

1
Cover date: 1/16
Ad close: 12/6*
Ad art due: 12/13*
Mail date: 1/6

HEALTH & IMMUNITY

- Taking patients past immunity
- Managing student debt/finances
- Stages of implementing weight loss
- **Start your online supplement store**
- I wish I knew this when I started...
- Personal injury lien advice for DCs

DIRECTORY: Retail

2
Cover date: 1/30
Ad close: 12/21*
Ad art due: 12/28*
Mail date: 1/20

WHAT IS YOUR SPECIALTY?

- The new top specialty practices
- Advanced tax planning for DCs
- **Using contextual targeted ads**
- Presenting at events/symposiums
- Top industry trends for 2022
- **Need a patient retention strategy?**

DIRECTORY: Continuing Education

3
Cover date: 2/13
Ad close: 1/5
Ad art due: 1/12
Mail date: 2/3

THE EDUCATION ISSUE

- Results are in! 2021 DC school survey
- Chiropractic college profiles
- Schools rebounding from COVID
- **Zone therapy/technique**
- Converting "bad" to "good debt"
- Best practices: appealing denials

DIRECTORY: Colleges

4
Cover date: 3/6
Ad close: 1/25
Ad art due: 2/1
Mail date: 2/24

DYNAMIC DOCUMENTATION

- The catch-all documentation strategy
- **Avoid these documentation disasters**
- **The trickiest modality documentation**
- Train your patients to sit
- 2022 Medicare and billing changes
- **When CBD benefits chiropractic care**

DIRECTORY: Finance & Insurance

5
Cover date: 3/27
Ad close: 2/15
Ad art due: 2/23
Mail date: 3/17

NUTRITION SUPPLEMENTATION

- Patient attitudes on supplementation
- What can't N-acetyl-cysteine (NAC) do?
- Patients and natural muscle relaxants
- The most popular patient diets
- **What 1 press release can accomplish**
- The modern initial wellness exam

DIRECTORY: Nutrition

6
Cover date: 4/17
Ad close: 3/9
Ad art due: 3/16
Mail date: 4/7

REHAB & PT

- Outside-the-box rehab models
- Self-care for long DC careers
- DC's most-used kinesiology taping
- Laser options for rehab & PT
- Be ready when CAs need to step up
- **Data attack: when you're vulnerable**

DIRECTORY: Rehab

7
Cover date: 5/1
Ad close: 3/21
Ad art due: 3/28
Mail date: 4/21

EVIDENCE-BASED PROTOCOLS

- The feet and gait in new patients
- **New topical tech for pain relief**
- The prevalence of hip issues and care
- What CBD is now doing for patients
- **Are you large enough for SEO strategy?**
- Starting out in mobile chiropractic

DIRECTORY: Orthotics

8
Cover date: 5/22
Ad close: 4/13
Ad art due: 4/20
Mail date: 5/12

WELLNESS & PREVENTATIVE CARE

- Results are in! Salary & Expense Survey
- How to make time as a wellness DC
- Release techniques for nerve conditions
- **Update! New omega-3 evidence**
- Mapping your patient marketing journey
- **Are you missing out on massage?**

DIRECTORY: Supplies

9
Cover date: 6/12
Ad close: 5/3
Ad art due: 5/10
Mail date: 6/2

INTEGRATING PRACTICE

- The financials of integrated practice
- Should you integrate EHR & billing?
- **Email retargeting strategies for DCs**
- Helping patients balance biotics
- **Don't write off direct mail marketing**
- Weathering the unpredictable

DIRECTORY: Consultants

10
Cover date: 6/26
Ad close: 5/18
Ad art due: 5/25
Mail date: 6/16

2022 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: Shows through Dec. 2022

11
Cover date: 7/17
Ad close: 6/7
Ad art due: 6/14
Mail date: 7/7

WOMEN'S HEALTH SPOTLIGHT

- Differentiating women's health
- Point-Counterpoint: holistic health
- Getting stale? Start a new campaign
- A female patient retention approach
- Women's health in DC classrooms
- A patient communication primer

DIRECTORY: Massage & Acupuncture

12
Cover date: 8/1
Ad close: 6/23
Ad art due: 6/30
Mail date: 7/22

SPORTS & YOUTH ATHLETICS

- Working your way into K-12 + college
- Sports certification and CE
- **Top young athlete issues to look for**
- **Laser for supercharging sports rehab**
- Promoting bone health with alignment
- **What X-rays can help you avoid**

DIRECTORY: Diagnostics

13
Cover date: 8/14
Ad close: 7/6
Ad art due: 7/13
Mail date: 8/4

TRENDING TECHNOLOGY

- **Data changes + trends impacting DCs**
- Streamlining your patient check-in
- **Patient tech device pluses and pitfalls**
- **If your EHR isn't doing this...**
- **Webinars: getting the right return**
- Preview: The National in Orlando

DIRECTORY: Software

14
Cover date: 8/28
Ad close: 7/20
Ad art due: 7/27
Mail date: 8/18

NATURAL MEDICINE

- Amazing advances in gut research
- The U.S. gov. is high on vitamin D
- Nootropics for brain health hackers
- Don't miss out on voice search
- **For your patients who can't sleep**
- New approaches to treating scoliosis

DIRECTORY: Herbs & Homeopathy

15
Cover date: 9/18
Ad close: 8/9
Ad art due: 8/16
Mail date: 9/8

CODING

- New coding options for reimbursement
- Picking marketing's low-hanging fruit
- Building a modern network of referrals
- Top 5 compliance horror stories
- What going cash-only entails in 2022
- **Claim your real estate on Google**

DIRECTORY: Marketing

16
Cover date: 10/2
Ad close: 8/24
Ad art due: 8/31
Mail date: 9/22

PATIENT COMMUNICATIONS

- Results are in! Fees & Coding Survey
- Is your patient comm. losing \$\$\$?
- **Turning patient data into marketing gold**
- Top 3 strategies for increasing referrals
- **Your website: 5 must-haves for success**
- **Want to start an online store?**

DIRECTORY: Tables

17
Cover date: 10/23
Ad close: 9/14
Ad art due: 9/21
Mail date: 10/13

LASER SCIENCE & THERAPY

- Breakthrough laser care
- Anti-aging add-ons for DCs
- Where consulting makes you money
- Are your patients engaged?
- Arthritis, neck pain and LLLT
- How laser fixes difficult shoulders

DIRECTORY: Electrotherapy

18
Cover date: 11/6
Ad close: 9/28
Ad art due: 10/5
Mail date: 10/27

THE BODY ISSUE

- Where holistic care is taking DCs
- New opportunities with the military
- Personalized nutrition opportunities
- Smart site selection for a new office
- **Don't miss out on email retargeting**
- **Payment systems on auto-drive**

DIRECTORY: Anti-Aging

19
Cover date: 11/27
Ad close: 10/19
Ad art due: 10/26
Mail date: 11/17

2022 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: Shows through June 2023

20
Cover date: 12/18
Ad close: 11/7
Ad art due: 11/14
Mail date: 12/8

CUSTOM CARE

- DCs as the "new primaries"
- New patient care strategies
- Pandemics: equip patients now
- Chiropractic should thrive, not survive
- Small ways to boost your branding
- **Prep for retirement at any stage**

DIRECTORY: Patient Education

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

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:

- 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 edits. Additional rounds are \$100 per hour.

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2022 Editorial Calendar



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