
    **Ad art due:** 11/15
    **Mail date:** 12/9

PREVENTATIVE WELLNESS
- Results are in! Salary & Expense Survey
- A look 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
- Advantages of billing software

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 IOM and sports patients
- How to be more successful at marketing

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

SHOW DISTRIBUTION:
- Parker Las Vegas
- Logan Symposium
- Parker Dallas
- Boca Raton
- Dallas

DIRECTIONS:
- Technology
- Wellness
- Rehab

* Each issue contain the latest industry news and major press releases

** LEGEND: TECHNOLOGY  WELLNESS  REHAB  * DATE IS IN 2020 **
### Editorial Calendar

**2021**

**VOTED BY THE CHIROPRACTIC COMMUNITY**

THE ONLY INDEPENDENTLY AUDITED AND REQUESTED PUBLICATION SERVING THE CHIROPRACTIC INDUSTRY

**22,246** direct requested readers each issue

**580,000** magazines mailed each year

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### PRINT SPECS

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| 1/6 Horiz. | 4.667” x 2.2” |

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| E-newsletter Horizontal | 728px x 90px |
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| Brand Box         | 300px x 100px |
| Upper and Lower Box | 300px x 250px |
| Article Ad Box    | 336 x 280 |

### DIGITAL SPECS

**DIGITAL AD FILE SPECIFICATIONS:**

- **Accepted file types:**
  - PNG or JPG, 72 dpi, preferred. RGB mode
  - We can also accept PSD, FLA, JPEG, and SIF

**HOW TO SUBMIT ALL AD FILES:**

- Please name your file with the following protocol: Your company name issue # of the Magazine_Year.
- Print and digital ad files can be submitted through our customer portal or emailed to your sales representative.

**IN-HOUSE DESIGN:** We will design your ad at a rate of $100 with 2 rounds of editing. Additional rounds are $100 per hour.

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