

**1**  
**Cover date:** 1/12  
**Articles due:** 10/14\*  
**Ad close:** 11/25\*  
**Ad art due:** 12/2\*  
**Mail date:** 1/2

**IMMUNITY, LONGEVITY and ANTI-AGING**

- Building robust immunity
- The science of aging
- The many uses of cryotherapy
- Add regenerative medicine to your practice
- Reach audiences of all ages with email marketing
- Immunity-focused supplements

**DIRECTORY:** Retail

**2**  
**Cover date:** 1/26  
**Articles due:** 11/12\*  
**Ad close:** 12/11\*  
**Ad art due:** 12/18\*  
**Mail date:** 1/16

**ALTERNATIVE REVENUE STRATEGIES**

- Grow a personal injury practice segment
- How to implement DOT testing
- Add nutrition IV therapy to your practice
- Pain management via stretching and ergonomics
- Market your new revenue models

**DIRECTORY:** Colleges

**3**  
**Cover date:** 2/16  
**Articles due:** 11/13\*  
**Ad close:** 1/8  
**Ad art due:** 1/15  
**Mail date:** 2/6

**CLINICAL DOCUMENTATION BEST PRACTICES**

- Document E/M using EHR templates
- Medicare part B documentation
- The science behind greens
- Choose the best chiropractic software
- Ideas to improve SEO
- Spinal diagnosis and the PI connection
- Case Study: What happened when I didn't understand how my EHR works

**DIRECTORY:** Finance & Insurance

**4**  
**Cover date:** 3/9  
**Articles due:** 12/9  
**Ad close:** 1/30  
**Ad art due:** 2/6  
**Mail date:** 2/27

**CHIROPRACTIC SPECIALTIES**

- Integrated medicine and chiropractic
- Should you become an educator?
- Equipment requirements for different specialties
- The convergence of neuropathy and chiropractic
- Marketing chiropractic specialties

**DIRECTORY:** Continuing Education

**5**  
**Cover date:** 3/25  
**Articles due:** 1/13  
**Ad close:** 2/13  
**Ad art due:** 2/20  
**Mail date:** 3/13

**NUTRITION and SUPPLEMENTATION**

- The effectiveness of nutraceuticals
- NAD+ lontophoresis
- Expand with nutritional testing
- The science behind lasers for weight loss
- Marketing strategies to attract supplement patients

**DIRECTORY:** Nutrition

**6**  
**Cover date:** 4/15  
**Articles due:** 1/27  
**Ad close:** 3/6  
**Ad art due:** 3/13  
**Mail date:** 4/3

**REHAB and PT**

- The importance of balance assessments
- Treating and preventing injuries
- The importance of corrective exercise progressions
- Technology updates: What's new?
- AI marketing tips
- Durable medical equipment: An update

**DIRECTORY:** Rehab

**7**  
**Cover date:** 4/29  
**Articles due:** 2/17  
**Ad close:** 3/20  
**Ad art due:** 3/27  
**Mail date:** 4/17

**NEW TREATMENT PROTOCOLS**

- Effectiveness of laser technology
- Document modalities and procedures for medical necessity
- Supplement solutions for gut health
- Why is dry needling so popular?
- Facebook advertising and white label
- Uses of ozone therapy in chiropractic

**DIRECTORY:** Orthotics

**8**  
**Cover date:** 5/20  
**Articles due:** 3/3  
**Ad close:** 4/10  
**Ad art due:** 4/17  
**Mail date:** 5/8

**THE WELLNESS ISSUE**

- Chiropractic and the immune system
- Incorporating a wellness clinic
- CBD-infused cosmetics and skin care
- Benefits of the torque release technique (TRT)
- What the FTC wants you to know about marketing
- Tips for talking to your patients about exercise, eating right and stretching

**DIRECTORY:** Supplies

**9**  
**Cover date:** 6/3  
**Articles due:** 3/24  
**Ad close:** 4/24  
**Ad art due:** 5/1  
**Mail date:** 5/22

**INTEGRATED TREATMENT MODALITIES**

- Salary and Expense Survey Results
- Extracorporeal shockwave therapy
- Do you need to expand your staff?
- Dry needling vs. acupuncture
- Infrared saunas and health evidence
- Online reviews: How to get them
- Integrated practice: Lessons learned

**DIRECTORY:** Consultants

**10**  
**Cover date:** 6/24  
**Articles due:** 4/7  
**Ad close:** 5/14  
**Ad art due:** 5/21  
**Mail date:** 6/12

**PRODUCT SHOWCASE and SUMMER BUYERS GUIDE**

The premier resource for the leading chiropractic products and services available to DCs today. Highlights of the Guide include new entrants, notable products, enhanced services and more.

**DIRECTORY:** Shows through Dec. 2025

**11**  
**Cover date:** 7/15  
**Articles due:** 4/28  
**Ad close:** 6/4  
**Ad art due:** 6/11  
**Mail date:** 7/3

**WOMEN'S HEALTH**

- Bio-identical vs pharmaceutical hormones
- Common issues for women patients
- Metabolic syndrome: Nutritional and supplementation guidance
- Orthotics designed for women
- Unleash chiropractic content ideas through video marketing
- Women DC groups breaking barriers

**DIRECTORY:** Massage & Acupuncture

**12**  
**Cover date:** 7/30  
**Articles due:** 5/19  
**Ad close:** 6/17  
**Ad art due:** 6/25  
**Mail date:** 7/17

**TREATING ATHLETES**

- Nutrition and supplements for athletes
- Pickleball: The new patient maker
- Confront concussion on the playing field
- Science of kinesiology taping
- Marketing advantages of supporting a sports team

**DIRECTORY:** Diagnostics

**13**  
**Cover date:** 8/19  
**Articles due:** 6/2  
**Ad close:** 7/10  
**Ad art due:** 7/17  
**Mail date:** 8/7

**TECHNOLOGY, TOOLS and TECHNIQUES**

- Focused vs. radial shockwave
- Benefits of adding durable medical equipment
- Gut health science-based probiotics
- Myofascial acoustic compression therapy
- Marketing new technology

**DIRECTORY:** Software

**14**  
**Cover date:** 9/2  
**Articles due:** 6/18  
**Ad close:** 7/24  
**Ad art due:** 7/31  
**Mail date:** 8/21

**NATUROPATHIC MEDICINE**

- FDA's stance on stem cells
- Design a regenerative medicine practice
- Natural brain/nootropic supplements
- Naturopathic interventions
- Find your niche in naturopathic medicine

**DIRECTORY:** Herbs & Homeopathy

**15**  
**Cover date:** 9/23  
**Articles due:** 7/7  
**Ad close:** 8/13  
**Ad art due:** 8/20  
**Mail date:** 9/11

**CODING and REIMBURSEMENT STRATEGIES**

- Research on reimbursement data
- Coding and billing for a cash-based practice
- Evidence-based research on CBD
- Using data and technology to compete with MDs
- The power of chiropractic keywords
- The Medicare appeals process

**DIRECTORY:** Marketing

**16**  
**Cover date:** 10/7  
**Articles due:** 7/25  
**Ad close:** 8/27  
**Ad art due:** 9/4  
**Mail date:** 9/25

**MARKETING and COMMUNICATIONS STRATEGIES**

- Patient communication strategies
- Integrating telehealth services
- Supplements to complement chiro care
- Why you should add AI to your website
- Social media best practices

**DIRECTORY:** Tables

**17**  
**Cover date:** 10/21  
**Articles due:** 8/11  
**Ad close:** 9/11  
**Ad art due:** 9/18  
**Mail date:** 10/9

**THE LASER CHIROPRACTIC EVOLUTION**

- Is the device FDA cleared and for what?
- Improve patient outcomes with lasers
- Combine laser and nutrition therapy
- Energy vs. power: What's the difference?
- Best practices in marketing lasers
- Impact of laser on cellular morphology

**DIRECTORY:** Electrotherapy

**18**  
**Cover date:** 11/4  
**Articles due:** 8/25  
**Ad close:** 9/25  
**Ad art due:** 10/2  
**Mail date:** 10/23

**THE BODY ISSUE**

- Lifestyle changes for obese patients
- Chiropractic for veterans
- The Webster Technique: Correcting breech
- The new cannabinoids on the block
- Proprioception and our aging population

**DIRECTORY:** Anti-Aging

**19**  
**Cover date:** 11/25  
**Articles due:** 9/8  
**Ad close:** 10/16  
**Ad art due:** 10/23  
**Mail date:** 11/13

**WINTER BUYERS GUIDE**

The chiropractic profession's most comprehensive resource available that DCs rely on for end-of-year purchasing decisions. The Guide includes the most up-to-date company profiles, alphabetical listings and contact information.

**DIRECTORY:** Shows through June 2026

**20**  
**Cover date:** 12/16  
**Articles due:** 9/29  
**Ad close:** 11/5  
**Ad art due:** 11/12  
**Mail date:** 12/4

**PERSONALIZED CARE**

- Personalized laser therapy
- Patient financial arrangements
- Remote therapy monitoring apps
- Personalized nutritional care
- Ways to increase patient retention
- When does maintenance care begin?

**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 also accept PSD, JPEG  
and HTML (for email).  
**All files submitted must be under 5 MB.**

## PRINT AD FILE SPECIFICATIONS:

Press-ready 300 dpi PDF preferred. We can also accept TIFF, JPEG, or EPS  
saved in high-res, CMYK mode, flattened and fonts converted to outlines  
where applicable. All PMS colors MUST be converted to CMYK. If we  
convert, a color shift may occur. **FILE SIZE LIMIT OF 25MB.**

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- Please name your file with the following protocol: Company name\_issue number\_Year ; ie. Acme\_CEI04\_2024
- Print and digital ad files can be submitted through our customer portal

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# CE CHIROPRACTIC ECONOMICS

# 2025 Editorial Calendar



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17,500 direct requested readers each issue  
**570,000** magazines mailed each year