

Media Kit  
Effective  
2025

Since

SERVING CHIROPRACTIC

1978

# THE AMERICAN CHIROPRACTOR

MAGAZINE OF THE CHIROPRACTIC PROFESSION

## Integrated Marketing Plans

PAGE 3

## Advertising & Editorial Calendar

PAGE 5

## Reader Survey Results

PAGE 2

## NEW! Periodical Status

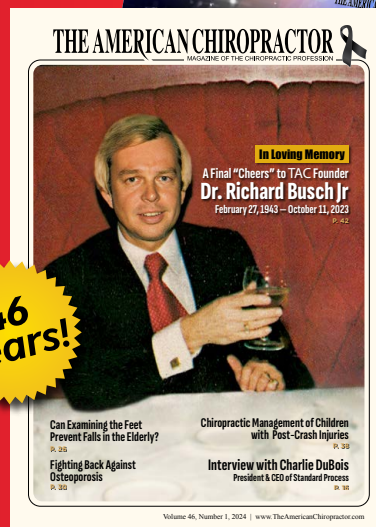
PAGE 7

## TAC Tic Talk Podcast

PAGE 4



46  
Years!



### Targeted

#### Email Program

reaching Up to 35,000  
DCs with our direct  
e-mail list

### Guaranteed

Print circulation to  
more DCs than any  
other publication 13  
times a year.

### Responsive

Online Opportunities in  
The American Chiropractor's  
digital edition, Social Media  
and SEM

[www.TheAmericanChiropractor.com](http://www.TheAmericanChiropractor.com)

# Guaranteed Circulation



## Circulation distribution of chiropractors by state

AL 515	ME 210	OK 550
AZ 1,064	MD 555	OR 858
AR 389	MA 907	PA 2,279
CA 4,637	MI 1,704	RI 127
CO 1,337	MN 1,529	SC 848
CT 492	MS 177	SD 252
DE 158	MO 1,141	TN 849
DC 63	MT 254	TX 2,545
FL 5,036	NE 498	UT 538
GA 2,164	NV 357	VT 129
ID 397	NH 226	VA 947
IL 2,286	NJ 1,708	WA 1,405
IN 761	NM 234	WV 158
IA 936	NY 2,358	WI 1,255
KS 719	NC 1,265	WY 92
KY 596	ND 223	AK 161
LA 471	OH 1,496	HI 125

Actual numbers may vary.  
Lists are updated daily.

## The largest print circulation in the U.S. for any Chiropractic Magazine

As the leading chiropractic magazine, our stance is simple: **they can't read, it if they don't get it!** As of 2024, *The American Chiropractor* (TAC) not only proudly leads the industry with the largest distribution network, it also has the **most requested subscriber base among any chiropractic journal, with over 25,000 requested readers, as confirmed by the Alliance for Audited Media (AAM)**. Since 2006, *The American Chiropractor* has worked together with the best circulation auditing agencies in the country to confirm you're reaching the most active Chiropractors in the profession.

## Why Choose The American Chiropractor?

**The quality of our reach.** Unlike digital media with its constantly changing algorithms, *TAC* magazine is mailed monthly via the United States Postal Service (USPS) in print, which means that rain or shine, our circulation is guaranteed every issue!

**The quality of our readers.** In the past 46+ years *TAC* has developed an audience of successful and **actively practicing chiropractic professionals**. Our readers are looking for goods and services like yours to help their patients and build their businesses.

**Plus**, a recent 2024 audit confirms that over 50% of our readership (25,000 chiropractors) are "requested readers" who choose to receive *TAC* year after year. This gives you direct access to the most engaged chiropractors in the industry. This is over 30% MORE "requested readers" than



Requested Readers:  
**25,000+ DCs**

any other publication! This means *TAC* is not just the most widely circulated, but also the most widely read publication in the profession!

**The quality of our content.** The level of editorial excellence is consistently top-notch. *The American Chiropractor* is the number one "must-read" and "go-to" resource for the Chiropractic industry because it is **the only magazine whose editor is an actively practicing Chiropractor!** This means our readers eagerly look to our magazine for new and valuable information every month, on everything from the latest clinical advances to strategies about marketing their businesses!

**The quality of our reputation.** With over 46 years in print, *TAC* is **the most respected and trusted authority in this arena, bar none**. Our readers perceive what they see in *The American Chiropractor*, either in print or online, as the most reliable and credible information and resources they can find anywhere. That trust extends to our advertisers.

\*Find our current circulation information online at:  
[bit.ly/TacCirc](https://bit.ly/TacCirc)



## Reader Survey Statistics\*

As an added service to you, we conduct a third party AdStudy survey once a year to give you reader feedback, statistics and verbatims. Make sure your ad is scheduled to see what our readers think about YOU!

## You want results, our readers take action!

**73%** of TAC readers take one or more action steps as a result of seeing an ad or article, from purchasing, referring, and up to 47% visiting a website!

**89%** of TAC readers prefer to read the magazine in print!

**Extra readership!**  
TAC's readers pass along the magazine to an average of 0.9 people, from colleagues to staff, nearly **doubling your exposure in print!**

## The Reviews Are in!

Here is what our readers had to say about the *The American Chiropractor* Magazine in 2024 \*reader survey:

"Helps with educational purposes and new product information which can be useful with our wellness care"

"First place I usually look when I am looking to add a service or product in my practice"

"Very informative, keeps you on top of all things going on in the profession"

"Like the articles and ads which keeps us up to date."

"Useful to keep up with new items"

## Products, Modalities & Services used by DCs\*



**See the products and services currently in demand by our readers! Find a NEED & Fill It!**

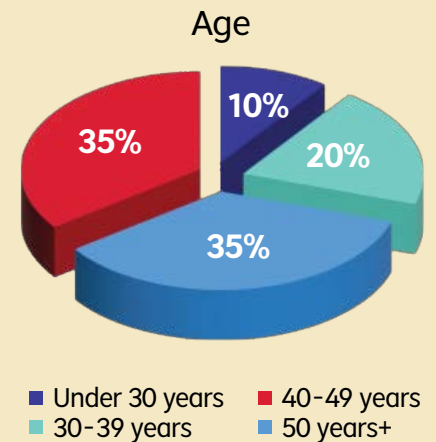
### Don't see yours here?

Expect to invest more in educating to CREATE A NEED first.  
Plan more repetition, bigger ad sizes, and articles to get the results you need.

Ask our team for help!

## Who reads The American Chiropractor?

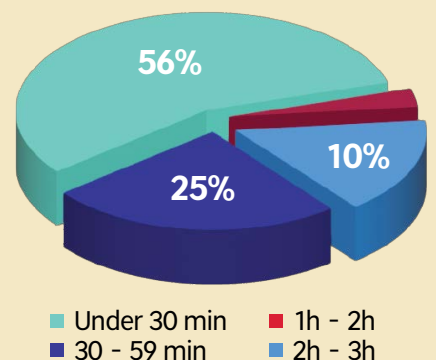
Actively Practicing Chiropractors



### Source

nbce.org/practice-analysis-of-chiropractic-2020/

## Time reading each issue



### Source

2024 TAC Survey: [bit.ly/TACReaderSurvey](https://bit.ly/TACReaderSurvey)



# Print — Guaranteed Reach by Direct Mail

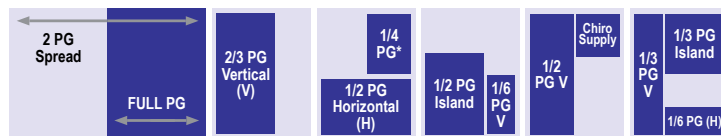
*The American Chiropractor* is published 12 times a year plus a 13th issue being the annual *Buyer's Guide Edition!* **Cultivate a new crop of customers through repetition by advertising year after year!**

## INTEGRATED PACKAGES Increase Your Savings!

Save money by getting a tailored campaign just for you including, print, digital and email to achieve your marketing goals in chiropractic. Schedule a call with our team to learn more.

## Go Big or Go Home with High Impact Print!

Choose *The American Chiropractor* for your direct mail or mail-along options and reach the most active practicing chiropractors in the U.S. at a fraction of the cost. With access to the best list in chiropractic, you can effectively target chiropractors by mailing your flyer, brochure, newsletter, or postcard as an outsert or insert. Contact us today for a tailored quote!



\*Not in order.

## Print Ad Dimensions

Ad Size	Width	Height
<b>2 Pages</b>		
Trim	15.875"	11"
Bleed	16"	11.125"
<b>Full Page</b>		
Trim	7.875"	10.875"
Bleed	8.125"	11.125"
2/3 page	4.6"	10.125"
1/2 page horizontal	7"	4.875"
1/2 page vertical	3.42"	10.125"
1/2 page island	4.6"	7"
1/3 page vertical	2.22"	10.125"
1/3 page island	4.6"	4.875"
1/4 page	3.42"	4.875"
1/6 page vertical	2.22"	4.875"
1/6 page horizontal	4.875"	2.22"
ChiroSupply	3.42"	3.2"

## Budget friendly options

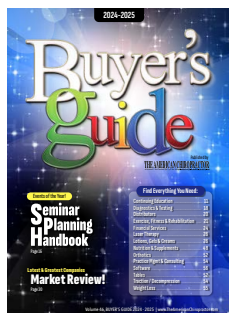
## Chiro Supplies & Services Catalog Section

**Limited Budget?** Get your message in front of chiropractors each issue in the the Chiro Supply and Service section located just before the famous "Yellow Page" which is one of the most read pages in the profession. This helps get you extra readership seeing as people flip to that page first.

## Classified Ads

Also, the Classified ad section is located on the same page along with the Ad Directory, giving you high readership being towards the back of the book. Take advantage of the special pricing that these two ad types give you to introduce your product to the profession.

## The Annual Buyer's Guide



To participate e-mail:  
[buyersguide@amchiropractor.com](mailto:buyersguide@amchiropractor.com)

*The Annual Buyer's Guide* is our yearly directory for the entire profession. It mails in the Summer and is online for the entire year. With various sections that highlight your product and/or service in front of our readers, you definitely won't want to miss out!



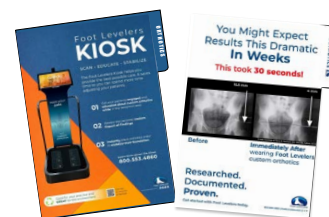
## FREE Listing Includes:

Company name, Phone number, Web address.



## Feature Product Listing:

A 50 word description, company name, and product, website, an image of the product or logo in 300 dpi.



## Fold out File Tab Option:

Your 2 page ad front and back on 100 lb. stock with your company category.  
**Limited Supply**

## Mass E-mail Program

Send your own personalized message to our list of up to 35,000+ practicing chiropractors who are eagerly looking for the latest offers, discounts, and solutions coming from our trusted domain. Get the benefit of a 46+ year brand history of *The American Chiropractor*.

### Get Your Emails in front of 35,000 Chiropractors

#### From

TACpartners@amchiropractor.com

#### To

35,000 Chiropractors & Growing

#### Subject

Your Subject Here

**HTML:** Advertiser must create and provide their HTML coded message. If unable to do this, there is an additional fee of at least \$150 per ad for HTML coding upon receipt of the ad copy and images all provided by advertiser.

**E-mail:** [onlineads@amchiropractor.com](mailto:onlineads@amchiropractor.com) for more information.

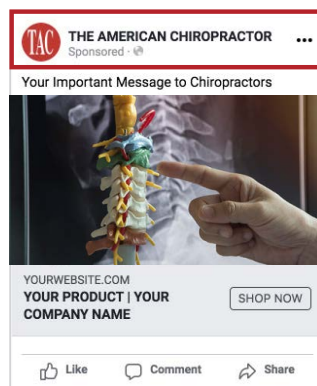
## Upcoming Events!

With this newsletter email, your events will be showcased throughout the year, giving chiropractors the ease to see what is coming up in the year, and how to register.

## Social Media Marketing

Target your audiences through all of our social media channels and reach clients you've never reached before.

Get your message promoted to our readers & take advantage of our proven 46 year history providing the most valuable information in Chiropractic.



## TAC Tic Talk Podcast

This is your chance to step into the spotlight and share your invaluable knowledge, insights, and solutions with a receptive audience eager to enhance their patient care and grow their practice. Connect with chiropractors who crave the latest industry trends and advancements!

Position yourself as a trusted authority, build powerful connections, and expand your reach within the chiropractic world.

## Latest & Greatest E-mail Program

Be part of the Latest & Greatest e-newsletter, which showcases goods, programs, and services in the industry.

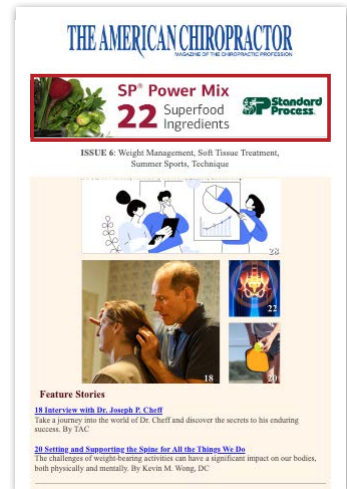
This bi-weekly newsletter is distributed to 35,000 chiropractors to ensure your company gets seen by everyone!



## Email Banner on Weekly Content Notifications

Join our community by sponsoring our content emails, reaching over 35,000 engaged readers.

Our readers receive several content emails each month, along with a monthly digital copy of the magazine and a physical book. You can be front and center, welcoming them to their favorite trade publication.



## FREE Weekly Chiropractic Marketing Industry Insider Newsletter

To get our weekly email newsletter created for VIP's and chiropractic marketing industry insiders like you, email us your contact information to: [sales@amchiropractor.com](mailto:sales@amchiropractor.com).

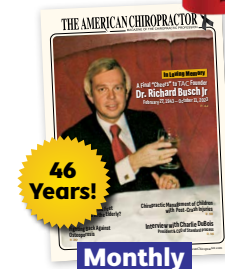
Be the first to know about Sneak Previews on upcoming feature stories, seminars and events we'll be attending, and special offers you won't want to miss!



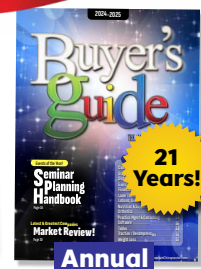
## Reserve early to secure your Prime Positioning!

Make your plans today to participate in ALL 13 opportunities available in 2025!

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



Trade Journal  
for Chiropractors



Products &  
Service Guide

Issue	Topic Feature	Editorial	Ads Due	Mail Date
JAN	Lasers, Business Planning, Innovations, Weight Loss	Oct. 1, 2024	Nov. 15, 2024	Jan. 2
FEB	Sports Chiropractic, Shockwave Therapy, Percussion Rehab, Rehabilitation. <b>Bonus Show Distribution - Parker Vegas</b>	Nov. 1, 2024	Dec. 16, 2024	Feb. 1
MAR	Finance, Technique	Dec. 2, 2024	Jan. 15	March 3
APR	Continuing Education, Buying/ Selling a Practice, Practice Coaches, Franchises, Innovative Therapy	Jan. 2	Feb. 17	April 3
MAY	Social Media, Medicare, Risk Management, Chiropractic World-wide, Advanced Practice <b>Bonus - Reader Survey</b>	Feb. 2	March 17	May 1
JUNE	Weight Management, Soft Tissue Treatment, Summer Sports, Technique	March 3	April 15	June 1
JULY	Integrative Health Care, Postural Rehab, Vertebral Subluxation, Innovative Therapy	April 1	May 15	July 1
BG	Annual Buyers' Guide (2023-2024)	April 16	May 30	July 15
AUG	Multi-Disciplinary Integration, Chronic Pain, Stem Cells, Injection, Nutrient Injection. <b>Bonus Show Distribution - FCA National Convention</b>	May 1	June 16	Aug. 1
SEPT	Technique, Coding and Billing, Chiropractic Assistant Development. <b>Bonus Show Distribution -Life Vision Extravaganza</b>	June 2	July 15	Sept. 1
OCT	Marketing, Integrating Medical, Insurance, Seminars	July 1	Aug. 15	Oct. 1
NOV	Chronic Health Conditions & Nutritional Alternatives for Prescription Meds, Advance Practice Chiropractic	Aug. 1	Sept. 15	Nov. 3
DEC	Technique, Imaging, Pain Management	Sept. 1	Oct. 15	Dec. 1

### Editorial Guidelines

- Product and Service Press Releases: 100 to 300 words
- Articles: 600-800 words (1 page) unbiased, well-referenced and not product specific.
- Feature Stories: 1,200-1600 words (2 pages)
- Photos and Illustrations are always welcome. Specifications for photos are 300 DPI; at least 1MB. [jpg or pdf format]

Send editorial inquiries to  
[editorial@amchiropractor.com](mailto:editorial@amchiropractor.com)

Send press release information to  
[editorial@amchiropractor.com](mailto:editorial@amchiropractor.com)

Send ad material to:  
[ads@amchiropractor.com](mailto:ads@amchiropractor.com)

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

### 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.



**What about digital?** Every issue of *The American Chiropractor* is sent digitally to 35,000+ chiropractors via email on top of the copies sent by mail. Plus all advertisers get responsive exposure from the online archives at: **TheAmericanChiropractor.com**. *Digital exposure will help you pick the low hanging fruit fast... Customers who are ready to buy!*

## Digital Re-Print

Print your own Hand-outs from *The American Chiropractor's* digital archive and get your very own QR code so that people can go directly to your ad or article on their mobile device.



## Digital Version

Free inclusion in *The American Chiropractor's* digital edition! When your ad runs in our print edition, it also appears online for free in the highest quality digital reader of any in the industry!



## Reader Survey

Make sure to have an ad in our reader survey edition to get an ad assessment with statistics and specific reader feedback to drive your marketing decisions for better results on your campaigns.

## Search Engine Marketing

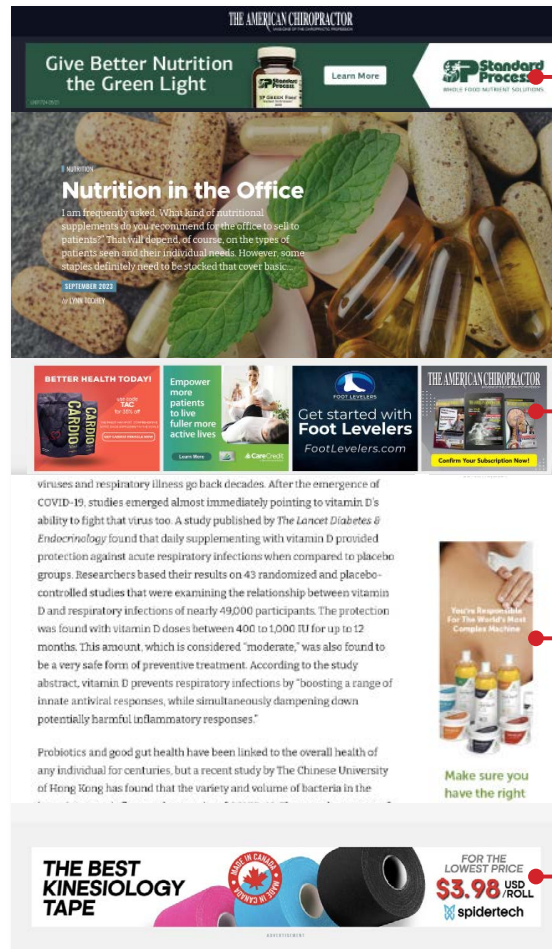
SEM is one of the most effective ways to grow your business in an increasingly competitive marketplace. With millions of businesses out there all vying for the same eyeballs, it's never been more important to advertise online, and search engine marketing is the most effective way to promote your products and grow your business with our specialists.



**3 month minimum.**

## Website Banners (Limited)

[www.TheAmericanChiropractor.com](http://www.TheAmericanChiropractor.com) continues to be a unique marketing opportunity for your company, with qualified leads driven to your website.



**Full Top Banner**  
1380 x 170 pixels

**Rectangle Banner**  
300 x 250 pixels

**Wide Skyscraper Banner**  
230 x 870 pixels

**Global Footer Banner**  
1388 x 218 pixels

## Production Requirements

### How to Submit Your Print and Digital Materials

**File Name:** Please name your file with the following protocol: YourCompanyName\_MonthYear.fileformat.

**Submission:** Print ad files can be submitted through our customer portal or emailed to [ads@amchiropractor.com](mailto:ads@amchiropractor.com). Digital ads can be submitted to [onlineads@amchiropractor.com](mailto:onlineads@amchiropractor.com).

**Ad Design:** Our team can help you put together your artwork for only \$500 for partial and full page ads.

### Preferred file formats:

- **PDF:** Fonts embedded, high quality compression.
- **EPS:** Convert text to outlines if file is created in Illustrator.
- **JPG or tiff:** 300 dpi. min

## Advertising with **THE AMERICAN CHIROPRACTOR** *is better than ever!*

With the **Largest Print Circulation in the U.S.** with the **Most Requested Readers**, *The American Chiropractor* has a guaranteed print reach of **MORE** circulation than any other chiropractic publication in the U.S. Advertising in *The American Chiropractor* is the best way for you to get your business noticed by this dynamic group of health practitioners who are passionate and serious about their profession.

*The American Chiropractor* is more than a magazine, and more than a business – it's a family business. With all the pride and responsibility such a legacy entails.

Established in 1978, for the past four decades since its founding by chiropractor and patriarch, Dr. Richard Busch Jr., *The American Chiropractor* has been family-owned and operated with the utmost care and attention to detail. Its editorial direction is still personally shepherded by a new generation of Busch chiropractors. So *The American Chiropractor* is truly a publication that is “by chiropractors, for chiropractors.”

*The American Chiropractor* is dedicated to “the Continuing Education and Advancement of the Chiropractic Professional,” providing the highest quality articles and resources month after month and year after year to the chiropractic community, for the development of each of its readers and of the profession as a whole.

*Always getting better and standing taller.* While we're committed to improving the lives and businesses of our readers, we haven't stopped improving ourselves. That's why in 2006, we voluntarily undertook – and underwent – having our circulation audited and verified, so our advertisers would know for certain exactly what their dollars were buying. In 2009, we increased our circulation by 40%, so that *The American Chiropractor* is now read by fully over 80% of the practicing chiropractors in the US. This makes it by far

the nation's most popular chiropractic publication. Our latest endeavor confirms this as in 2024, in an effort to confirm *The American Chiropractor* is in the hands of the most actively practicing chiropractors, we personally reached out to our readers and increased our **total requested subscribers to over 25,000** (over 50% of our total print circulation)\*, **officially achieving periodical status by USPS standards**. With this you are guaranteed both readership and engagement when you advertise in *The American Chiropractor*.

*The goals of The American Chiropractor are threefold:*

- To raise the awareness and status of the chiropractic profession worldwide.
- To foster a sense of community and shared mission among chiropractors everywhere.
- To offer content that educates, enlightens, and supports its readers, 80% of the US chiropractic community and growing.

**Thanks for having our back  
for over 46 years... and counting!**

We thank our many loyal advertisers for over four decades of support and partnership. We hope you'll join us in continuing to make the lives and businesses of chiropractors better, and better informed.

### For Assistance Contact our Team

**Advertising Opportunities:**  
sales@amchiropractor.com

**Ad Material for Print:**  
ads@amchiropractor.com

**Mass Emails and Web Banners:**  
onlineads@amchiropractor.com

**Article Submissions:**  
editorial@amchiropractor.com

**Press Releases and News:**  
pr@amchiropractor.com

**Account Status Questions:**  
accounting@mediaconceptsllc.com

### THE AMERICAN CHIROPRACTOR EXECUTIVE TEAM



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**J.R. Busch**  
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**Tracy Busch Pate**  
Associate  
Publisher



**Joseph Busch,  
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Editor

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**Sales@amchiropractor.com**