

2017 RockTape Editorials				Q2								Q3								Q4				
KEY -->	Industry	*Digital publication*	*Video*	January	February	March		April	May		June		July	August			September		October	November				
Chiropractic		Publication:	Chiro Eco - Issue 2	Chiro Eco - Issue 3	Chiro Eco - Issue 4		Chiro Eco - Issue 6	Chiro Eco - Issue 7	Chiro Eco - Issue 8	Chiro Eco - Issue 9	Chiro Eco - Issue 10	Chiro Eco - Issue 11	Chiro Eco - Issue 12	Chiro Eco	Chiro Eco		Chiro Eco	Chiro Eco	Chiro Eco	Chiro Eco				
		Topic:				Evidence-based Chiropractic & Posture Assessment		Rehab & PT for Chronic Pain	The New Chiropractor	Treating Runners	Kinesiology Taping as an Alternative for Orthotics	Product Showcase / Buyers Guide	Using Tape & Tools on Pediatric Populations	Popular dysfunctions / conditions that can be treated with tape	Posture & Gait Analysis	Issue 12: Sports & Athletes (Kinesiology Taping)		Issue 13: Posture and Gait Analysis / Treating the Triathlete	Issue 14: Chronic Conditions	Issue 15: Natural Medicine - Acupuncture/Massage - Blades & Tape	Issue 16: Massage Therapy / Medical Marketing	Issue 17: Pediatric Chiropractic		
		Author:	Capo	Courtney Conley	Jon Mulholland		Joe LaVacca	Courtney Conley	Jon Mulholland	Courtney Conley			Danny Porcelli	John Koniuto	Courtney Conley	Mitch Hauschildt		Courtney Conley	John Koniuto	John Campione	Mike McAleese, LMT	Abby Perone		
		Issue Date:		1/23		2/27		4/3	4/20		5/8	5/25		5/8	5/15		5/22	8/1		8/18	9/5	9/22	10/10	11/14
		URL		https://drive.google.com/open?id=0B6zx3nW0HZJ7X04tVXNLd0VtXzNiOTExMElhZWJ3dW9KbFhn	https://drive.google.com/open?id=0B6zx3nW0HZJ7bDJxWnoxvV3c1MnpMNXxTGNheXRYeWfUvMnh3		https://drive.google.com/open?id=0B6zx3nW0HZJ7czZ1TmVYV3c1MnpMNXm1tQnRr	https://drive.google.com/open?id=1FZ1vpFSDRet6v6R30PFC0bOvD_Bz3RD1HPCc5pWB5Kw	https://drive.google.com/drive/u/0/foIders/0B6zx3nW0HZJ7YjJRYTVHeUVpOXc		https://docs.google.com/document/d/1pLs7q9LLKDra7mB6LC3haU9VgP25WdE3Kxfgbw8ixt8/edit		https://drive.google.com/open?id=0B6zx3nW0HZJ7LU1ydTB1V29GcJA		https://drive.google.com/open?id=0B6zx3nW0HZJ7VTZ1aFVUNUdoVGs	https://drive.google.com/a/rocktape.com/file/d/0B6zx3nW0HZJ7dDc5d05nRXFzS0U		https://drive.google.com/drive/u/0/foIders/0B6zx3nW0HZJ7dDc5d05nRXFzS0U		DID NOT DELIVER	DID NOT DELIVER			
		Comments					Late Contributor's Agreement possibly resulting in delayed publication.			Not publishable in Chiro Eco	LATE PORCRASTINE LLI													
Massage		Publication										Massage Mag Resource Center	Massage Mag		Massage Mag		Massage Mag	Massage Mag Resource Center	Massage Mag		Massage Mag Resource Center			
		Topic				Taping for Geriatric Clients							The Weekend Warrior Treatment (hamstrings & lower back, etc.)	Taping for a Common Client Complaint		Rock Retail: Kinesiology Tape for Client Self-Care		Taping for the Pediatric Client	Treating Runners (taping &/or IASTM for knees, plantar fasciitis, shin splints & upper back)	IASTM		Tech Woes (Hands, wrists & forearms)		
		Author				Stacey						Stacey	Stacey		Stacey		Stacey	Stacey	Stacey		Stacey			
		Issue Date				April 2017						May 2017	June 2017		July 2017		September 2017	September 2017	November 2017		October 2017			
		URL				https://drive.google.com/a/rocktape.com/file/d/0B6zx3nW0HZJ7Tzk0OU16T0VXckE/view?usp=sharing						https://drive.google.com/open?id=0B6zx3nW0HZJ7SzJnZlYzaI9VTVU	https://drive.google.com/a/rocktape.com/file/d/0B6zx3nW0HZJ7a1BURXhmR0NNdVE/view?usp=sharing		https://drive.google.com/a/rocktape.com/file/d/0B6zx3nW0HZJ7Z1qBURXhmR0NNdVE/view?usp=sharing									
RockTape BLOG & Social	Medical Marketing / B2B	Topic	A Kinesiology Tape for Every Body	Introducing AMP, a Turnkey Medical Retailing Program	When You're A Military Doc & Rest Isn't an Option	How The Soccer Pros Use RockTape	PhysioStrength's RockTape FMT Blades Course Review	RockDoc Jason Stodelle ATC Keeps Golfers on PGA Tour Strong	Hiker Pains & How to Tape for Them	Top Yoga Injuries and How They Can Be Treated or Avoided with RockTape	How Kinesiology Tape Really Works	Common Running Injuries and How to Tape for Them	Taping Triathletes	Meet RockDoc James Spence DC	How RockTape Can Boost Your Climbing Game		Support Your Knees	How RockTape Can Support Good Posture	Using RockTape for Orangetheory and High Intensity Interval Training	Unglue Sticky and Stiff Muscles and Win Your Warmup with RockFloss		RockTape for Golf Pros		
		Author	Olivia	Stefano	Olivia	Agocs	Olivia	Olivia	Agocs	Agocs	Agocs	Agocs	Olivia	Agocs		Ashley Ling	Olivia	Olivia	Olivia		Olivia			
		Issue Date	1/26/2017	1/19/2017	2/8/2017	2/6/2017	3/9/2017	3/2/2017	3/1/2017	4/1/2017	4/1/2017	4/13/2017		5/23/2017	6/20/17		7/12/2017	7/20/17	8/16/17	8/17/2017		9/20/17		
		URL	http://www.rocktape.com/a-kinesiology-tape-for-every-body/#more-29535	http://www.rocktape.com/introducing-amp-a-turnkey-medical-retailing-program/#more-29441	http://www.rocktape.com/when-youre-a-military-doc-rest-isnt-an-option/#more-29625	http://www.rocktape.com/how-soccer-pros-use-rocktape-%E2%9A%BD%E2%88%8F/	http://www.rocktape.com/physiostrengths-rocktape-fmt-blades-course-review/#more-29791	http://www.rocktape.com/rockdoc-jason-stodelle-atc-keeps-golfers-on-the-pga-tour-going-stronger-longer/#more-29772	http://www.rocktape.com/hiker-pains-how-to-tape-for-them/	http://www.rocktape.com/top-yoga-injuries-and-how-they-can-be-treated-or-avoided-with-rocktape/	http://www.rocktape.com/how-kinesiology-tape-really-works/	http://www.rocktape.com/common-running-injuries-and-how-to-tape-for-them/#more-30177	http://rev3tri.com/common-running-injuries-and-how-to-tape-for-them/	http://www.rocktape.com/meet-rocktape-chiro-james-spence-dc-atc-fiama/	http://www.rocktape.com/how-rocktape-can-boost-your-climbing-game/		http://www.rocktape.com/support-your-knees/	https://www.rocktape.com/how-rocktape-can-support-good-posture/	http://www.rocktape.com/using-rocktape-for-orangetheory-and-high-intensity-interval-training/#more-31580	http://www.rocktape.com/unglue-sticky-and-stiff-muscles-win-your-warmup-with-rockfloss/#more-31603		https://www.youtube.com/watch?v=hkg1B5iTYk&feature=youtu.be		
	Consumer Marketing / B2C	Topic	What Is Your RockTape Story?						We Are #BostonStrong						Meet RockTape Triple Jumper Ricardo Twumasi			Tour De France Recap				RockTape Rebirths 5th Annual Summit: Welcome to RockStock 2017		
		Author	Olivia						Olivia						Olivia			Ashley Ling				Olivia		
Issue Date		1/31/2017						4/21/2017						6/13/17			7/25/17				9/7/17			
	URL	http://www.rocktape.com/whats-your-rocktape-story/#more-29596						http://www.rocktape.com/we-are-bostonstrong/					http://www.rocktape.com/meet-rockdoc-rocktape-athlete-ricardo-twumasi/#more-30940			http://www.rocktape.com/rocktape-powering-a-podium-finish-at-the-tour-de-france/				http://www.rocktape.com/rocktape-rebirths-the-5th-annual-movement-summit-welcome-to-rockstock-2017/#more-31824				

December			
Chiro Eco			
Issue 18: Healthy Aging			
Stu Wilson			
12/1			
https://drive.google.com/a/rocktape.com/file/d/0B6zx3nW0HZJ7ZjhXVUU0Y25MTE/view?usp=sharing			
RockTape Expanding RockBlades IASTM Line With Mohawk	Meet the Musician's Physician, RockDoc Dr. Charlie Kautz, DC	Opioids: The American Pain Relief Epidemic	
Olivia	Olivia	Agocs	
9/22/17	10/13/17	11/3/17	
http://www.rocktape.com/rocktape-expanding-rockblades-iastm-line-with-mohawk/#more-32062	https://www.rocktape.com/meet-musicians-physician-rockdoc-dr-charlie-kautz-dc/#more-32239	https://www.rocktape.com/opioids-american-pain-relief-epidemic/	
RockStock: The Recap		Santa Cruz Derby Girls	12 Best Gift Ideas for Your Favorite CrossFitter
Olivia		Molly	Molly
9/27/17		11/1/17	11/2/17
http://www.rocktape.com/rockstock-the-recap/#more-32098		https://www.rocktape.com/santa-cruz-derby-girls/#more-32794	https://www.rocktape.com/crossfit-gift-guide/#more-32728