

**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

**SHOW DISTRIBUTION:**

Parker Las Vegas

**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: 2/14  
Ad art due: 2/21  
Mail date: 3/15

**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

**SHOW DISTRIBUTION:** FCA Jacksonville

**6**  
Cover date: 4/17  
Ad close: 3/7  
Ad art due: 3/14  
Mail date: 4/5

**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: 3/17  
Ad art due: 3/24  
Mail date: 4/19

**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: 4/11  
Ad art due: 4/18  
Mail date: 5/10

**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: 4/29  
Ad art due: 5/6  
Mail date: 5/31

**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

**SHOW DISTRIBUTION:** FCA Boca Raton

**10**  
Cover date: 6/26  
Ad close: 5/13  
Ad art due: 5/20  
Mail date: 6/14

**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 67% of DC's are influenced by advertising in Chiropractic Economics.

**SHOW DISTRIBUTION**

Shows through Dec. 2022

**11**  
Cover date: 7/17  
Ad close: 6/3  
Ad art due: 6/10  
Mail date: 7/5

**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: 6/16  
Ad art due: 6/24  
Mail date: 7/19

**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

**SHOW DISTRIBUTION:** The Wave

**13**  
Cover date: 8/14  
Ad close: 6/30  
Ad art due: 7/8  
Mail date: 8/2

**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

**SHOW DISTRIBUTION:**

The National by FCA Orlando

**14**  
Cover date: 8/28  
Ad close: 7/18  
Ad art due: 7/25  
Mail date: 8/16

**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: 8/5  
Ad art due: 8/12  
Mail date: 9/6

**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

**SHOW DISTRIBUTION:**

Logan Symposium, Palmer Homecoming

**16**  
Cover date: 10/2  
Ad close: 8/19  
Ad art due: 8/26  
Mail date: 9/20

**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

**SHOW DISTRIBUTION:** Parker Dallas

**17**  
Cover date: 10/23  
Ad close: 9/12  
Ad art due: 9/19  
Mail date: 10/11

**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: 9/26  
Ad art due: 10/3  
Mail date: 10/25

**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

**SHOW DISTRIBUTION:** FCA Naples

**19**  
Cover date: 11/27  
Ad close: 10/17  
Ad art due: 10/24  
Mail date: 11/15

**2022 WINTER BUYERS GUIDE**

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

**SHOW DISTRIBUTION:**

Shows through June 2023

**20**  
Cover date: 12/18  
Ad close: 11/3  
Ad art due: 11/10  
Mail date: 12/6

**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.

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

THE ONLY INDEPENDENTLY AUDITED AND REQUESTED PUBLICATION SERVING THE CHIROPRACTIC INDUSTRY

# CE CHIROPRACTIC ECONOMICS

# 2022 Editorial Calendar



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**580,000** magazines mailed each year