Inside Family Medicine podcast sponsorship

Showcase your expertise and elevate your brand on the AAFP's popular podcast series. It reaches 5,700+ listeners every month!

Summary:

The AAFP's podcast, *Inside Family Medicine,* is an excellent platform for partners to reach family physicians with up-to-date information. Expert-led conversations on today's most relevant family medicine topics keep physicians engaged in deeper learning and ready for what's next.



Opportunity 1: Collaborate on an Episode

Collaborate with the AAFP on content, review the episode outline, provide a guest(s) for the episode, and conduct a final review of the episode. The sponsor's name, product name(s) and experts are included in the conversation and episode notes.

- Production timeline begins once sponsor submits the content collection form, averaging 6-8 weeks to completion
- Sponsor will receive reporting upon project completion

Sponsor Benefits:

The episode will be promoted in the following ways:

- Clear mention of the sponsor in the recording
- Sponsor may provide links to clinician and patient resources for the show notes
- Highlight for 60 days on the clinical or practice page of the AAFP website that most closely connects to the episode content
- Three organic social media posts on AAFP's channels
- Social media messaging provided to the AAFP's chapters for use on their channels
- Promoted in Family Medicine Today, a daily e-newsletter reaching approximately 60,000 family physicians

Cost: $25,000 per episode

Opportunity 2: Sponsor a Segment

Sponsor a 5-minute segment of a podcast episode on a product, therapy or topic. This shorter episode still allows the sponsor to provide a guest and shape the content. The sponsor's brand name and/or product is featured in the conversation. The segment is added to a scheduled podcast episode (ideally, on a related topic).

Sponsor Benefits:

- Sponsor may provide links to clinician and patient resources for the show notes of the podcast episode
- The segment does not receive separate promotion since the full episode is promoted on multiple channels to AAFP members and primary care audiences

Cost: $10,000 per segment (bundle discounts are available)

AAFP retains editorial control of all content and will conduct a final medical review and approval. Activities and costs are estimates. Please reach out to your AAFP Strategic Engagements Manager for more detailed information.