

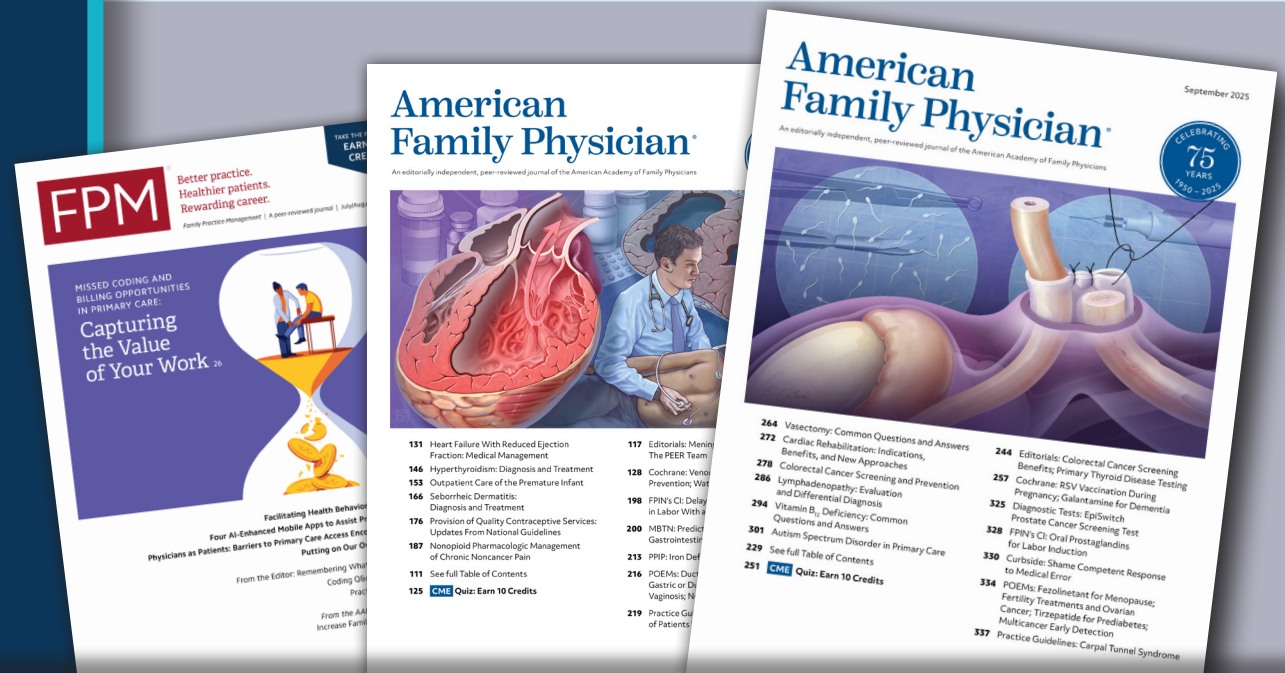
# WILEY

## 2026

# Production Information

American  
Family Physician®

FPM





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# AFP Production

**First Issue:** January 1970

**Issuance:** Published 12 times per year

**Issue Dates:** Once monthly

**Mailing Date/Class:** Mid-month of issue date/  
Periodicals

## ISSUE AND CLOSING DATES

- Insertion orders and all reproduction materials are due as indicated in the production deadlines table. For dates that fall on weekends or holidays, use the next business day.
- No cancellations after closing date of publication.

## AD PLACEMENT POLICY

Advertising is rotated and interspersed throughout the issue—within departments and between articles.

## AD SPACE SIZES

Full page ..... 7" x 10"  
 2/3 page ..... 4 3/4" x 10"  
 1/2 page vertical ..... 3 1/4" x 10"  
 1/2 page horizontal ..... 7" x 4 1/2"  
 1/3 page vertical ..... 2 1/8" x 10"

## BLEED AD SPACE SIZES

Full page ..... 8" x 10 3/4"  
 2/3 page ..... 4 3/4" x 10 3/4"  
 1/2 page vertical ..... 3 7/8" x 10 3/4"  
 1/2 page horizontal ..... 8" x 5 1/8"  
 1/3 page vertical ..... 2 3/4" x 10 3/4"

Keep live matter 3/8" away from trim edges.

Trim size of magazine: 7 3/4" x 10 1/2"

Production Deadlines					
ISSUE	QUAD JOB NUMBER	DEMO AD LIST DUE AT MMS	SPACE CLOSING	ROB MATERIAL DUE	INSERTS/OUTSERTS/COVER TIPS DUE
Jan	C5077K0	11/21/25	12/04/25	12/12/25	12/19/25
Feb	C600ME0	12/18/25	01/07/26	01/15/26	01/23/26
Mar	C6043P0	01/28/26	02/06/26	02/16/26	02/23/26
Apr	C6043T0	03/03/26	03/12/26	03/20/26	03/27/26
May	C6043V0	03/26/26	04/06/26	04/14/26	04/22/26
Jun	C6043X0	04/23/26	05/04/26	05/12/26	05/19/26
Jul	C604400	05/28/26	06/08/26	06/16/26	06/23/26
Aug	C6043W0	06/25/26	07/07/26	07/15/26	07/22/26
Sep	C50L8W0	07/24/26	08/04/26	08/12/26	08/19/26
Oct	C6043Y0	08/27/26	09/08/26	09/16/26	09/23/26
Nov	C604410	09/25/26	10/06/26	10/14/26	10/21/26
Dec	C604420	10/22/26	11/02/26	11/10/26	11/17/26

## Mechanical Requirements

### PAPER STOCK

**Inside pages (body pages):** 34# SCA++

**Covers:** 100# Sterling Ultra Gloss C2S

**Type of Binding:** Perfect bound

### SPECIFICATIONS

AFP is printed web offset.

- Format files as PDF/X-1a
- Flatten transparencies
- All images at least 300 dpi
- 4/C solids should not exceed ink density of 320%
- Single-page size should not exceed bleed size
- Color bars, crop, and registration marks must be kept outside the bleed size
- Prepare spread ads as individual pages

- After one year of storage, digital files will be deleted

To upload files, visit: [www.adshuttle.com/AAFP](http://www.adshuttle.com/AAFP). One actual-size, SWOP-certified color proof is recommended and must match the digital file. Ship color proof to:

Quad – Sussex  
 ATTN: Mike Strzyzewski (Imaging/Prepress)  
 N61 W23044 Harry's Way Sussex, WI  
 53089-3995

If you do not wish to submit a SWOP-certified color proof of your ad materials but one is required, we will provide one at a rate of \$50.00 per page, including shipping.

For digital specifications, contact AFP Production at: [btaylor@aafp.org](mailto:btaylor@aafp.org).

# FPM Production

**First Issue:** October 1993  
**Issuance:** Published six (6) times per year  
**Issue Dates:** Bi-monthly as combined issues  
**Mailing Date/Class:** Second week following issue date/Periodicals

Production Deadlines		
ISSUE	SPACE CLOSING	ROB MATERIALS DUE
Jan/Feb	12/09/25	12/16/25
Mar/Apr	02/09/26	02/16/26
May/Jun	04/10/26	04/20/26
Jul/Aug	06/12/26	06/19/26
Sep/Oct	08/14/26	08/21/26
Nov/Dec	10/12/26	10/19/26

## Ad Space Sizes

### AD SPACE SIZES

Full page ..... 7" x 10"  
 2/3 page ..... 4<sup>3</sup>/<sub>8</sub>" x 10"  
 1/2 page vertical ..... 3<sup>1</sup>/<sub>4</sub>" x 10"  
 1/2 page horizontal ..... 7" x 4<sup>1</sup>/<sub>2</sub>"  
 1/3 page vertical ..... 2<sup>1</sup>/<sub>8</sub>" x 10"

### BLEED AD SPACE SIZES

Full page ..... 8" x 10<sup>3</sup>/<sub>4</sub>"  
 2/3 page ..... 4<sup>3</sup>/<sub>4</sub>" x 10<sup>3</sup>/<sub>4</sub>"  
 1/2 page vertical ..... 3<sup>7</sup>/<sub>8</sub>" x 10<sup>3</sup>/<sub>4</sub>"  
 1/2 page horizontal ..... 8" x 5<sup>1</sup>/<sub>8</sub>"  
 1/3 page vertical ..... 2<sup>3</sup>/<sub>4</sub>" x 10<sup>3</sup>/<sub>4</sub>"

Keep live matter <sup>3</sup>/<sub>8</sub>" away from trim edges.  
 Trim size of magazine: 7<sup>3</sup>/<sub>4</sub>" x 10<sup>1</sup>/<sub>2</sub>"

## Issue and Closing Dates

- Insertion orders and all reproduction materials are due as indicated in production deadlines table. For dates that fall on weekends or holidays, use the next business day.
- No cancellations after closing date of publication.
- Send Insertion orders to your account manager.

## Ad Placement Policy

Advertising is rotated and interspersed throughout the issue—within departments and between articles.

## Mechanical Requirements

### PAPER STOCK

**Inside pages** (body pages): 60#  
**Covers:** 80#  
**Type of Binding:** Saddlestitched

### SPECIFICATIONS

File types accepted are PDF/X-1a or PDF.  
 Email files to btaylor@aaafp.org.

- Format files as PDF/X-1a
- Flatten transparencies
- All images at least 300 dpi
- 4/C solids should not exceed ink density of 320%
- Single-page size should not exceed bleed size
- Color bars, crop, and registration marks must be kept outside the bleed size
- Prepare spread ads as individual pages
- After one year of storage, digital files will be deleted

One actual-size, SWOP-certified color proof is recommended and must match the digital file. Contact Bret Taylor at: (913) 906-6294 or btaylor@aaafp.org for additional specifications.

## Advertising Materials

Send PDFs to: btaylor@aaafp.org  
 and color proofs to:

FPM c/o American Academy of Family Physicians  
 Bret Taylor  
 11400 Tomahawk Creek Parkway  
 Leawood, KS 66211-2680

## Classified and Recruitment Advertising

Momentive Software  
 AAAP Classified Ad Sales Team (727) 497-6568  
 aaafp@momentivesoftware.com

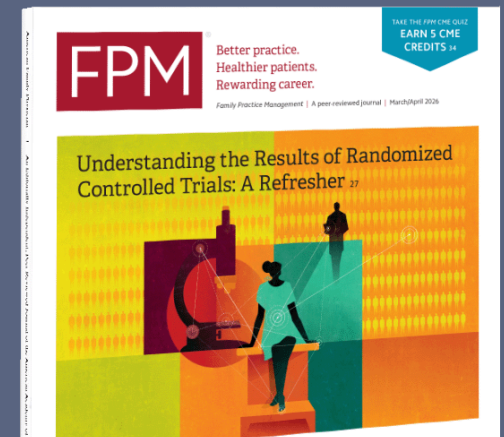
# AFP/FPM Website and eTOC Advertising Specifications

CREATIVE UNIT NAME	INITIAL DIMENSIONS (WxH IN PIXELS)	MAXIMUM EXPANDED DIMENSIONS (WxH IN PIXELS)	MAX INITIAL FILE LOAD SIZE	HOST-INITIATED SUBLOAD	ANIMATION/VIDEO GUIDELINES	Z-INDEX RANGES	UNIT-SPECIFIC NOTES
Expandable/Retractable	300x250 to 600x250, 300x600 to 600x600, 728x90 to 728x315	Expansion must be user-initiated	150 KB	300 KB	Minimum 24 fps for video 15-sec max length (unlimited user-initiated); 1.1 MB additional file size allowed for host-initiated video; unlimited size for user-initiated video)	5,000 - 1,999,999 (for entire ad unit)	Retract Feature = Either click to close/expand or enable Mouse-Off Retraction
Medium Rectangle (Non Expanding)	300x250	N/A	150 KB	Not allowed for this unit	15-sec max animation length; Max loop 3 times	0 - 4,999	Ad unit content must be clearly distinguishable from normal webpage content (ad unit must have clearly defined borders and not be confused with normal page content).
Leaderboard (Non Expanding)	728x90	N/A	150 KB	Not allowed for this unit	15-sec max animation length; Max loop 3 times	0 - 4,999	Ad unit content must be clearly distinguishable from normal webpage content (ad unit must have clearly defined borders and not be confused with normal page content).
Half Page (Non Expanding)	300x600	N/A	150 KB	Not allowed for this unit	15-sec max animation length; Max loop 3 times	0 - 4,999	Ad unit content must be clearly distinguishable from normal webpage content (ad unit must have clearly defined borders and not be confused with normal page content).
Smartphone Static Wide Banner	320x50	N/A	50 KB	Not allowed for this unit	15-sec max animation length; Video not allowed for this unit	0 - 4,999	Ad unit content must be clearly distinguishable from normal webpage content (ad unit must have clearly defined borders and not be confused with normal page content).
Between-the-Page (a.k.a. "Interstitial")	300x250 300x600 800x400	N/A	200 KB	300 KB	15-sec max animation length; Video not allowed for this unit	N/A Unless the ad covers content on the target page, then use range for overlays: 6,000,000+	Label = "Advertisement" Font = 8pt (11px) by 16pt (21px); "Close" control provided by browser window if ad displays in its own browser window. If overlaid on target page, include "Close X" button. Font = 8pt (11px) by 16pt (21px)
eTOC/Newsletter	300x250	N/A	N/A		130 characters Maximum looping (animation): 3 loops Maximum file size and required format: 200 kb; GIF Animated GIF files are accepted. In certain email applications, only a static image of the first frame of the animation will appear. Please ensure any branding and important information appears in the first frame.		Medium box creative must include company name and/or body copy. Static GIF or JPEG Flash and rich media are not supported. Third party <noscript> tags are accepted if they render the actual GIF image and URL landing page. Tags rendering at 1 ppi are not accepted.
eTOC/Newsletter	Inline Text	N/A	N/A		Headline 50 characters, body copy 300 characters. Up to 2 URL links allowed		

# AFP/FPM eTOC/Clinical Answers Production Deadlines

## AFP eTOC/Clinical Answers Production Deadlines

ISSUE	SPACE CLOSING	AD MATERIAL DUE	AFP ETOC/CLINICAL ANSWERS DELIVERY DATE
Jan - Clinical Answers	12/11/25	12/16/25	01/05/26
January - eTOC	01/02/26	01/07/26	01/16/26
Feb - Clinical Answers	01/16/26	01/22/26	02/02/26
February - eTOC	02/03/26	02/06/26	02/17/26
Mar - Clinical Answers	02/16/26	02/19/26	03/02/26
March - eTOC	03/03/26	03/06/26	03/17/26
Apr - Clinical Answers	03/18/26	03/23/26	04/01/26
April - eTOC	04/02/26	04/07/26	04/17/26
May - Clinical Answers	04/17/26	04/22/26	05/01/26
May - eTOC	05/04/26	05/07/26	05/18/26
Jun - Clinical Answers	05/15/26	05/20/26	06/01/26
June - eTOC	06/02/26	06/05/26	06/16/26
Jul - Clinical Answers	06/17/26	06/22/26	07/01/26
July - eTOC	07/01/26	07/07/26	07/16/26
Aug - Clinical Answers	07/20/26	07/23/26	08/03/26
August - eTOC	08/04/26	08/07/26	08/18/26
Sep - Clinical Answers	08/18/26	08/21/26	09/01/26
September - eTOC	09/01/26	09/04/26	09/16/26
Oct - Clinical Answers	09/17/26	09/22/26	10/01/26
October - eTOC	10/02/26	10/07/26	10/16/26
Nov - Clinical Answers	10/19/26	10/22/26	11/02/26
November - eTOC	11/03/26	11/06/26	11/17/26
Dec - Clinical Answers	11/13/26	11/18/26	12/01/26
December - eTOC	12/02/26	12/07/26	12/16/26



**FPM eTOCs/eNewsletters Production Deadlines**

ISSUE	SPACE CLOSING	AD MATERIAL DUE	ETOC/ ENEWSLETTER DELIVERY DATE
Jan/Feb Issue - eTOC	12/22/25	01/05/26	01/14/26
Jan - eNewsletter	01/13/26	01/16/26	01/28/26
Feb - eNewsletter 1	01/28/26	02/02/26	02/11/26
Feb - eNewsletter 2	02/11/26	02/16/26	02/25/26
Mar/Apr Issue - eTOC	02/25/26	03/02/26	03/11/26
Mar - eNewsletter	03/11/26	03/16/26	03/25/26
Apr - eNewsletter 1	03/25/26	03/30/26	04/08/26
Apr - eNewsletter 2	04/07/26	04/10/26	04/22/26
May/Jun Issue - eTOC	04/29/26	05/04/26	05/13/26
May - eNewsletter	05/12/26	05/15/26	05/27/26
Jun - eNewsletter 1	05/27/26	06/01/26	06/10/26
Jun - eNewsletter 2	06/10/26	06/15/26	06/24/26

ISSUE	SPACE CLOSING	AD MATERIAL DUE	ETOC/ ENEWSLETTER DELIVERY DATE
Jul/Aug Issue - eTOC	06/30/26	07/06/26	07/15/26
Jul - eNewsletter	07/15/26	07/20/26	07/29/26
Aug - eNewsletter 1	07/29/26	08/03/26	08/12/26
Aug - eNewsletter 2	08/12/26	08/17/26	08/26/26
Sep/Oct Issue - eTOC	09/02/26	09/08/26	09/17/26
Sep - eNewsletter	09/16/26	09/21/26	09/30/26
Oct - eNewsletter 1	09/30/26	10/05/26	10/14/26
Oct - eNewsletter 2	10/14/26	10/19/26	10/28/26
Nov/Dec Issue - eTOC	10/28/26	11/02/26	11/11/26
Nov - eNewsletter	11/11/26	11/16/26	11/25/26
Dec - eNewsletter 1	11/23/26	11/30/26	12/09/26
Dec - eNewsletter 2	12/09/26	12/14/26	12/23/26

**ADVERTISING SALES**

Karl Franz, *Regional Sales Manager*.....kfranz@wiley.com  
Tara Schelling, *Senior Account Manager*.....tschelling@wiley.com  
Kevin Dunn, *Senior Account Manager*.....kdunn@wiley.com

AD SERVICES AND SALES SUPPORT SPECIALIST

Stefanie Valenzano.....svalenzano@aafp.org  
General Advertising Inquiries .....dsexto@aafp.org

BILLING COORDINATOR

Tania Tkachuk.....ttkachuk@wiley.com

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**American Family Physician's dominant engagement with family physicians and primary care physicians is well-detailed by M3 MI independent research. For more information, contact your Wiley advertising sales representative.**

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**AAFP JOURNAL MEDIA PRODUCTION/EDITORIAL OFFICE**

11400 TOMAHAWK CREEK PARKWAY · LEAWOOD, KS 66211-2680  
800.274.2237 · 913.906.6000 · FAX 913.906.6080

VP OF JOURNAL MEDIA

Darren Sextro .....dsexto@aafp.org

PRODUCTION DIRECTOR

Bret Taylor .....btaylor@aafp.org

PRODUCTION EDITOR

Evan Palmer.....epalmer@aafp.org

