

THE AMERICAN CHIROPRACTOR

MAGAZINE OF THE CHIROPRACTIC PROFESSION

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PUBLICATION DESCRIPTION

THE AMERICAN CHIROPRACTOR is the source of news, innovation and business information with the latest clinical advances to strategies about marketing their businesses.

FIELD SERVED/DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include chiropractors and other qualified titles and non-titled personnel.

AVERAGE MONTHLY CIRCULATION: JANUARY 1, 2019 – DECEMBER 31, 2019

QUALIFIED CIRCULATION	Non-Paid Print	Paid Print	Non-Paid Digital	Paid Digital	Total Qualified
Individual Subscription	50,042	-	-	-	50,042
Association/Group/Directory Lists	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	50,042	-	-	-	50,042
TOTAL NON-QUALIFIED CIRCULATION					1,606

Please see the following pages for Subscription Source, Verification of Distribution and Reader Survey, Geographical Distribution, Qualified Circulation by Issue, Explanation, Audit of Internal Records, and Affidavit.

SUBSCRIPTION SOURCE

RECIPIENT	Non-Paid Print	Paid Print	Total Qualified	Percent
Direct Request from the Recipient	859	2	861	1.7%
Request from Recipient's Company	-	1	1	-
Association/Group/Directory Lists	49,178	-	49,178	98.3%
Total Qualified Circulation	50,037	3	50,040	100.0%

VERIFICATION OF DISTRIBUTION AND READER SURVEY

METHODOLOGY

Verified Audit Circulation conducted a Verification of Distribution and Reader Survey for *The American Chiropractor* in January of 2020. Surveys were sent to 500 persons randomly chosen from *The American Chiropractor* November 2019 distribution list. Each mailing contained a one-page questionnaire and a postage-paid return envelope. The questionnaire consisted of three questions. The information contained in this report summarizes the 57 valid responses to the survey.

ACCURACY OF CIRCULATION LIST: 97.4%

Based on Verification of Distribution and Reader Survey conducted January 2020. Thirteen questionnaires (2.6% of the 500 mailed out) were returned by the U.S. Postal Service as non-deliverable.

RECEIVERSHIP / WISH TO CONTINUE RECEIVING

91.2% of the respondents stated that they regularly receive *The American Chiropractor*.

80.7% of the respondents stated that they wish to continue receiving *The American Chiropractor*.

Based on Verification of Distribution and Reader Survey conducted January 2020. Question regarding receivership was answered by all 57 respondents. Question regarding wish to continue receipt was answered by all 57 respondents.

BUSINESS/INDUSTRY CLASSIFICATION

100.0% of the respondents stated that they are a chiropractor or allied to the profession.

Based on Verification of Distribution and Reader Survey conducted January 2020. Question regarding business/industry was answered by all 57 respondents.

U.S. GEOGRAPHICAL DISTRIBUTION

REGION	Non-Paid Print	Paid Print	Total Qualified	Percent	REGION	Non-Paid Print	Paid Print	Total Qualified	Percent
Maine	227	-	227	0.7%	Kentucky	539	-	539	1.1%
New Hampshire	221	-	221	0.7%	Tennessee	658	-	658	1.3%
Vermont	111	-	111	0.4%	Alabama	452	-	453	0.9%
Massachusetts	977	-	977	3.2%	Mississippi	187	-	187	0.4%
Rhode Island	130	-	130	0.4%	E. S. Central	1,836	-	1,837	3.7%
Connecticut	519	-	519	1.7%	Arkansas	341	-	341	0.7%
New England	2,185	-	2,185	7.1%	Louisiana	378	-	378	0.8%
New York	2,854	1	2,855	9.3%	Oklahoma	531	-	531	1.1%
New Jersey	1,966	-	1,966	6.4%	Texas	2,680	-	2,680	5.4%
Pennsylvania	2,478	-	2,478	8.0%	W. S. Central	3,930	-	3,930	7.9%
Mid Atlantic	7,298	1	7,299	23.7%	Montana	236	-	236	0.5%
Delaware	126	-	126	0.4%	Idaho	360	-	360	0.7%
Maryland	477	-	477	1.5%	Wyoming	100	-	100	0.2%
D.C.	59	-	59	0.2%	Colorado	1,161	-	1,161	2.3%
Virginia	809	-	809	2.6%	New Mexico	274	-	274	0.5%
West Virginia	168	-	168	0.5%	Arizona	1,042	-	1,042	2.1%
North Carolina	987	-	987	3.2%	Utah	433	-	433	0.9%
South Carolina	616	-	616	2.0%	Nevada	389	-	389	0.8%
Georgia	1,361	-	1,361	4.4%	Mountain	3,995	-	3,995	8.0%
Florida	4,779	-	4,779	15.5%	Alaska	125	-	125	0.2%
S. Atlantic	9,382	-	9,382	30.4%	Washington	1,507	-	1,507	3.0%
Ohio	1,508	-	1,508	4.9%	Oregon	895	-	895	1.8%
Indiana	709	-	709	2.3%	California	6,678	-	6,678	13.3%
Illinois	2,230	-	2,230	7.2%	Hawaii	191	-	191	0.4%
Michigan	1,493	-	1,493	4.8%	Pacific	9,396	-	9,396	18.8%
Wisconsin	1,241	-	1,241	4.0%	U.S. Territories	29	-	29	0.1%
E. N. Central	7,181	-	7,181	23.3%	U.S. Total	50,037	2	50,039	100.0%
Minnesota	1,394	-	1,394	4.5%	Canada	1	1	2	-
Iowa	947	-	947	3.1%	Foreign	-	-	-	-
Missouri	1,018	-	1,018	3.3%	Foreign Total	1	1	2	-
North Dakota	223	-	223	0.7%					
South Dakota	236	-	236	0.8%					
Nebraska	380	-	380	1.2%					
Kansas	607	-	607	2.0%					
W. N. Central	4,805	-	4,805	15.6%	Total Qualified	50,038	3	50,041	100.0%

QUALIFIED CIRCULATION BY ISSUE

ISSUE	Non-Paid Print	Paid Print	Total Qualified
January 2019	50,035	-	50,035
February 2019	50,054	-	50,054
March 2019	50,022	-	50,022
April 2019	50,031	-	50,031
May 2019	50,044	-	50,044
June 2019	50,051	-	50,051
Buyers Guide 2019	50,048	-	50,048
July 2019	50,051	-	50,051
August 2019	50,028	-	50,028
September 2019	50,050	-	50,050
October 2019	50,050	-	50,050
November 2019	50,037	-	50,037
December 2019	50,041	-	50,041
6 Month Average	50,040	-	50,040
12 Month Average	50,042	-	50,042

EXPLANATION

Publisher is not required to submit data for all paragraphs/tables. This report does not include any analysis of Recipient Classification, Recency of Renewal, or Additions and Removals by Issue.

Audit of Records and Affidavit

Verified has conducted an audit of printing, distribution, and financial records, as well as other data to substantiate circulation data submitted to Verified. This audit followed guidelines prepared in conformity with generally accepted circulation auditing procedures involving records covering all distribution methods utilized for qualified circulation during the period(s) covered by the reports. The results of this audit warrant the issuance of this audit report as a true and accurate statement of the qualified circulation of the client publication.

Verified Audit Circulation swears that to the best of its knowledge, all statements contained in this report are true and accurate.