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

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

SHOW DISTRIBUTION: Parker Las Vegas

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 a press release can accomplish
- The modern initial wellness exam

DIRECTORY: Nutrition

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

2022 PRODUCT SHOWCASE & SUMMER BUYERS GUIDE
The mid-year guide to the top companies and products. Highlights include new entrees, notable products, enhanced services and more. More than 67% of DC's are influenced by advertising in Chiropractic Economics.

SHOW DISTRIBUTION: FCA Boca Raton

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 when카 need to step up
- Data attack: when you're vulnerable

DIRECTORY: Rehab

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

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

DIRECTORY: Massage & Acupuncture

2022 WINTER BUYERS GUIDE
The guide to the top companies and products with new entrees and enhanced services. More than 67% of DC's are influenced by advertising in Chiropractic Economics.

SHOW DISTRIBUTION: Logan Symposium, Palmer Homecoming

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

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: Patient Education

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 shoulder problems

DIRECTORY: Electrotherapy

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 a go-drive

DIRECTORY: Anti-Aging

SHOW DISTRIBUTION: FCA Naples

2022 Winter Buyers Guide
The guide to the top companies and products with new entrees and enhanced services. More than 67% of DC's are influenced by advertising in Chiropractic Economics.

SHOW DISTRIBUTION: Shows through June 2023

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

SHOW DISTRIBUTIONS REPRESENT SCHEDULE AT THE TIME OF PRINT AND MAY BE SUBJECT TO CHANGE
2022 Editorial Calendar

PRINT SPECS

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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.

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

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