FOR BRANDS THAT SERVE CHIROPRACTORS

Holiday Gift & Practice Shopping Guide

Make this holiday season more memorable.

Bring your offering to the chiropractic community. Gifts, services, equipment, and events for chiropractors and practice teams.



you've built something great

Help every practice discover it.

An invitation-only shopping guide with a purpose. Advertising helps HSI develop community education programs for 2027.

MATERIALS DUE NOV 15 / GUIDE LAUNCHES NOV 20

APPLY FOR PLACEMENT >

Click to apply | Materials + payment due November 15

THE MISSION BEHIND THE GUIDE

Alone, we are impactful. Together, we are unstoppable.

Connect your brand with a purpose: helping chiropractors reach, educate, and serve their communities.

01 **CHIN UP MOVEMENT**

Posture awareness, spinal health education, and healthier everyday technology habits.

02 **WORKPLACE WELLNESS**

Practical ergonomics, posture, and spinal health education for local workplaces.

03 **FAMILIES FIRST**

Approachable spinal health education and community resources for families.

Advertising supports these planned development areas for 2027. Final materials, availability, and implementation will depend on development and available funding.

APPLY FOR PLACEMENT >

A CURATED INVITATION. A NATIONAL VISION.

The right audience. A shared purpose.

If you received an invitation, you are who we want to feature. We welcome principled businesses offering something useful to the chiropractor, team, or practice.

What belongs here

Products & gifts: apparel, mugs, jewelry, adjusting equipment, and practice favorites.
Services: EHR, software, coaching, branding, and practice support.
Education & events: books, charts, displays, seminars, conferences, and December 2026-2027 events.

Built to be seen. Easy to shop.

Direct email: planned outreach to chiropractors nationwide, with the goal of reaching every U.S. chiropractor.
Paid ads + group sharing: planned advertising to chiropractors and sharing in local and chiropractic groups.
Online catalog: hosted on HSI with clickable advertiser links.

All placements must fit the principled chiropractic focus; red-light therapy and ozone offerings are excluded. Distribution is planned; final coverage, delivery, ad budget, and group participation are not confirmed. Audience totals and results are not guaranteed.

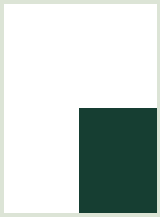
APPLY FOR PLACEMENT >

CHOOSE YOUR PLACEMENT

A place for your brand.

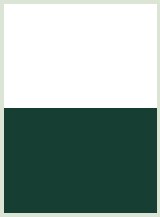
Every placement includes design, a custom QR code, clickable links, and three printed catalog copies.

QUARTER PAGE



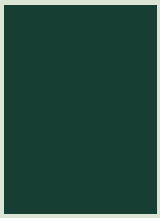
$375 **Standard rate**

HALF PAGE



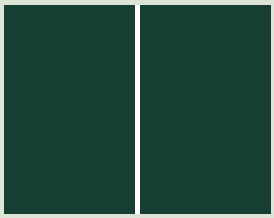
$625 **Save $125**

FULL PAGE



$1,250 **Save $250**

TWO-PAGE SPREAD



$2,500 **Save $500**

Savings compare with equivalent space at the quarter-page rate. Purchase up to three quarter-page placements. Full-page and two-page placements include one social spotlight.

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PLACEMENT + ARTWORK SPECIFICATIONS

Make your brand look its best.

The catalog uses portrait A4 pages. Use these artwork guides when preparing your own design; HSI can also design your placement.

PLACEMENT	PROPORTION / SIZE	AT 300 DPI
Quarter page	105 x 148.5 mm	1240 x 1754 px
Half page (horizontal)	210 x 148.5 mm	2480 x 1754 px
Full A4 page	210 x 297 mm	2480 x 3508 px
Two-page A4 spread	420 x 297 mm	4961 x 3508 px

Sizes above are A4-based layout guides. Final live areas, gutters, and any bleed requirements will be confirmed by HSI before supplied artwork is finalized.

Files to send

Ready-made ad: high-resolution PDF preferred; PNG or JPG accepted. Keep text, logos, and QR codes at least 6 mm inside edges and away from the spread fold.
Logo: transparent PNG, SVG, or vector PDF; avoid a white background box.
Photos: original, high-resolution files. Include direct links, prices, offer terms, and event details. HSI checks artwork fit before production.

APPLY FOR PLACEMENT >

EVERY PLACEMENT INCLUDES

We handle the design. You share what helps.

Your placement package

Professional placement design • Custom QR code • Shareable online catalog link • Clickable website, shop, service, or event links • One proof and one revision round • Three printed catalog copies. Extra printed copies: $10 each.

01 **Apply for placement**

Share your business, contact details, website, preferred placement, and offering.

02 **Send your materials**

Include your logo, images, copy, pricing, links, and practical value to a chiropractic practice.

03 **Approve and share**

HSI reviews fit, confirms booking and payment details, then sends your design proof. Share the guide when it launches.

PAY FOR PLACEMENT

Materials + payment: Nov 15 | Guide launches: Nov 20, 2026

APPLY FOR PLACEMENT >

MORE VALUE. MORE REASONS TO RETURN.

Make your impact last.

Give readers a useful reason to discover your brand today and return to the guide when a future need arises.

Events get another place to be discovered.

Event advertisers also receive a listing on HSI's year-round online calendar. Send your dates, location or online format, and registration link for continued visibility leading up to your event.

Meaningful value is required.

Every advertiser must explain how the product, service, or event helps a chiropractor or practice and confirm that the offering details are accurate.

An exclusive offer makes it memorable.

A catalog-exclusive promo code is encouraged. Include the offer value, expiration, eligibility, exclusions, and redemption instructions. A discount is optional; useful value is required.

Ready to join us? Click below to submit your application. An invitation does not reserve space; acceptance and booking are confirmed by HSI. Paid advertising supports HSI's 2027 program development.

APPLY FOR PLACEMENT >