

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

SHOW DISTRIBUTION:
 FCA NW, Fort Walton Beach, FL

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

SHOW DISTRIBUTION:
 Parker, Las Vegas

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

SHOW DISTRIBUTION:
 Logan Symposium

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

SHOW DISTRIBUTION:
 Life West, San Francisco, CA

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

SHOW DISTRIBUTION:
 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

SHOW DISTRIBUTION:
 Life West, San Francisco, CA

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

SHOW DISTRIBUTION:
 Palmer Homecoming, Davenport

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

SHOW DISTRIBUTION:
 Parker, Dallas

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

SHOW DISTRIBUTION:
 FCA SW, Naples, FL

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.**

HOW TO SUBMIT ALL AD FILES:

- 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

IN-HOUSE DESIGN:

Our team is here to help you create the perfect ad. After the 3rd revision, we reserve the right to charge \$100 per hour.

Contact info: ChiroEco.com/media-kit | 800-671-9966 | sales@chiroeco.com

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2025 Editorial Calendar



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570,000 magazines mailed each year

