

# PRINTSPECS

## Full Page

7.125" x 10"  
(Live area)

8.125" x 10.875"  
(Trim)

8.375" x 11.125"  
(Bleed Included)

## 2 Page Spread

16.25" x 10.875"  
(Trim)

16.5" x 11.125"  
(Bleed Included)

Allow up to .5"  
for creep in gutter

## 1/2 Horizontal Spread

16.25" x 4.75" (Trim)

16.5" x 4.875" (Bleed Included)

## 1/3 Square

4.625" x 4.625"

## 1/3 Vert.

2.25" x 9.625"

## 1/2 Island

4.625" x 6.625"

## 1/3 Horiz.

7.125" x 3"

## 1/2 Horiz.

7.125" x 4.25"

## 1/2 Vert.

3.5" x 9.625"

## Marketplace

## 1/4

3.5" x 4.625"

## Movers & Shakers

## 1/6 Vert.

2.25" x 4.5"

## 1/12

2.25" x 2.2"

## 1/6 Horiz.

4.667" x 2.2"

# DIGITALSPECS

## Splash Page 640px x 480px

## Double Box

300px x 600px

## Movers & Shakers

546px x 248px

## Leaderboard 920px x 90px

## Home Page Horizontal 728px x 90px

## E-newsletter Horizontal 728px x 90px

## ROS Horizontal 728px x 90px

## Brand Box

300px x 100px

## Upper and Lower Box

300px x 250px

## Article Ad Box

336 x 280

## DIGITAL AD FILE SPECIFICATIONS:

### Accepted file types:

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

- For larger files please contact your sales representative.
- Files under 5 MB may be emailed to your sales representative.

THE ONLY INDEPENDENTLY AUDITED AND REQUESTED PUBLICATION SERVING THE CHIROPRACTIC INDUSTRY

# CE

CHIROPRACTIC  
ECONOMICS

# 2021 Editorial Calendar

22,246 direct requested readers each issue  
**580,000** magazines mailed each year

## CONTACT US:

ChiroEco.com/contact-us

800-671-9966

sales@chiroeco.com



## PRINT AD FILE SPECIFICATIONS:

Press-ready 300 dpi PDF or JPG preferred. All files are to be saved in high-res, CMYK, flattened and fonts converted to outlines where applicable. All RGB and PMS colors MUST be converted to CMYK. If we convert, a color shift may occur.

## HOW TO SUBMIT ALL AD FILES:

- Upload your ad to our site at [chiroeco.com/upload](http://chiroeco.com/upload) and follow the directions; please be sure to select your account representative.
- 20 MB max size.

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

Contact info: [ChiroEco.com/media-kit](http://ChiroEco.com/media-kit) | 800-671-9966 | [sales@chiroeco.com](mailto:sales@chiroeco.com)

**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

**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

**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.

**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

**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

**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

**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

**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

**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.

**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