

**BUSINESS PUBLICATION CIRCULATION STATEMENT  
FOR THE 6 MONTH PERIOD ENDED DECEMBER 2007**

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment, which must be made by the user of the report.

Two Corporate Drive, Ninth Floor  
Shelton, CT 06484-6259  
Phone: +1 203.447.2800  
Fax: +1 203.447.2900  
[www.bpaww.com](http://www.bpaww.com)

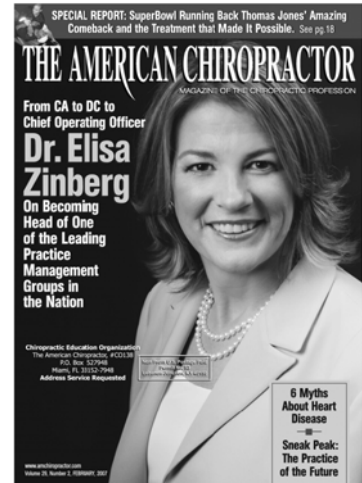
A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media-as well as more than 2,600 advertiser and agency members.

**Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.**

**THE AMERICAN CHIROPRACTOR**  
MAGAZINE OF THE CHIROPRACTIC PROFESSION

The American Chiropractor  
#C0138, 8619 NW 68th Street  
Miami, FL 33166  
Tel.: 305.434.8865  
Fax: 305.716.9212  
[www.TheAmericanChiropractor.com](http://www.TheAmericanChiropractor.com)

Official Publication of: None  
Established: 1978  
Issues Per Year: 13



**FIELD SERVED**

AMERICAN CHIROPRACTOR serves recipients in the chiropractic field and others allied to the field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients include chiropractors and others titled and non-titled personnel.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	1,213
Rotated or Occasional _____	756
Allocated for Trade Shows and Conventions _____	204
All Other _____	70
<b>TOTAL</b>	<b>2,243</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	35,065	100.0	35,065	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>35,065</b>	<b>100.0</b>	<b>35,065</b>	<b>100.0</b>	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2007 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2007 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
July _____					35,000	October _____					35,101
August _____					35,060	November _____					35,027
September _____					35,070	December _____					35,133
						<b>TOTAL</b>					

\*See Paragraph 11

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2007**

This issue is 0.1% or 46 copies below the average of the other 5 issues reported in Paragraph two.

BUSINESS & INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
Chiropractors and others allied to the field _____	35,027	100.0
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>35,027</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2007**

Since this is a Circulation Statement following an Initial Audit Report, figures for this paragraph are not required. In lieu thereof, the publisher makes the following statement concerning the source of names on the qualified circulation list:  
 Business Directories  
 Other Sources

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2007**

Since this is a Circulation Statement following an Initial Audit Report figures for this paragraph are not required. The data will be reported in the December 2007 Audit Report

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2007**

State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	102		400-427 Kentucky _____	180	
030-038 New Hampshire _____	104		370-385 Tennessee _____	234	
050-059 Vermont _____	84		350-369 Alabama _____	287	
010-027 Massachusetts _____	430		386-397 Mississippi _____	66	
028-029 Rhode Island _____	50		<b>EAST SO. CENTRAL</b>	<b>767</b>	<b>2.2</b>
060-069 Connecticut _____	256		716-729 Arkansas _____	217	
<b>NEW ENGLAND</b>	<b>1,026</b>	<b>2.9</b>	700-714 Louisiana _____	148	
100-149 New York _____	3,032		730-749 Oklahoma _____	204	
070-089 New Jersey _____	2,113		750-799 Texas _____	2,688	
150-196 Pennsylvania _____	1,005		<b>WEST SO. CENTRAL</b>	<b>3,257</b>	<b>9.3</b>
<b>MIDDLE ATLANTIC</b>	<b>6,150</b>	<b>17.6</b>	590-599 Montana _____	78	
430-459 Ohio _____	593		832-838 Idaho _____	117	
460-479 Indiana _____	320		820-831 Wyoming _____	35	
600-629 Illinois _____	2,148		800-816 Colorado _____	1,549	
480-499 Michigan _____	697		870-884 New Mexico _____	119	
530-549 Wisconsin _____	414		850-865 Arizona _____	734	
<b>EAST NO. CENTRAL</b>	<b>4,172</b>	<b>11.9</b>	840-847 Utah _____	143	
550-567 Minnesota _____	500		889-898 Nevada _____	121	
500-528 Iowa _____	319		<b>MOUNTAIN</b>	<b>2,896</b>	<b>8.3</b>
630-658 Missouri _____	470		995-999 Alaska _____	84	
580-588 North Dakota _____	47		980-994 Washington _____	520	
570-577 South Dakota _____	68		970-979 Oregon _____	326	
680-693 Nebraska _____	98		900-961 California _____	8,422	
660-679 Kansas _____	247		967-968 Hawaii _____	55	
<b>WEST NO. CENTRAL</b>	<b>1,749</b>	<b>5.0</b>	<b>PACIFIC</b>	<b>9,407</b>	<b>26.9</b>
197-199 Delaware _____	34		<b>UNITED STATES</b>	<b>35,024</b>	<b>100.0</b>
206-219 Maryland _____	132		969 & 004-009 U.S. Territories _____	3	
200-205 Washington, DC _____	11		Canada _____	-	
220-246 Virginia _____	271		Mexico _____	-	
247-268 West Virginia _____	120		Other International _____	-	
270-289 North Carolina _____	377		APO/FPO _____	-	
290-299 South Carolina _____	190		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>35,027</b>	<b>100.0</b>
300-319 Georgia _____	1,445				
320-349 Florida _____	3,020				
<b>SOUTH ATLANTIC</b>	<b>5,600</b>	<b>16.0</b>			

**9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS**

	Circulation Claim
	<b>*2007</b>
Total Audit Average Qualified: _____	34,919
Qualified Non-Paid: _____	34,919
Qualified Paid: _____	-
Post Expire Copies included in Paid Circulation: _	**NC
Average Annual Order Price: _____	**NC

**\*All data through May 2007 has been audited. With each successive year, new data will be added until five years of data is displayed.**  
 \*\*NC = None Claimed.

**10. PAID CIRCULATION DATA**

**NC	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
13	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

**11. ADDITIONAL DATA**

**PARAGRAPH 2:**

Due to a computer conversion, additions and removals are not available and therefore not reported herein.

**PARAGRAPH 5 THROUGH 8 ARE NOT REQUIRED.**

**PUBLISHER'S AFFIDAVIT**

We hereby make oath and say that all data set forth in this statement are true.		Date signed	March 07, 2008
Jaclyn Touzard, Executive Editor & Advertising Director		City	Panama
Heidi Garcia, Advertising Account Executive		Country	Republic of Panama
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)		Received by BPA Worldwide	March 07, 2008
<b>IMPORTANT NOTE:</b>		Type	PD
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.		ID Number	A505POD7