



Alliance for Audited Media
TRANSACTION WITH TRUST

THE AMERICAN CHIROPRACTOR

MAGAZINE OF THE CHIROPRACTIC PROFESSION

B2B Media

Publisher's Statement

6 months ended June 30, 2025

Subject to Audit

Field Served:

THE AMERICAN CHIROPRACTOR magazine serves the chiropractic profession.



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

TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION		40,000
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Qualified Nonpaid Individual - Print		40,000
Total Average Qualified Nonpaid Circulation		40,000

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Allocated for Shows & Conventions - Print	75
Nonqualified Miscellaneous, Including Staff Copies - Print	483
Total Average Nonqualified Circulation	558

CIRCULATION BY ISSUES		Qualified Nonpaid - Print
Issue		
Jan		40,000
Feb		40,000
Mar		40,000
Apr		40,000
May		40,000
Jun		40,000

BUSINESS ANALYSIS				
Professional Classification		Total	%	Qualified Nonpaid - Print
1.	Chiropractors	40,000	100.0	40,000
	Others Allied to the Field			
	Total Qualified Circulation	40,000	100.0	40,000

SOURCE ANALYSIS					
Source	Qualified Within				
	1 Year	2 Year	3 Year	Total	Percent
Total Direct Request From Recipient	1,403	21,712	1,845	24,960	62.4
Written					
Telecommunication		19,966		19,966	49.9
Internet and Email	1,403	1,746	1,845	4,994	12.5
Total Direct Request From Recipient's Company					
Written					
Telecommunication					
Internet and Email					
Total Communication Other Than Request	1			1	0.0
Written					
Telecommunication					
Internet and Email	1			1	0.0
Membership Benefit					
Business Directories	1	456	14,580	15,037	37.6
Lists					
Acquired Circulation					
Other Sources	2			2	0.0
Total Qualified Subscriptions	1,407	22,168	16,425	40,000	100.0
Percent	3.5	55.4	41.1	100.0	

MAILING ADDRESS ANALYSIS		
	Qualified Nonpaid - Print	Percent
Individual by Name and Title and/or Occupation	31,510	78.8
Individual by Name Only	8,489	21.2
Title or Occupation Only		
Company Name Only	1	0.0
Multicopy Same Addressee		
Total Qualified Subscriptions	40,000	100.0
Total Qualified Circulation	40,000	100.0

GEOGRAPHIC ANALYSIS	
State	Qualified Nonpaid - Print
Alabama	414
Arizona	697
Arkansas	280
California	4,230
Colorado	1,036
Connecticut	394
Delaware	38
District of Columbia	120
Florida	4,324
Georgia	1,906
Idaho	316
Illinois	1,613
Indiana	607
Iowa	768
Kansas	487
Kentucky	450
Louisiana	329
Maine	171
Maryland	456
Massachusetts	603
Michigan	1,327
Minnesota	1,161
Mississippi	165
Missouri	793
Montana	191
Nebraska	383
Nevada	265
New Hampshire	156
New Jersey	1,226
New Mexico	163
New York	1,683
North Carolina	1,027
North Dakota	200
Ohio	1,195
Oklahoma	411
Oregon	695
Pennsylvania	1,644
Rhode Island	95
South Carolina	658
South Dakota	219
Tennessee	692
Texas	2,406
Utah	395
Vermont	98
Virginia	686
Washington	1,303
West Virginia	131
Wisconsin	1,044
Wyoming	73
TOTAL 48 CONTERMINOUS STATES	39,724
Alaska	138
Hawaii	105
TOTAL ALASKA & HAWAII	243
Single Copy Sales	
U.S. Unclassified	
TOTAL UNITED STATES	39,967
Poss. & Other Areas	30
U.S. & POSS., etc.	39,997
Canada	1
International	
Military or Civilian Personnel Overseas	2
Total International	3
E-mail Address Only	
Other Unclassified	
GRAND TOTAL	40,000

NOTES

Definition of Recipient Qualification:

Qualified recipients are doctors of Chiropractic and others allied to the field.

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

Analyzed Issue: The information in Business Analysis; Source Analysis; Mailing Address Analysis; and Geographic Analysis is from an analysis of the June issue.

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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