

AMERICAN FAMILY PHYSICIAN PODCAST

Sponsor the Popular AFP Podcast

Frequently in the top 15 of the iTunes Medicine category, the AFP Podcast is a fun, compelling, and engaging way for HCPs to glean the knowledge from each issue of *American Family Physician*. Hosted by faculty and residents of the University of Arizona College of Medicine–Phoenix Family Medicine Residency, the podcast provides a common sense discussion of the approach to clinical decision-making based on information in each issue of *AFP* as well as other topics relevant to medical students, residents, physicians, and other HCPs.

Episodes: The podcast episodes are released twice a month (two episodes for each issue of *AFP*) with 1 to 2 bonus episodes per year that include the hosts interviewing family medicine physicians. Each episode of the podcast is downloaded approximately 35,000 times, with all episode downloads totaling more than 6 million (85,000 per month) and growing. The podcast has listeners in more than 153 countries.

Ratings: Frequently rated as one of the top medical podcasts in iTunes, the *AFP* Podcast has received an overall rating of 4.8 out of 5 overall based on 594 reviews. September 2022

Some Sample Reviews:

"Great podcast. Very relevant for FM practice."

"Thanks for continuing to put out a fabulous primary care podcast, reviewing the important topics in Family Medicine!"

"Excellent way to keep up with American Family Physician. Keep it up. I appreciate it as a busy Family Doc." (Apple Podcasts)

"Concise and relevant medical education for busy practitioners to learn and catch up" (AAFP 2021 survey)

"I love that I can listen to a great distillation of the big topics in each issue" (AAFP 2021 survey)

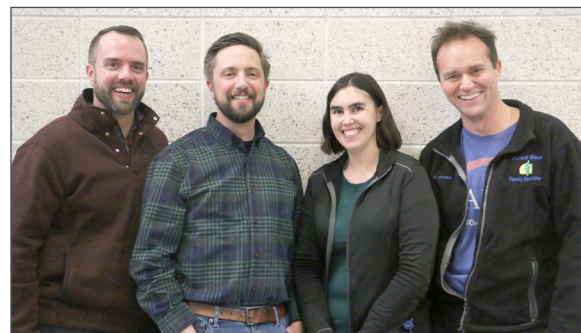
"It is entertaining, to the point, and helpful. I like that I can listen while I get ready for work or drive and can look at the AFP article later if needed." (AAFP 2021 survey)



To listen or download the *AFP* Podcast, visit:
<https://www.aafp.org/afppodcast>

Sponsorship Opportunity: \$2,200 per spot (see flip side for details)

Speak to your account manager.



The *AFP* Podcast Team, University of Arizona College of Medicine–Phoenix Family Medicine Residency

Fast Facts

- Subscribers to the *AFP* Podcast listen to 85% of each episode on average.
- Subscribers spend a cumulative average of 3,500 hours per month listening to the *AFP* Podcast.

Source: Apple Podcasts Connect Analytics (based on the past 60 days of podcast traffic as measured by iTunes)

AFP Podcast Listener Profile

| | |
|--------------------|-------|
| Family Medicine | 89.6% |
| Urgent Care | 1.7% |
| OB/GYN | 1.2% |
| Pediatrics | 1.2% |
| Emergency Medicine | 0.6% |
| Other | 5.8% |

Source: 2021 *AFP* Podcast Listener Survey, AAFP Marketing Research, April 2021, base 196 respondents



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Style Guide for AFP Podcast Spots

- Pre-roll and mid-roll spots are up to 15 seconds (40-50 words), the first being read at the top of each podcast prior to the podcast's opening theme music, and the second in the middle of each podcast.
- Educational, philanthropic, and recruitment messages are welcome
- Ads/copy are subject to acceptance by the publisher, editor-in-chief, and podcast host
- Copy may be modified by the publisher, without notice, to adhere to the style guide

Messages are informative vs. promotional in tone. They should describe your offering, rather than sell your offering.

- Avoid superlative statements (such as best, top-rated, "the only," premier, #1, etc.)
- Avoid competitive comparisons (such as "preferred by physicians 2:1")
- Avoid addressing the listener directly with the use of "you." Example: — INSTEAD OF: "Where you'll find the resources you need..."— YOU COULD SAY: "Where more than 127,000 family physicians find the resources they need..."
- No calls to action (such as, "order today and save 20% with the promo code XYX.") — Instead, "inform" listeners of how to get more information. ("Information available at My-Company-dot-com-slash-podcast.")

Examples:

"This AFP Podcast is supported by . . .

The American Academy of Family Physicians, supporting more than 127,000 family physicians worldwide. Membership information available at AAFP-dot-org-slash-membership.

And by . . .

The journal *American Family Physician*, providing concise, straightforward, and evidence-based clinical reviews to assist primary care providers in caring for their patients. AFP is available in print and online, subscription information is available at aafp-dot-org-slash-AFP."