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**ANNUAL AUDIT REPORT**
JANUARY 1, 2020 – DECEMBER 31, 2020

# THE AMERICAN CHIROPRACTOR

MAGAZINE OF THE CHIROPRACTIC PROFESSION

**Established 1978**
**Issues Per Year: 13**
**Issues This Report: 13**

**INTEGRATED MEDIA CONCEPTS LLC**
**1000 NW St., #1200**
**Wilmington, DE 19801**
**(888) 668-8728 (786) 814-8685 FAX**
**circulation@amchiropractor.com**
**www.theamericanchiropractor.com**

**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, 2020 – DECEMBER 31, 2020**

| QUALIFIED CIRCULATION | Non-Paid Print | Paid Print | Non-Paid Digital | Paid Digital | Total Qualified |
|---|---|---|---|---|---|
| Individual Subscription | 50,081 | - | - | - | 50,081 |
| Association/Group/Directory Lists | - | - | - | - | - |
| **TOTAL QUALIFIED CIRCULATION** | **50,081** | **-** | **-** | **-** | **50,081** |

| | |
|---|---|
| **TOTAL NON-QUALIFIED CIRCULATION** | **1,587** |

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.


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## SUBSCRIPTION SOURCE

| RECIPIENT | Non-Paid Print | Paid Print | Total Qualified | Percent |
|---|---|---|---|---|
| Direct Request from the Recipient | 918 | 3 | 921 | 1.8% |
| Request from Recipient's Company | - | - | - | - |
| Association/Group/Directory Lists | 49,095 | - | 49,095 | 98.2% |
| **Total Qualified Circulation** | **50,013** | **3** | **50,016** | **100.0%** |

Analysis conducted on the November 2020 Issue

## 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 2021. Surveys were sent to 500 persons randomly chosen from *The American Chiropractor* November 2020 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 38 valid responses to the survey.

### ACCURACY OF CIRCULATION LIST: 92.4%

Based on Verification of Distribution and Reader Survey conducted January 2021. Thirty-Eight questionnaires (7.6% of the 500 mailed out) were returned by the U.S. Postal Service as non-deliverable.

### RECEIVERSHIP / WISH TO CONTINUE RECEIVING

86.8% of the respondents stated that they regularly receive *The American Chiropractor*.

76.3% of the respondents stated that they wish to continue receiving *The American Chiropractor*.

Based on Verification of Distribution and Reader Survey conducted January 2021. Question regarding receivership was answered by all 38 respondents. Question regarding wish to continue receipt was answered by all 38 respondents.

### BUSINESS/INDUSTRY CLASSIFICATION

92.1% of the respondents stated that they are a chiropractor or allied to the profession.
*All three “no response” is retired and no longer working in the chiropractic profession.

Based on Verification of Distribution and Reader Survey conducted January 2021. Question regarding business/industry was answered by all 38 respondents.
*Due to lockdowns in many states and cities in January (when this survey was done by mail) that may have increased the “undeliverables” due to unexpected office closings.


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**U.S. GEOGRAPHICAL DISTRIBUTION**

| REGION | Non-Paid Print | Paid Print | Total Qualified | Percent |
|---|---|---|---|---|
| Maine | 251 | - | 251 | 0.5% |
| New Hampshire | 238 | - | 238 | 0.5% |
| Vermont | 120 | - | 120 | 0.2% |
| Massachusetts | 1,025 | - | 1,025 | 2.0% |
| Rhode Island | 134 | - | 134 | 0.3% |
| Connecticut | 554 | - | 554 | 1.1% |
| **New England** | **2,322** | **-** | **2,322** | **4.6%** |
| New York | 2,993 | 1 | 2,994 | 6.0% |
| New Jersey | 2,040 | - | 2,040 | 4.1% |
| Pennsylvania | 2,621 | - | 2,621 | 5.2% |
| **Mid Atlantic** | **7,654** | **1** | **7,655** | **15.3%** |
| Delaware | 139 | - | 139 | 0.3% |
| Maryland | 539 | - | 539 | 1.1% |
| D.C. | 75 | - | 75 | 0.1% |
| Virginia | 888 | - | 888 | 1.8% |
| West Virginia | 179 | - | 179 | 0.4% |
| North Carolina | 1,112 | - | 1,112 | 2.2% |
| South Carolina | 705 | - | 705 | 1.4% |
| Georgia | 1,511 | - | 1,511 | 3.0% |
| Florida | 4,974 | - | 4,974 | 9.9% |
| **S. Atlantic** | **10,122** | **-** | **10,122** | **20.2%** |
| Ohio | 1,620 | - | 1,620 | 3.2% |
| Indiana | 744 | - | 744 | 1.5% |
| Illinois | 2,114 | - | 2,114 | 4.2% |
| Michigan | 1,621 | - | 1,621 | 3.2% |
| Wisconsin | 1,321 | - | 1,321 | 2.6% |
| **E. N. Central** | **7,420** | **-** | **7,420** | **14.8%** |
| Minnesota | 1,516 | - | 1,516 | 3.0% |
| Iowa | 1,016 | - | 1,016 | 2.0% |
| Missouri | 1,075 | - | 1,075 | 2.1% |
| North Dakota | 242 | - | 242 | 0.5% |
| South Dakota | 258 | - | 258 | 0.5% |
| Nebraska | 408 | - | 408 | 0.8% |
| Kansas | 638 | - | 638 | 1.3% |
| **W. N. Central** | **5,153** | **-** | **5,153** | **10.3%** |

| REGION | Non-Paid Print | Paid Print | Total Qualified | Percent |
|---|---|---|---|---|
| Kentucky | 554 | - | 554 | 1.1% |
| Tennessee | 728 | - | 728 | 1.5% |
| Alabama | 469 | 1 | 470 | 0.9% |
| Mississippi | 188 | - | 188 | 0.4% |
| **E. S. Central** | **1,939** | **1** | **1,940** | **3.9%** |
| Arkansas | 347 | - | 347 | 0.7% |
| Louisiana | 414 | - | 414 | 0.8% |
| Oklahoma | 533 | - | 533 | 1.1% |
| Texas | 2,794 | - | 2,794 | 5.6% |
| **W. S. Central** | **4,088** | **-** | **4,088** | **8.2%** |
| Montana | 253 | - | 253 | 0.5% |
| Idaho | 314 | - | 314 | 0.6% |
| Wyoming | 79 | - | 79 | 0.2% |
| Colorado | 992 | - | 992 | 2.0% |
| New Mexico | 234 | - | 234 | 0.5% |
| Arizona | 894 | - | 894 | 1.8% |
| Utah | 378 | - | 378 | 0.8% |
| Nevada | 379 | - | 379 | 0.8% |
| **Mountain** | **3,523** | **-** | **3,523** | **7.0%** |
| Alaska | 141 | - | 141 | 0.3% |
| Washington | 1,240 | - | 1,240 | 2.5% |
| Oregon | 713 | - | 713 | 1.4% |
| California | 5,520 | - | 5,520 | 11.0% |
| Hawaii | 150 | - | 150 | 0.3% |
| **Pacific** | **7,764** | **-** | **7,764** | **15.5%** |
| U.S. Territories | 27 | - | 27 | 0.1% |
| **U.S. Total** | **50,012** | **2** | **50,014** | **100.0%** |
| Canada | 1 | 1 | 2 | - |
| Foreign | | - | - | - |
| **Foreign Total** | **1** | **1** | **2** | **-** |
| **Total Qualified** | **50,013** | **3** | **50,016** | **100.0%** |

Analysis conducted on the November 2020 Issue


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**QUALIFIED CIRCULATION BY ISSUE**

| ISSUE | Non-Paid Print | Paid Print | Total Qualified |
|---|---|---|---|
| January 2020 | 50,017 | - | 50,017 |
| February 2020 | 50,025 | - | 50,025 |
| March 2020 | 50,025 | - | 50,025 |
| April 2020 | 50,025 | - | 50,025 |
| May 2020 | 50,025 | - | 50,025 |
| June 2020 | 50,017 | - | 50,017 |
| Buyers Guide 2020 | 50,022 | - | 50,022 |
| July 2020 | 50,030 | - | 50,030 |
| August 2020 | 50,032 | - | 50,032 |
| September 2020 | 50,027 | - | 50,027 |
| October 2020 | 50,024 | - | 50,024 |
| November 2020 | 50,016 | - | 50,016 |
| December 2020 | 50,766 | - | 50,766 |
| **6 Month Average** | **50,022** | **-** | **50,022** |
| **12 Month Average** | **50,081** | **-** | **50,081** |

**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.



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