

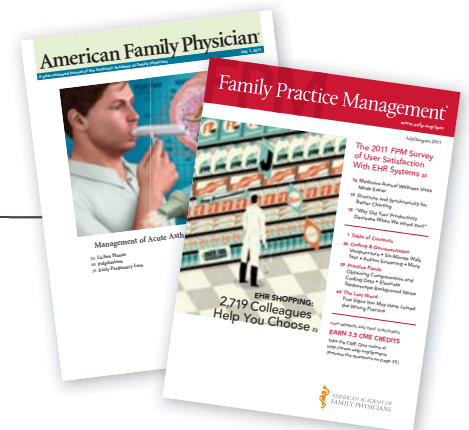


They just can't put it down...

So many ways to engage your audience.

Create an integrated campaign with:

- Print Advertising • Interactive Media
- Online Advertising • PhRMA-compliant Sponsorships



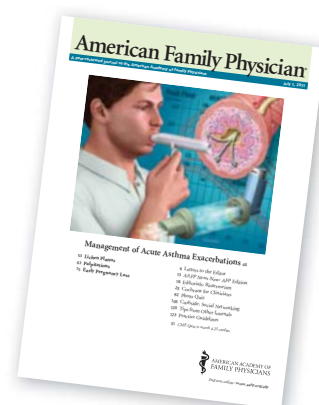
AMERICAN ACADEMY OF
FAMILY PHYSICIANS

required reading



WHO WE ARE
American Family Physician (AFP) is the official clinical journal of the American Academy of Family Physicians (AAFP), the only medical society devoted solely to primary care.

American Family Physician (AFP) isn't just read—it's studied. The best-read journal in primary care by nearly every conceivable measurement, *AFP* focuses on diagnosis and treatment with physician-friendly content that readers can put into practice immediately. And it offers more CME than all other primary care journals combined.



AFP is #1 Among Multi-specialty Journals*

#1 Projected average issue readers	Office- and Hospital-based FM/GP/IM*
#1 Projected average page exposures	Office- and Hospital-based FM/GP/IM*
#1 Projected average issue readers	Office-based FM/GP/IM*
#1 Projected average page exposures	Office-based FM/GP/IM*
#1 High readers	Office- and Hospital-based FM/GP/IM*
#1 High readers	Office-based FM/GP/IM*
#1 Total readers	Office-based FM/GP/IM*

Sources:

* ©Kantar Media, Medical/Surgical Study, June 2011.

unparalleled penetration¹

Unmatched Circulation = **104%** of FP universe

Hard-to-reach Audiences = **7,968** AAFP physician members
on the AMA's Do Not Contact list

Future Market = **17,100** Medical Students*

5,261 paid subscribers = **2,245** physicians assistants
and nurse practitioners

*Three-month trial subscription.

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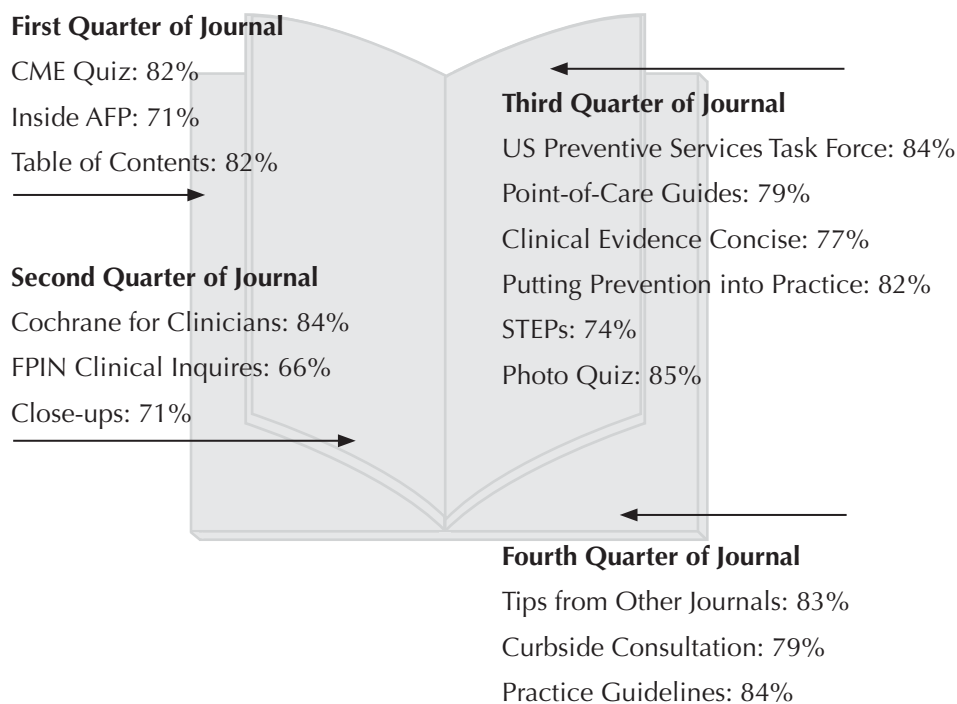
- Recipients spend time with *AFP*—and they **re-read issues for the valuable CME.**
- In 2010, *AFP* offered **97 CME credits.**
- AAFP credit is accepted for **12 months.**
- On average, family physicians spend **3 hours** reading each issue.

outstanding editorial sets *AFP* apart

- Extensive peer-review process means articles are reviewed by family physicians and subspecialists.
- Most *AFP* articles are solicited, and all authors are required to submit article proposals prior to writing and submitting the article. These proposals are carefully reviewed by *AFP* medical editors, and approximately 62% are rejected.
- Frequent editorial surveys to members and nonmembers ensures content is pertinent.

Physicians read *AFP* cover to cover.

Readership by Department²



Why do doctors read *AFP*?

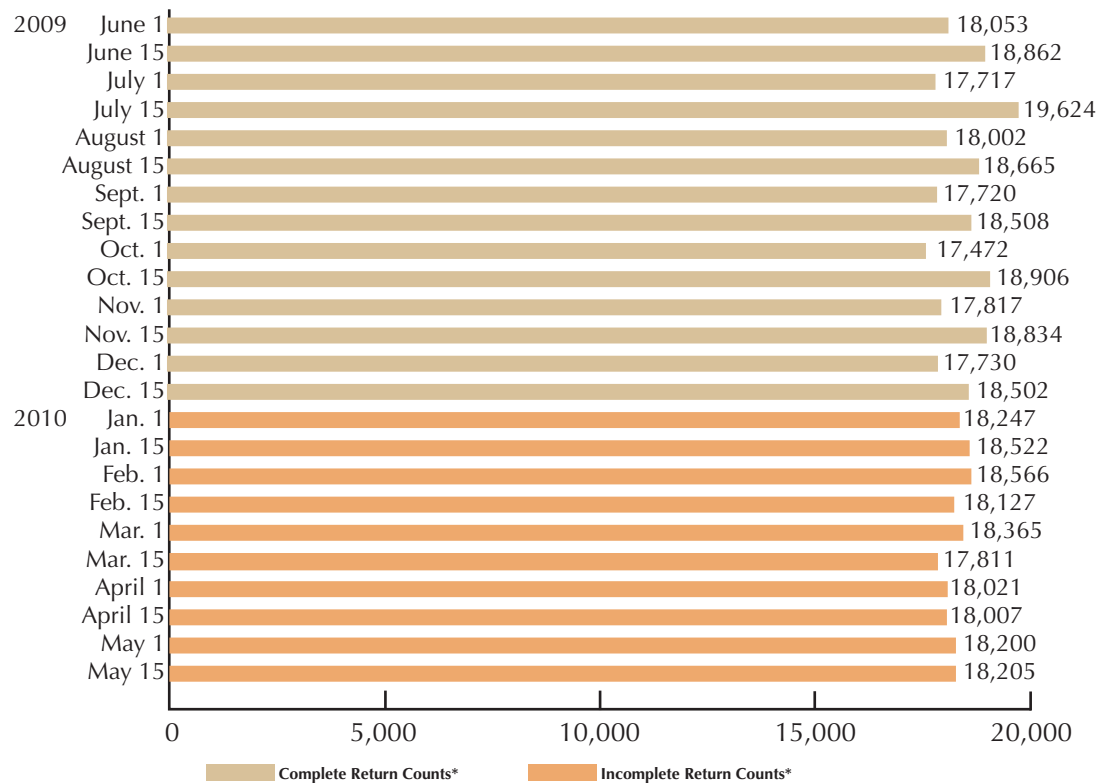
- For the latest on diagnosis and treatment of common clinical conditions.
- To earn CME credit required by the AAFP, ABFM, AMA, and AOA.
- Because the quality editorial sets it apart from other journals.

AFP readers are engaged.³

- More than 35,000 *AFP* quiz returns are completed each month—more than 425,000 a year!
- CME Quiz is the highest rated feature of value in *AFP*.²
- Almost 1.7 million CME credits were awarded in 2010.
- *AFP* offers an average of 4 CME credits per issue—four times more than others.
- *AFP* CME applies toward AAFP Prescribed credit, AMA PRA Category 1 credit™, and AOA credits.
- Recipients must read all scientific articles to answer CME quiz questions.

To reach and influence physicians, your brand must appear in a medium they trust. Physicians trust *AFP* and *FPM*.

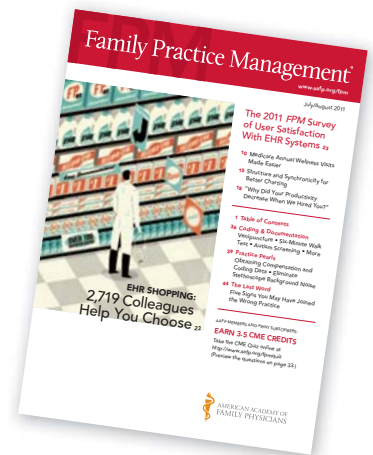
2010 Clinical Quiz Returns per issue*³



*Received as of 12/10. Physicians have up to one year after issue date to return quiz. Includes online submissions.

AFP's companion journal

Advertise in the only primary care journal dedicated to practice management—the AAFP's *Family Practice Management (FPM)*. With more than 140,000 recipients and particularly efficient combination rates with *AFP*, *FPM* creates high-impact, low-cost exposure for your brand.



powerful content management and interactive experience

- Digital technology replicates the print brand experience onscreen.
- Interactive features increase physician engagement.
- Digital live links connect to your client's website and e-mail.
- Print subscribers enjoy the familiarity, convenience and high graphic quality.
- Digital readers appreciate the searchability, the convenience of active links to related content, and the ease of sharing articles with colleagues.



Advertise in *FPM* for as low as \$1,000 a page when combined with an *AFP* ad. See rate card for details.

extend your client's marketing reach

Place your print and interactive message in front of the physicians who see more patients each year than any other specialty.⁴

integrated promotional opportunities

Online Advertising

- 1.1 million unique visitors every month.

Branded Microsites

- Small websites featuring your brand.
- Deliver your content as part of the *AFP* or *FPM* website experience.
- Enjoy brand exclusivity and receive targeted traffic on a pay-per-visit basis.

Advertising Exclusivity

- Benefit from website advertising domination—own every website ad position for a set period of time.

DID YOU KNOW?

Family physicians generate more prescriptions and more refill activity than all specialties.⁴

Electronic Table of Contents Email Alerts (e-TOC)

- Banner and text advertising positions in *AFP* and *FPM* opt-in email alerts.
- Brand advertising exclusivity in journal preview emails.

Contextual Targeting on *AFP* By Topic

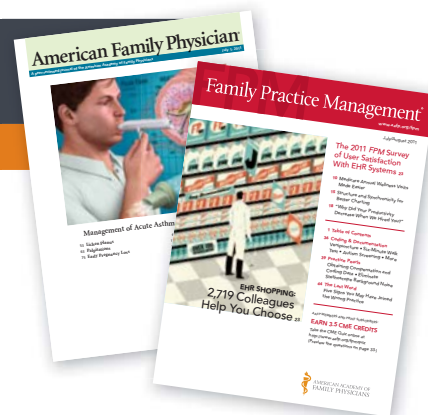
- Prominent exposure in editor's choice content area.
- Rotation on top-level By Topic listings page and relevant article pages.
- Brand advertising domination of Table of Contents for a specific clinical topic.

Prominent Advertising Positions

- Horizontal and vertical ad units targeted to primary care physicians and related health care professionals in the U.S.

trust the source. trust the message.

Twice a month, *AFP* and *FPM* support your brand by surrounding it with information physicians trust enough to put into practice every day.



additional promotional opportunities



AFP Digital Edition

Delivered electronically with customized sponsor recognition and advertising.



AFP Outserts

Let us wrap an issue of *AFP* with a poly-bagged outsert containing your message.



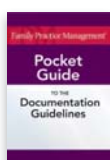
AFP Patient Education Pads

Put your message in the physicians' hands and on their minds.



AFP Sponsored Subscriptions

Sponsor recognition appears on the cover and mailed to a special list of healthcare professionals.



Pocket Guide to Coding and Documentation

Provide physicians a useful and durable tool while offering your product long-term visibility.



FPM Anthologies

Attach a company or product to this valuable tool designed and used by family physicians.



FPM Sponsored Subscriptions

Gain enormous goodwill and promotional impact with sponsored print subscriptions

References:

1. Data on file, American Academy of Family Physicians, Circulation Department.
2. American Academy of Family Physicians Editorial Survey, Spring 2010.
3. Data on file, American Academy of Family Physicians, Clinical Quiz Card Returns.
4. Facts about Family Medicine, American Academy of Family Physicians, 2010.

Expand your brand with advertising in *American Family Physician* and *Family Practice Management*, sponsorship opportunities, patient education pads, and more. *AFP/FPM* has so many ways to engage your target audience.

Get started today.

Contact a member of the *AFP/FPM* sales team.

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Reach more doctors in more places.

www.aafp.org/journals/adinfo



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