

Meet You on the Internet Highway

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After I wrote this article, it went to the editorial department, then on to the graphics department; then we shipped it off to the printer; then to bindery and finally into the mail. From the time I wrote this piece until you read it, my words were already four weeks old.

During those same 28 days, a number of other events will have occurred:

- I will have personally received over 220 e-mails (don@mpamedia.com).
- I will have sent out about 100 e-mails.
- I and the other four members of the editorial department will have received almost 1,000 more e-mails.
- The editorial department will have sent out over 400 more e-mails.
- The other departments at Dynamic Chiropractic (list services, order desk, advertising, etc.) will have received almost 1,100 e-mails and sent over 650.

The interactions on our website (www.chiroweb.com) will be just as plentiful:

- The "Hot Topics Forum" will experience over 1,200 posts.
- The "Student Forum" will enjoy over 300 posts.
- The other topical chiropractic forums will enjoy another 160 posts (on average).
- Our 32 columnists each have their own forums, which have anywhere from 5 to 40 posts during the four-week time period (about 500 on average).

So by the time this article makes its way to you, we will have received a total of almost 2,500 e-mails, sent over 1,100 and seen over 2,000 posts on the website.

In addition to this, our three electronic newsletters (*DC News Update*, *ChiroDeals*, *ChiroEvents*) will have been e-mailed to over 7,500 chiropractic doctors, students and suppliers worldwide (These are free publications. To subscribe, just e-mail your e-mail address to list@dcmedia.com). This is in addition to the 5,000 hits to the online version of this issue of DC (www.chiroweb.com/dynamic) that became available online on April 7th.

When you consider all of the above, it is easy to realize how much faster we can get information to you via the internet. By the time the printed version of *Dynamic Chiropractic* gets to you, you could have read the article, e-mailed me a question about it, received an e-mail answer back, and joined a discussion about the topic on one of our 40 discussion forums.

What an incredible era we live in! With an e-mail address and internet access, you can get a lot more information much sooner and interact directly (and easily) with those that deliver the news.

Is it any wonder why over 16,000 visitors (mostly DCs) made over 62,000 visits (just short of once each week) to *Dynamic Chiropractic's* website over that same four-week period?

If you haven't done so, visit [url=<http://www.chiroweb.com>]http://www.chiroweb.com[/url]. We have prepared almost 7,500 pages of information for you that you can access free of charge any time you like. Please feel free to e-mail us with questions or comments. Every page has a "Contact Us" button that will take you to a page (www.chiroweb.com/contactus.html) that lists all of our e-mail addresses.

Lastly, if you have a question or comment you really want me to respond to, feel free to e-mail me. I may be a little slow in responding (depending on my travel/publication schedule), but I will reply. All of us at *Dynamic Chiropractic* are here for you. If we can't provide what you need, we will do our best to refer you to someone who can.

We're here for you.

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