

"Chiropractic Products" Magazine Ceases Publication

"ASCEND MEDIA IS CLOSING CHIROPRACTIC PRODUCTS AT THE END OF THE YEAR."

Editorial Staff

Chiropractic Products magazine is ending a long history of publishing to the chiropractic profession. In an e-mail interview, Ascend Media publisher Jody Rich remarked:

"The economy is going through the most difficult period of our lifetimes. While everyone hopes for recovery in 2009, that seems extremely unlikely. Among the many industries being pinched by the prevailing economic circumstances is the chiropractic industry. As a result of these extraordinarily difficult and sustained market conditions, Ascend Media is closing *Chiropractic Products* at the end of the year.

"This is a difficult decision. We are proud of the information *Chiropractic Products* brings to its readers and the marketing value the *Chiropractic Products*' audience has provided for its loyal advertisers. We are deeply grateful to the advertising community for its support of *Chiropractic Products* over the years.

"Chiropractors make a major and important contribution to society. Their commitment to their patients will never waver. The foundation of the chiropractic industry is that bedrock commitment by chiropractors. The economy, of course, will recover eventually. The chiropractic industry will thrive again.

"Ascend Media certainly wishes everyone in this great industry every success in the future."

Ascend Media has been selling off quite a few of its titles in the past 16 months, including the entire Professional Services Division,¹ the entire Healthcare Division² and *EXPO* magazine.³ The company is currently focused on "the Continuing Medical Education (CME) sector of the market."

References

1. [Ascend Media Completes Sale of Professional Services Division to BNP Media](#). Press Release, Aug. 31, 2007.
2. [Ascend Media Completes Sale of Healthcare Division](#). Press Release, Jan. 31, 2008.
3. [Ascend Media Completes Sale of EXPO Magazine](#). Press Release, Oct. 31, 2007.