

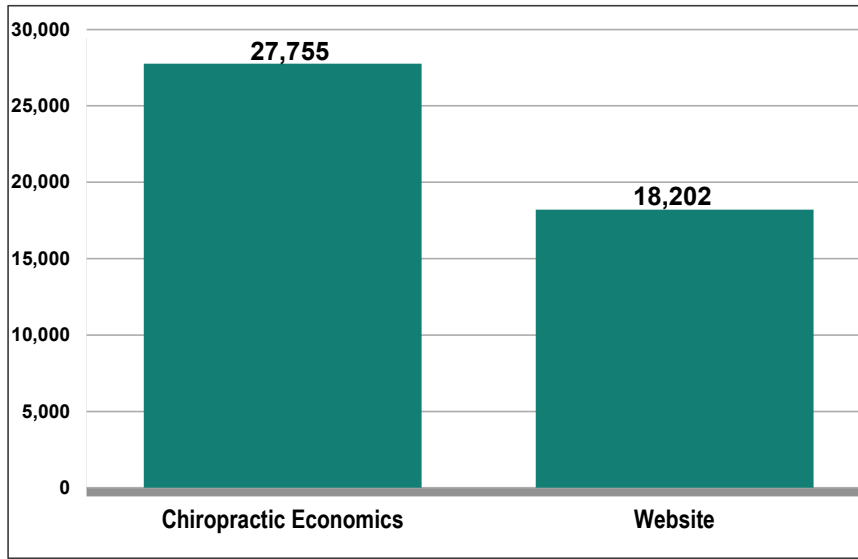
CONSOLIDATED MEDIA REPORT

B2B Media

6 months ended June 30, 2024

[Learn more about this media property at auditedmedia.com](https://auditedmedia.com)

TOTAL AVERAGE GROSS CONTACTS 45,957



EXECUTIVE SUMMARY		
Channels	Contacts	Period
Chiropractic Economics		6 months ended June 30, 2024
Total Qualified Circulation	27,755	
Website Activity		6 months ended June 30, 2024
Page Impressions	28,812	
Visits	23,046	
Unique Browsers	18,202	

Website Activity = Avg Monthly

Gross data are contained in this Consolidated Media Report. There was no attempt made to eliminate any duplication that may exist.



6 months ended June 30, 2024

Subject to Audit

Field Served:

CHIROPRACTIC ECONOMICS serves the field of chiropractic.



TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION		27,755
AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Nonpaid Individual - Print		27,755
Total Average Qualified Nonpaid Circulation		27,755

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Allocated for Shows & Conventions - Print	285
Nonqualified Miscellaneous, Including Staff Copies - Print	642
Total Average Nonqualified Circulation	927

CIRCULATION BY ISSUES	
Issue	Qualified Nonpaid - Print
Vol 70 Issue 01	27,838
Vol 70 Issue 02	27,874
Vol 70 Issue 03	27,268
Vol 70 Issue 04	27,863
Vol 70 Issue 05	27,660
Vol 70 Issue 06	27,864
Vol 70 Issue 07	27,857
Vol 70 Issue 08	27,853
Vol 70 Issue 09	27,350
Vol 70 Issue 10	28,027
Vol 70 Issue 11	27,853

BUSINESS ANALYSIS				
Classification by Business & Industry		Total	%	Qualified Nonpaid - Print
1.	Doctors of Chiropractic, Students	27,060	97.2	27,060
	Others Allied to the Field	793	2.8	793
	Total Qualified Circulation	27,853	100.0	27,853

SOURCE ANALYSIS					
Source	Qualified Within				
	1 Year	2 Year	3 Year	Total	Percent
Total Direct Request From Recipient	6,734	4,416	6,262	17,412	62.5
Total Direct Request From Recipient's Company					
Total Communication Other Than Request					
Membership Benefit					
Business Directories					
Lists	4,435		6,006	10,441	37.5
Acquired Circulation					
Other Sources					
Total Qualified Subscriptions	11,169	4,416	12,268	27,853	100.0
Percent	40.1	15.9	44.0	100.0	

GEOGRAPHIC ANALYSIS	
State	Qualified Nonpaid - Print
Alabama	225
Arizona	522
Arkansas	281
California	4,362
Colorado	621
Connecticut	336
Delaware	57
District of Columbia	12
Florida	3,913
Georgia	533
Idaho	266
Illinois	647
Indiana	791
Iowa	581
Kansas	264
Kentucky	235
Louisiana	153
Maine	57
Maryland	225
Massachusetts	811
Michigan	217
Minnesota	639
Mississippi	52
Missouri	517
Montana	65
Nebraska	151
Nevada	187
New Hampshire	108
New Jersey	1,819
New Mexico	61
New York	728
North Carolina	528
North Dakota	255
Ohio	1,239
Oklahoma	217
Oregon	415
Pennsylvania	2,178
Rhode Island	75
South Carolina	197
South Dakota	73
Tennessee	276
Texas	990
Utah	92
Vermont	38
Virginia	930
Washington	337
West Virginia	56
Wisconsin	363
Wyoming	54
TOTAL 48 CONTERMINOUS STATES	27,749
Alaska	55
Hawaii	35
TOTAL ALASKA & HAWAII	90
Single Copy Sales	
U.S. Unclassified	
TOTAL UNITED STATES	27,839
Poss. & Other Areas	14
U.S. & POSS., etc.	27,853
Canada	
International	
Military or Civilian Personnel Overseas	
Total International	
E-mail Address Only	
Other Unclassified	
GRAND TOTAL	27,853

CHANNEL PROFILES**WEBSITE ACTIVITY - www.chiroeco.com**

Month	Page Impressions	Visits	Unique Browsers
January	38,498	31,786	25,036
February	33,674	27,440	21,026
March	32,259	26,140	20,827
April	26,660	21,413	16,773
May	20,575	15,536	12,361
June	21,204	15,960	13,190

NOTES

Definition of Recipient Qualification:

Qualified recipients include doctors of chiropractic, chiropractic students, and others allied to the field.

Rounding %: Due to rounding, percentages may not always add up to 100%.

Lists: Represent copies served to subscribers obtained from chiropractic state licensing boards.

Analyzed Issue: The information in Business Analysis, Source Analysis, and Geographic Analysis is from an analysis of the Vol 70 Issue 11 issue.

Source Analysis Projection: The figures used are based on percentages established for the Vol 69 Issue 20 and projected against the totals for the Vol 70 Issue 11.

Total Average Gross Contacts Include: Qualified Circulation and Unique Browsers.

Website Data Source: Google Analytics

Data Center Traffic: Effective with April 2024 data, filters have been applied to exclude suspected general data center traffic from Google data collected by AAM. Datacenter traffic comprises sources known with high confidence as non-human and originating from a data center.

Website Domains: Domains included in website traffic www.chiroeco.com

Unique Browsers: This site uses the cookie-based measurement method to count unique browsers. If cookies are not accepted, then the IP address & user-agent in combination method is used to measure unique browsers.

Page Impressions: The combination of one or more files presented to a browser as a single document as a result of a single request received by the server, recorded as late as possible in the process of delivery of the content to the user's browser. One request by a browser should result in one page impression reported.

Visits: A series of interactions with a site by a unique browser or user (if registration-based or a panel participant) without 30 minutes of inactivity.

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.

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