

## Foundation Ad Campaign Goes National

Editorial Staff

The Foundation for Chiropractic Progress (F4CP), which began its advertising campaign in July with regional ads in four of the most widely read publications in the U.S., is now running national ads that will reach more than 12 million subscribers in the next five months. The advertisements, designed to emphasize the value of chiropractic to the public, will again feature outspoken chiropractic advocate Sarah Harding, Ms. Fitness USA 2006. The publication schedule for the national ad spots is as follows:

Publication	Total Circulation	Issue Date	Date on Newsstands	Editorial Focus
<i>Newsweek</i>	3.1 million	Sept. 18, 2006	Sept. 11, 2007	Health for Life
<i>Business Week</i>	950,000	Oct. 16, 2006	Oct. 6, 2006	Focus on Retirement
<i>U.S. News &amp; World Report</i>	2 million	Nov. 6, 2006	Oct. 30, 2006	Best Health Plans
<i>The New York Times Magazine</i>	1.7 million	Dec. 3, 2006	Dec. 3, 2006	Empowered Living
<i>Health</i>	1.475 million	Jan/Feb 2007	Jan. 4, 2007	N/A
<i>Newsweek</i>	3.1 million	Feb. 12, 2007	Feb. 5, 2007	N/A
Total Combined Circulation: 12.375 million				

Previous advertisements have been seen on a regional basis by subscribers of *Newsweek*, *Sports Illustrated*, *U.S. News & World Report*, and *USA Today*. As reported previously, because the F4CP has been purchasing advertising space at a considerable discount, it has had little advance notice regarding which issue an ad runs in and what subscribers it reaches. For example, the ad appeared in the July 24, 2006 issue of *Newsweek*, which reached 967,000 subscribers in 13 states (California, Connecticut, Georgia, Hawaii, Idaho, Indiana, Kentucky, Maryland, Montana, Nevada, New Jersey, Oregon and Washington); and in the July 31 issue, which reached 628,007 subscribers in the District of Columbia, San Francisco and New York. (*Newsweek's* total subscriber base is 3.1 million.)

To support the F4CP's ongoing media campaign for chiropractic, visit [www.foundation4cp.com](http://www.foundation4cp.com) or send your contribution to:

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P.O. Box 12611  
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