

**1**  
**Cover date:** 1/13  
**Ad close:** 11/30\*  
**Ad art due:** 12/5\*  
**Mail date:** 1/3

**IMMUNITY LIFESTYLE**

- Applying pandemic lessons learned
- “Social Proof” over “word of mouth”
- Investing in clinic vs. paying off loans
- Most popular in DC continuing ed.
- When it’s time to recruit a doctor(s)
- Functional med. filling health care gaps

**DIRECTORY:** Retail

**SHOW DISTRIBUTION:**  
 FCA, NW Panama City Beach, FL

**2**  
**Cover date:** 1/27  
**Ad close:** 12/14\*  
**Ad art due:** 12/19\*  
**Mail date:** 1/17

**THE EDUCATION ISSUE**

- Results are in! 2023 DC school survey
- Chiropractic college profiles
- Where is your authority-building content?
- Top 3 CE pursuits for personal growth
- Lining-up post-grad prospects
- Should you join the “fast casual” trend?

**DIRECTORY:** Colleges

**3**  
**Cover date:** 2/17  
**Ad close:** 1/6  
**Ad art due:** 1/11  
**Mail date:** 2/7

**SPECIALIZE IN YOUR PASSION**

- Personal injury specialization
- Ignore the kinetic chain at your peril
- Why weight loss is booming for DCs
- Adding video storytelling to your mix
- Reimbursements: don’t take “no”
- Best practices in patient retention

**DIRECTORY:** Continuing Education

**SHOW DISTRIBUTION:**  
 Parker, Las Vegas

**4**  
**Cover date:** 3/10  
**Ad close:** 1/27  
**Ad art due:** 2/1  
**Mail date:** 2/28

**DOCUMENTATION AND EHRs**

- How tech has changed documentation
- What you want, and don’t, from new EHRs
- Why specialize in senior care?
- Leaning in to a cash-only practice
- Can your clinic run itself?
- Cutting edge vs. Shiny Object Syndrome

**DIRECTORY:** Finance & Insurance

**SHOW DISTRIBUTION:**  
 FCA, NE St. Augustine, FL

**5**  
**Cover date:** 3/26  
**Ad close:** 2/8  
**Ad art due:** 2/13  
**Mail date:** 3/15

**PATIENT SUPPLEMENTATION**

- A protocol for challenging patients
- Starting and marketing a nutrition “store”
- A gov. supplementation program?
- The content in your marketing funnel
- Reduce inflammation + depression?
- The difference-maker for DCs in court

**DIRECTORY:** Nutrition

**SHOW DISTRIBUTION:**  
 Logan Symposium, St. Louis, MO

**6**  
**Cover date:** 4/16  
**Ad close:** 3/3  
**Ad art due:** 3/8  
**Mail date:** 4/4

**REHAB & PT**

- How going big with rehab paid off
- Determining patient bone health
- Taming difficult sciatica
- Affordable digital imaging options
- Omega-3 is the essential patient pill
- How tech is changing topicals

**DIRECTORY:** Rehab

**7**  
**Cover date:** 4/30  
**Ad close:** 3/16  
**Ad art due:** 3/21  
**Mail date:** 4/18

**EVIDENCE-BASED PROTOCOLS**

- Your patients’ feet are failing them
- How far can you go with personalization?
- Sneaky patient education hacks
- A blog and its content marketing journey
- Red light therapy for increased revenue
- Are you in a rut? Would you know?

**DIRECTORY:** Orthotics

**8**  
**Cover date:** 5/21  
**Ad close:** 4/6  
**Ad art due:** 4/11  
**Mail date:** 5/9

**WELLNESS & PREVENTATIVE CARE**

- Results are in! Salary & Expense Survey
- Easing into wellness testing
- What happens when posture goes awry
- Homeostasis and patient immunity
- Building a better retention model
- Kinesio taping outside of sports

**DIRECTORY:** Supplies

**9**  
**Cover date:** 6/4  
**Ad close:** 4/20  
**Ad art due:** 4/25  
**Mail date:** 5/23

**INTEGRATING DISCIPLINES**

- The greatest integrative opportunities
- Pediatric chiropractic: a great start
- Avoid these e-newsletter mishaps
- Magic MKTG: your value proposition
- Be a “primary” with functional medicine
- Curcumin combos that show promise

**DIRECTORY:** Consultants

**SHOW DISTRIBUTION:** FCA, Boca Raton

**10**  
**Cover date:** 6/25  
**Ad close:** 5/11  
**Ad art due:** 5/16  
**Mail date:** 6/13

**2023 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. 2023

**11**  
**Cover date:** 7/17  
**Ad close:** 6/1  
**Ad art due:** 6/6  
**Mail date:** 7/5

**WOMEN’S HEALTH IN 2023**

- Roundtable: DCs serving women’s health
- Are you juggling debt or mastering it?
- New vitamin D powerhouse findings
- How 1 webinar offers a world of content
- Signs patients are missing sleep
- Boosting innate vs. adaptive immunity

**DIRECTORY:** Massage & Acupuncture

**12**  
**Cover date:** 7/31  
**Ad close:** 6/13  
**Ad art due:** 6/19  
**Mail date:** 7/18

**SPORTS & YOUTH ATHLETICS**

- The growing musculoskeletal system
- The rise of n-acetyl-cysteine
- What are your various patient journeys?
- Unique injuries benefiting from taping
- Texting and cutting-edge comms.
- Detox and fasting for patients

**DIRECTORY:** Diagnostics

**SHOW DISTRIBUTION:**  
 Life West, San Francisco, CA  
 Palmer Homecoming, Davenport, IA

**13**  
**Cover date:** 8/13  
**Ad close:** 6/29  
**Ad art due:** 7/6  
**Mail date:** 8/1

**TRENDING TECH**

- Is your data just lying there?
- Generational marketing strategies
- Your website needs to convert
- Applying acoustic wave therapy
- New exam and diagnostic tools
- Preview: The National in Orlando

**DIRECTORY:** Software

**SHOW DISTRIBUTION:**  
 The National by FCA, Orlando

**14**  
**Cover date:** 8/27  
**Ad close:** 7/14  
**Ad art due:** 7/19  
**Mail date:** 8/15

**HERBS & NATURAL MEDICINE**

- For this to work, it needs that
- Connections of the gut microbiome
- Conversion rate optimization (CRO)
- What patients are using for pain
- Oregano oil goes mainstream
- This is where CBD goes next

**DIRECTORY:** Herbs & Homeopathy

**15**  
**Cover date:** 9/17  
**Ad close:** 8/3  
**Ad art due:** 8/8  
**Mail date:** 9/5

**CODING CONFIDENTLY**

- Results are in! Fees & Coding Survey
- Top 5 errors and how to avoid them
- Tax breaks and strategies for DCs
- Hyper-local marketing and your clinic
- Which topicals really penetrate skin?
- Your 1st chiropractic research paper

**DIRECTORY:** Marketing

**16**  
**Cover date:** 10/1  
**Ad close:** 8/17  
**Ad art due:** 8/22  
**Mail date:** 9/19

**CLINIC COMMUNICATIONS**

- How big is your digital footprint?
- Stay HIPAA with texting, social media
- How PI DCs make it work (or don’t)
- You care, but what about self-care?
- The rise of marketing attribution
- What you can learn from urban DCs

**DIRECTORY:** Tables

**SHOW DISTRIBUTION:** Parker, Dallas

**17**  
**Cover date:** 10/22  
**Ad close:** 9/8  
**Ad art due:** 9/13  
**Mail date:** 10/10

**LASER CLINICAL APPLICATIONS**

- Red-light therapy and marketing
- Joint issues and laser success stories
- Top vitamin and mineral deficiencies
- Conducting a digital audit to reveal risks
- Insurance, cash-only or both?
- Will your practice survive retirement?

**DIRECTORY:** Electrotherapy

**18**  
**Cover date:** 11/5  
**Ad close:** 9/22  
**Ad art due:** 9/27  
**Mail date:** 10/24

**THE BODY ISSUE**

- New discoveries in building immunity
- A review of gut biotics for patients
- Offering cosmetic therapy benefits
- Personalized and convenient care trends
- Natural solutions for muscle cramps
- Patient care outside of the clinic

**DIRECTORY:** Anti-Aging

**SHOW DISTRIBUTION:**  
 FCA, SW Naples, FL

**19**  
**Cover date:** 11/26  
**Ad close:** 10/13  
**Ad art due:** 10/18  
**Mail date:** 11/14

**2024 WINTER BUYERS GUIDE**

The guide DCs turn to for end of year purchasing decisions. Company profiles and alpha listings. More than 67% of DC’s are influenced by advertising in Chiropractic Economics.

**SHOW DISTRIBUTION:**  
 Shows through June 2024

**20**  
**Cover date:** 12/17  
**Ad close:** 11/1  
**Ad art due:** 11/6  
**Mail date:** 12/5

**CUSTOM CARE**

- DC neurologists leaving MDs behind
- Locking in the kinetic chain
- Testing an integrated MKTG campaign
- Treating anxiety and inflammation
- Percussion massage benefits
- Patient diets: keto vs. Mediterranean

**DIRECTORY:** Patient Education