



# AdStudy® Report

The American Chiropractor  
May 2025



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This report contains the results of an **AdStudy**®, conducted by SIGNET RESEARCH, INC. using ads from the May 2025 issue of The American Chiropractor.

Established in 1968, SIGNET RESEARCH, INC. is a leading provider of Ad Measurement studies specializing in publication, association, and advertising research. Signet combines cutting-edge technologies with a commitment to client customization through its proprietary AdStudies.

The objective of the **SIGNET AdStudy**® is to measure Recall and Readership of ads that appeared in a particular issue.

Readers from the publication's circulation list are invited to participate in this online study. The invitation is sent after they receive the issue to be studied and before receiving the next issue. Participants are connected to a Signet website where they view the ads to be measured.

This report is based on returns from 126 respondents. In order to eliminate bias with regards to the order of viewing the ads, the sequence of viewing the ads was rotated.

By providing measurement scores to each ad and comparing it to others in the same issue, advertisers are given the opportunity to find new ways to better communicate with their audience and realize a stronger return on investment with their media buy. While these results represent a small sample of the magazine's total circulation, they do reflect the opinion and commentary of readers who are the most active, providing insight into how the general audience may react to the advertising.

**SCORES USED IN THIS REPORT****AdStudy Score**

A measure of ad exposure. It is calculated by adding the recall seeing and recall reading percentages.

**Recall Seeing**

The percentage of respondents who recalled seeing the advertisement in the issue.

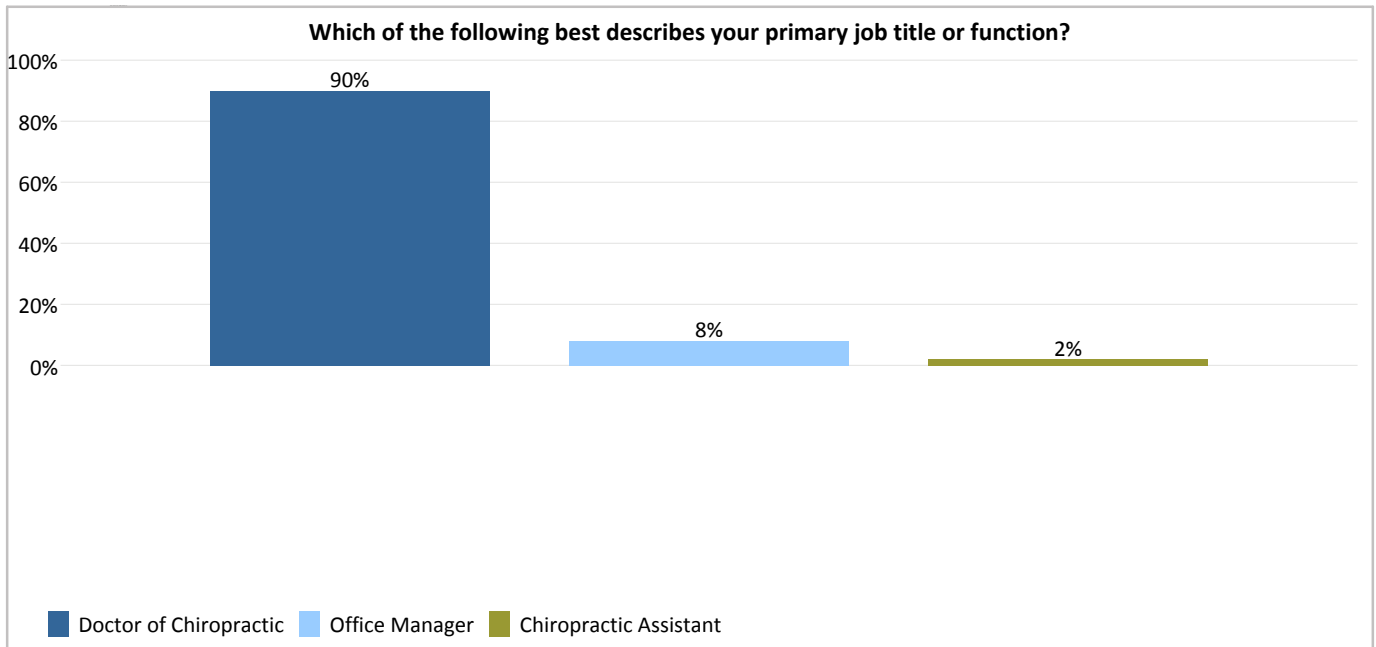
**Recall Reading**

The percentage of respondents who read the advertisement.

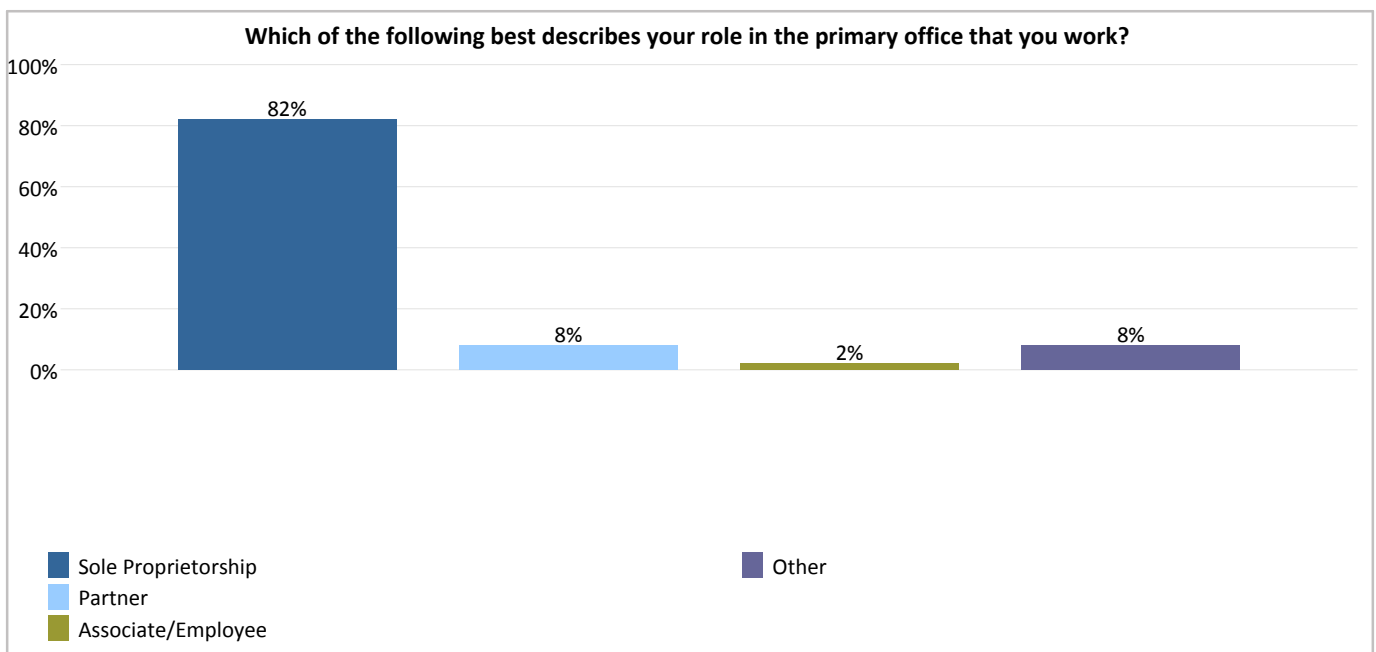
**Have Seen Salesperson**

The percentage of respondents who have seen a salesperson from the company advertising or sales representation for the product advertised.

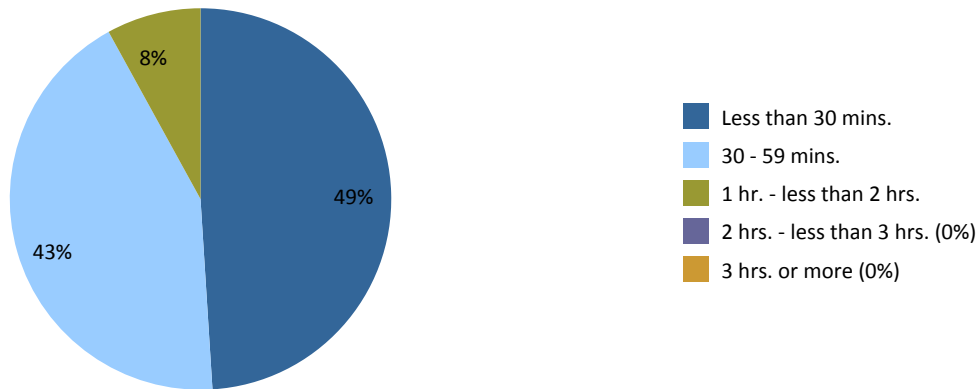
READER PROFILE



Percentages may not add up to 100% due to rounding.



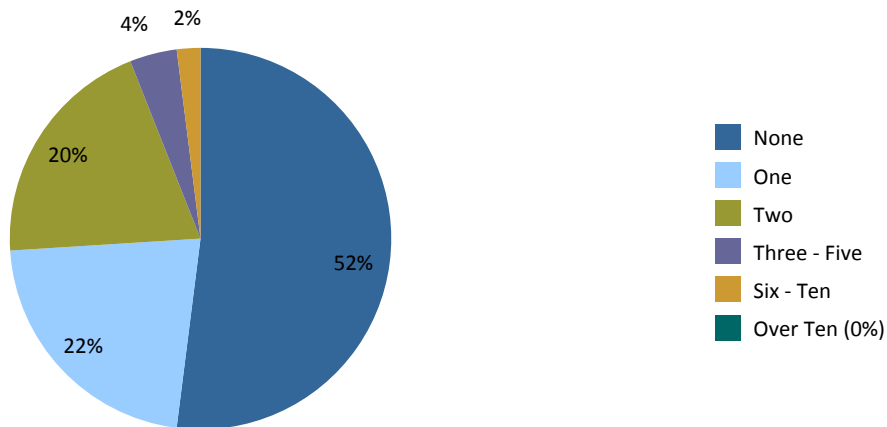
Considering all the times you pick it up, about how much time, in total, do you spend reading or looking through a typical issue of THE AMERICAN CHIROPRACTOR?



Mean (minutes): 33.5

Percentages may not add up to 100% due to rounding.

How many people, other than yourself, usually read or look through your issue of THE AMERICAN CHIROPRACTOR?



Mean (pass-along): 0.9

**Which of the following best describes your Clinical Focus?**

Chiropractic Office	70%
Integrated Healthcare Facility	12%
Functional Medicine Clinic	4%
Spinal Surgical Center	0%
Community Health Center	0%
Other	14%

*Percentages may not add up to 100% due to rounding.*

**Which of the following trade publications do you read regularly, that is 3 out of 4 issues?**

The American Chiropractor Magazine	82%
Chiropractic Economics	72%
Dynamic Chiropractic	58%
None of the Above	12%

*Multiple responses permitted*

**Please indicate if you offer or use any of the following products or services in your practice.**

Nutrition & Supplements	65%
Instrument Adjusting	59%
Lotions, Gels & Creams	55%
Orthopedic Supports & Orthotics	51%
Continuing Education	47%
Laser Therapy	45%
Techniques	45%
Exercise Fitness & Rehabilitation	43%
Tables	41%
Diagnostics & Testing	39%
EHR Software (See Software)	39%
Personal Injury	39%
Marketing & Patient Education	37%
Insurance	33%
Pillows & Mattresses	33%
Therapeutic Equipment	33%
Traction / Decompression	33%
Pediatrics	31%
Massage & Related Products	27%
Software	27%
Electromedical Equipment	24%
Homeopathy	24%
Acupuncture	20%
Anti-Aging	20%
Weight Loss	20%
Shockwave	14%
Books & Publishing	12%
Chiropractic Assistant Products	10%
Practice Management & Consulting	10%
Distributors	8%
Financial Services	8%
Associations	6%
Colleges	4%
Franchise / Managed Network	0%
None of the Above	0%

*Multiple responses permitted*

**In your involvement with purchases of industry products, what are your most important sources of information?**

Seminars/meetings	57%
Trade shows/exhibits	53%
Colleagues	53%
Manufacturers/suppliers	41%
Magazine advertising	35%
Internet	31%
Catalogs/directories/buyers guides	20%
Clients	18%
Advertorials (ads that provide product information in the style of an editorial or journalistic article)	14%
Social Media	10%
Magazine editorial	8%
Dealers	8%
None of the above	0%

*Multiple responses permitted*

**What action(s) have you taken during the past year as a result of advertisements and/or articles in THE AMERICAN CHIROPRACTOR?**

Bought products or services advertised	33%
Recommend/specified products	33%
Referred an ad/article to someone else in the company by passing along a tearsheet, photocopy or actual issue	13%
Discussed an ad/article with someone else in the Clinic	30%
Requested additional information from a company, sales representative or distributor	30%
Visited an advertiser's Website	54%
Other action	0%

*Multiple responses permitted*

**Took One or More Actions: 78%**

**In what format would you prefer to receive THE AMERICAN CHIROPRACTOR?**

Print	51%
Digital publication (Replica of print publication in digital format)	17%
Both	26%
No preference	6%

*Percentages may not add up to 100% due to rounding.*

**Please indicate if you agree with each of the statements below.**

	Yes	No
The advertising in THE AMERICAN CHIROPRACTOR educates and is an important part of the publication	81%	19%
I read through THE AMERICAN CHIROPRACTOR as much for the advertising as for the articles.	57%	43%
Companies that advertise build trust and are seen as a reliable source.	62%	38%
My respect for THE AMERICAN CHIROPRACTOR could positively influence my opinion of advertisements appearing within	74%	26%
An advertisement within THE AMERICAN CHIROPRACTOR is more likely to be given consideration than direct vendor solicitation	64%	36%

*Percentages may not add up to 100% due to rounding.*

**How helpful are the cover callouts in deciding which articles to read in this issue?**

Very helpful	23%
Somewhat helpful	48%
Not helpful	6%
I don't usually read the cover callouts	23%

*Percentages may not add up to 100% due to rounding.*

**What do you usually do with the detachable covertip on the cover?**

I remove it right away	72%
I keep it attached and flip past it	0%
I review it before removing it	26%
I don't usually notice it	2%

*Percentages may not add up to 100% due to rounding.*

**Do you look at the magazine's actual cover (behind the covertip) before reading?**

Always	58%
Sometimes	31%
Rarely	10%
Never noticed there was a cover behind it	0%

*Percentages may not add up to 100% due to rounding.*

**In your opinion, how much does foot pronation impact spine pain?**

Not at all	0%
A little	9%
Sometimes	23%
Often	40%
Almost always	28%

*Percentages may not add up to 100% due to rounding.*

**Approximately what percentage of your patients suffer from "Tech Neck?"**

Less than 10%	4%
About 25%	15%
About half	50%
About 75%	17%
Almost all	13%

*Percentages may not add up to 100% due to rounding.*

**Tell us how useful *THE AMERICAN CHIROPRACTOR* is to you and how you use it in your practice.**

- It keeps me in touch with industry standards and articles. I don't always talk to my colleagues, so we tend to be isolated in many ways.  
*Doctor of Chiropractic  
Chiropractic Office*
- I love the educational articles.  
*Doctor of Chiropractic  
Chiropractic Office*
- Very useful for 38 yrs.  
*Doctor of Chiropractic  
Chiropractic Office*
- I like the magazine and find benefit. Could use some more juice. Sometimes the ads are more informative than the articles.  
*Doctor of Chiropractic  
Chiropractic Office*
- I do read the articles from the practitioners, and it often encourages me to write one (or more!).  
*Doctor of Chiropractic  
Clinical Focus: Other*
- Read articles to learn more technique bring value to my patients.  
*Doctor of Chiropractic  
Chiropractic Office*
- Very useful, to stay current.  
*Doctor of Chiropractic  
Chiropractic Office*
- I am interested in new products and devices hitting the market. I tried a stem wave machine but got very poor results with it. So other products advertised are something I may look into.  
*Doctor of Chiropractic  
Chiropractic Office*
- Very useful to keep up with new trends.  
*Doctor of Chiropractic  
Chiropractic Office*
- Good magazine.  
*Doctor of Chiropractic  
Clinical Focus: Other*
- It provides me info for products, education, and colleagues I would never have seen or met in person. Helpful.

*Doctor of Chiropractic  
Clinical Focus: Other*

- A source of information.

*Doctor of Chiropractic  
Chiropractic Office*

- It is important for me to know about current America since I practice in Japan.

*Doctor of Chiropractic  
Chiropractic Office*

- When I had a physical practice, it was read then placed in the seating area.

*Doctor of Chiropractic  
Functional Medicine Clinic*

- Good place to look for companies that are selling services.

*Doctor of Chiropractic  
Integrated Healthcare Facility*

- I am most interested in the articles particularly on laser therapy and other products and technology similar to that.

*Doctor of Chiropractic  
Clinical Focus: Other*

- I read the articles for more information and ways to improve patient care in my office.

*Doctor of Chiropractic  
Chiropractic Office*

- I only read the articles of interest.

*Doctor of Chiropractic  
Clinical Focus: Other*

- It is a magazine I read while I drink my coffee.

*Doctor of Chiropractic  
Chiropractic Office*

- I like to see what is going on in the profession. I enjoy the magazine.

*Doctor of Chiropractic  
Chiropractic Office*

- Is helpful, I use it sometimes.

*Doctor of Chiropractic  
Integrated Healthcare Facility*

- The AC is a great publication enjoy the articles!

*Doctor of Chiropractic  
Chiropractic Office*

- It is one of many tools I use to help the practice and patients.

*Doctor of Chiropractic  
Chiropractic Office*

- Nice to get and look through.  
*Doctor of Chiropractic  
Chiropractic Office*
  
- I like to read articles and discover new supplements.  
*Doctor of Chiropractic  
Chiropractic Office*
  
- I find the articles useful. The ones directed at the CA's are always nice.  
*Chiropractic Assistant  
Chiropractic Office*