

Since 1978!

THE AMERICAN CHIROPRACTOR

MAGAZINE OF THE CHIROPRACTIC PROFESSION

Monthly
Trade Journal for
Chiropractors



48
Years!



23
Years!

Annual
Products &
Service Guide

Editorial and Advertising Calendar

Make Plans to Participate in ALL 13 opportunities in 2026 Today!

If you're interested in submitting editorial or advertising in any of the upcoming issues, email us at editorial@amchiropractor.com/sales@amchiropractor.com, or call us at 888-668-8728 so we can follow up with YOU!

***Mail dates and feature topics may be subject to change at the discretion of the editor or publisher.**

Issue	Topic Feature	Editorial	Ads Due	Mail Date*
JAN	Lasers, Business Planning, Innovations, Weight Loss	Oct. 1, 2025	Nov. 17, 2025	Jan. 2
FEB	Sports Chiropractic, Shockwave Therapy, Percussion Rehab, Rehabilitation - Bonus Show Distribution - Parker Vegas	Nov. 2, 2025	Dec. 15, 2025	Feb. 2
MAR	Finance, Technique, MAHA Update, Neurodegenerative Conditions, mBTI, Concussion Care	Dec. 1, 2025	Jan. 15	March 2
APR	Continuing Education, Buying/ Selling a Practice, Innovative Therapy, Practice Coaches	Jan. 2	Feb. 16	April 1
MAY	Social Media, Medicare, Risk Management, Chiropractic World-wide, Advanced Practice - Bonus - Reader Survey	Feb. 2	March 16	May 1
JUNE	Weight Management, Soft Tissue Treatment, Summer Sports, Malpractice Insurance, Franchises, Neurodegenerative Conditions	March 2	April 15	June 1
JULY	Integrative Health Care, Postural Rehab, Vertebral Subluxation, Innovative Therapy	April 1	May 15	July 1
BG	Annual Buyers' Guide (2026-2027)	April 16	June 1	July 15
AUG	Multi-Disciplinary Integration, Chronic Pain, Stem Cells, Injection, Nutrient Injection - Bonus Show Distribution - FCA National Convention	May 1	June 15	Aug. 3
SEPT	Technique, Coding and Billing, Chiropractic Assistant Development, Neurodegenerative Conditions - Bonus Show Distribution - Life Vision Extravaganza	June 1	July 15	Sept. 1
OCT	Marketing, Integrating Medical, Insurance, Seminars	July 1	Aug. 17	Oct. 1
NOV	Chronic Health Conditions & Nutritional Alternatives for Prescription Meds, Advance Practice Chiropractic	Aug. 3	Sept. 15	Nov. 2
DEC	Technique, Imaging, Pain Management, Neurodegenerative Conditions	Sept. 1	Oct. 15	Dec. 1

Editorial Guidelines

- **Press Release:** 100-200 words
- **What's Hot:** 50-100 words
- **In Brief:** 200-400 words
- **Articles:** 600-1200 words, unbiased, well-referenced and not product specific.
- **Interview:** 800-1600 words
- **Feature Story:** 1200-1600 words
- **Innovations** (New Products): 800 words
- Photos and Illustrations are always welcome. Specifications for photos are 300 DPI; at least 1MB.

Editorial Profile

- Monthly mailing allows in-depth interviews/investigation on hot issues in chiropractic.
- Problem solving editorial. Described as "Relevant", "Timeless", and "Must Have"
- Stimulates interest and action for improving the profession.