

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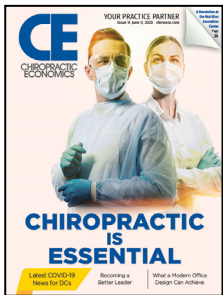
**CHIROPRACTIC ECONOMICS** provides unbiased news reporting and new product offerings. The magazine offers subscribers non-biased news, practical, step by step information on practice building and practice management, marketing, patient management, new products, legal issues, finance and taxes.

**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  
28,574 average circulation

**CHIROPRACTIC ECONOMICS WEBSITE**



39,491 average users

**EXECUTIVE SUMMARY**

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

	Non-Paid	Paid	Average
<b>CHIROPRACTIC ECONOMICS MAGAZINE</b> (11 issues in the period)	28,569	5	28,574
<b>CHIROPRACTIC ECONOMICS WEBSITE</b> (Monthly Users with 64,853 average Pageviews)	39,491	-	39,491

**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	4
Advertiser and Agency	442
Allocated for Trade Shows and Conventions	211
All Other	120
<b>TOTAL</b>	<b>777</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD**

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	28,120	98.4	28,115	98.4	5	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	454	1.6	454	1.6	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>28,574</b>	<b>100.0</b>	<b>28,569</b>	<b>100.0</b>	<b>5</b>	<b>-</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2020 Issue	Total Qualified
Vol. 66, Issue 1	29,440
Vol. 66, Issue 2	27,504
Vol. 66, Issue 3	29,438
Vol. 66, Issue 4	29,427
Vol. 66, Issue 5	29,429
Vol. 66, Issue 6	29,428
Vol. 66, Issue 7	29,425
Vol. 66, Issue 8	22,362
<b>*Vol. 66, Issue 9</b>	<b>29,430</b>
Vol. 66, Issue 10	29,047
Vol. 66, Issue 11	29,384

\*Analyzed Issue

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF VOL. 66, ISSUE 9 2020**  
 This issue is 3.3% or 942 copies above the average of the other 10 issues reported in Paragraph 2.

Title	Total Qualified	Percent of Total
Doctors of Chiropractic, Students	28,258	96.0
Other	1,172	4.0
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>29,430</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF VOL. 66, ISSUE 9 2020**

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	7,657	4,854	10,509	23,020	78.2
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-
V. *Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources	103	6,296	11	6,410	21.8
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>7,760</b>	<b>11,150</b>	<b>10,520</b>	<b>29,430</b>	<b>100.0</b>
<b>PERCENT</b>	<b>26.4</b>	<b>37.9</b>	<b>35.7</b>	<b>100.0</b>	

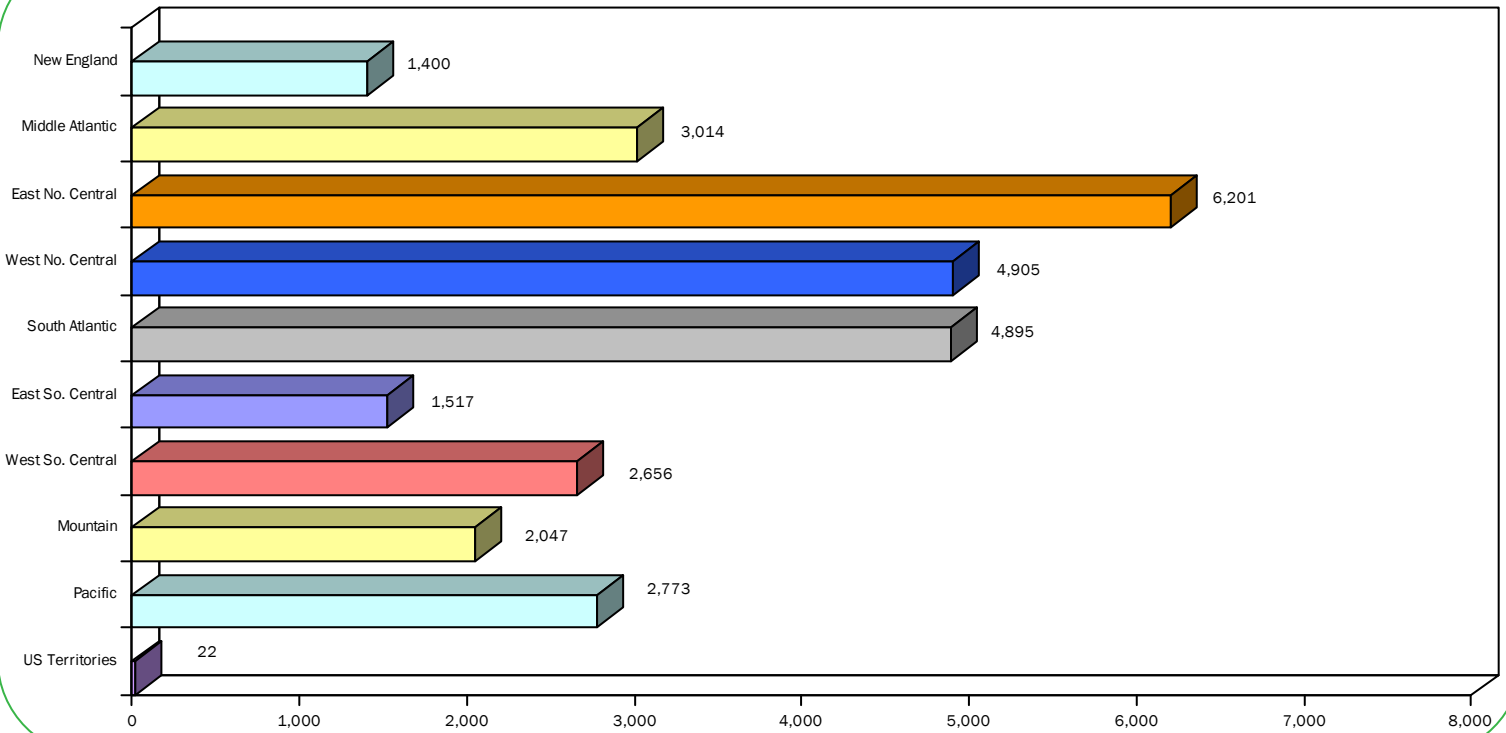
\*See Additional Data

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF VOL. 66, ISSUE 9 2020\***

Region	Total Qualified	Percent	Region	Total Qualified	Percent
New England	1,400	4.7	UNITED STATES	29,408	99.9
Middle Atlantic	3,014	10.2	U.S. Territories	22	0.1
East No. Central	6,201	21.1	Canada	-	-
West No. Central	4,905	16.7	Mexico	-	-
South Atlantic	4,895	16.6	Other International	-	-
East So. Central	1,517	5.2	APO/FPO	-	-
West So. Central	2,656	9.0			
Mountain	2,047	7.0			
Pacific	2,773	9.4			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>29,430</b>	<b>100.0</b>

\*See Additional Data

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION**



# WEBSITE CHANNEL

## WWW.CHIROECO.COM

2020	Pageviews	Sessions	Users	Average Session Duration
January	51,104	36,752	31,169	0:52
February	68,282	49,233	42,951	0:46
March	84,564	61,551	52,443	0:50
April	81,654	58,478	49,170	0:52
May	58,795	41,299	35,199	0:50
June	44,722	31,461	26,019	0:52
<b>AVERAGE:</b>	<b>64,853</b>	<b>46,462</b>	<b>39,491</b>	<b>0:50</b>

January – June 2020 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:

#### CHANGE IN OWNERSHIP:

Effective with the January 2020 issue, The Doyle Group was purchased by Arthur J. Gallagher Risk Management Services, Inc.

### PARAGRAPH 3b:

Other sources include 52 sources of circulation for quantities of 1 copy or -% to 765 copies or 2.6%, 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.

Belinda Macek, Circulation Manager

Nick 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 13, 2020

State

Florida

County

St. Johns

Received by BPA Worldwide

July 13, 2020

Type

BD

ID Number

C917B0J0

### About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.