

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

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

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

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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

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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.

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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

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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

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

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Cover date: 8/29
Edit due: 7/19
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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

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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

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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

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

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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

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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.

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Ad art due: 11/15
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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

PRINTSPECS

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Movers & Shakers

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DIGITALSPECS

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- We can also accept PSD, FLA, JPEG, and SIF

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