

WILEY

2024 MEDIA KIT

Always in their hands. Never lost in the stack.

AMERICAN FAMILY PHYSICIAN®

FPM®



The Most Trusted Brands in Primary Care

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Who are the American Academy of Family Physicians (AAFP)

The American Academy of Family Physicians (AAFP) is one of the largest medical organizations in the U.S., representing 129,600 family physicians, residents, and medical students, and is the **only medical society devoted solely to primary care.**

American Family Physician (AFP) is the official peer-reviewed journal of the AAFP, the most essential,¹ editorially independent, evidence-based, clinical review journal in primary care. Published continuously since 1950, each issue provides up-to-date information on clinical topics, the latest diagnostic and therapeutic techniques, and summaries of practice guidelines from major medical organizations.

General Editorial Direction

AFP's mission is to empower family physicians to improve the health of patients and communities as the leading source of medical information while advancing science and health equity. For more information, visit: <https://www.aafp.org/pubs/afp/about.html>.

AFP is published once a month, reaching an audience of more than 171,000 primary care physicians and generates more than 2.3 million online page views a month in the US alone.²

Required Reading. Cover-to-cover CME.

AFP isn't just read—it's studied. Every issue provides both the evidence-based, clinical review content that readers can put to use immediately in practice and the opportunity to earn valuable CME from cover-to-cover readership.

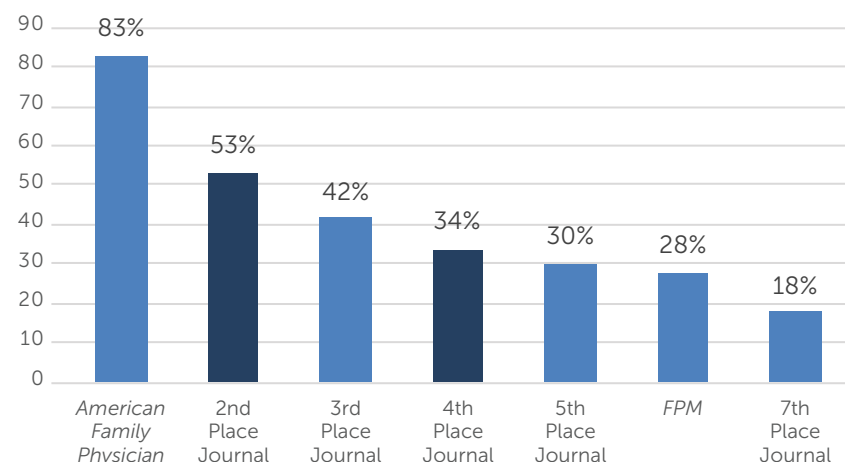
Primary care physicians complete more than 315,000 AFP Issue CME Quizzes each year.³

The #1 Media Brand in Primary Care

- #1 Total Readers** (Office-Based) Primary Care⁵
- #1 Specialty-Specific Websites Visited** (Past 3 Months) Among PCPs and FPs/GPs⁴
- #1 High Readers** (Office-Based) – Primary Care⁵
- #1 Websites Used for Online Continuing Medical Education** (eCME) Among PCPs and FPs/GPs⁴
- #1 Most Visited Journal Website in Primary Care**⁶
- #1 Essential Journal in Primary Care** (FP/IM)¹

Total Readers Leading Publications

Trends: Family Medicine (Office)



1. The Matalia Group, The Essential Journal Study – Primary Care, June 2019

2. Adobe Analytics, 6 month average, Dec 2022 – May 2023

3. Quiz Usage Report, AFP CME Quiz Returns by Month Received, 2021-2022 average

4. DRG Digital/Manhattan Research, Digital HCP Sources, June 2018

5. Source: KANTAR Medical/Surgical Media Measurement, Spring 2022 Family Medicine, Table 403

6. KANTAR Medical/Surgical Media Measurement, Spring 2022, Primary Care, Table 201

Wide-Ranging Opportunities for Promotion With AFP

Display Advertising

In print, online and in the journals' regular eNewsletters and eTOCs, display advertising is the cornerstone to your branding and promotion efforts.

Cover Tips and Outserts

Cover tips put your promotion right on the cover of *AFP*. Outserts offer a powerful alternative to direct mail to deliver your message to your target audience.

Podcast Sponsorships

The *AFP* Podcast is frequently in the top 15 of all medical podcasts on iTunes! It has an average 4.8-star rating (612 reviews) on iTunes. Educational, philanthropic, and recruitment messages are welcome and are played pre-roll and mid-roll of each episode. With two episodes per month, each averaging 35,000 downloads, this is an opportunity to be heard as an industry leader by thousands.



Content Marketing

Employ a variety of content marketing tactics to engage and educate primary care physicians, build awareness, and position your company as a thought leader.

FPM Content Marketing

Have your content hosted on the AAFP's website on the *FPM* journal homepage and gain exposure to more than 136,700 registered users of the website, including family physicians, practice managers, family medicine nurses and more.

Advertorials

Information-rich promotion, designed to educate rather than sell, is highly valued by physicians and accepted by *American Family Physician*.



Expand your reach to a highly engaged, fully paid audience!

AFP's award-winning sister journal, *FPM* (formerly *Family Practice Management*), shows physicians how to deliver exceptional patient care, enhance efficiency and revenue, and increase their professional satisfaction. Peer-reviewed CME content focuses on providing practical solutions to the challenges they face every day.

***FPM* insertions count toward earned frequency in *AFP*, and vice-versa.**

Sponsored Subscriptions for *AFP* and *FPM*

Generate goodwill and exceptional promotional visibility by sponsoring a print subscription to *AFP* or its sister practice-improvement journal, *FPM*. Increase distribution of any single issue by being an "Exclusive Advertiser" with a personalized cover swipe, print ads on the covers.

Classified and Recruitment Advertising

Contact: Community Brands, AAFP Classified Ad Sales Team
727-497-6568 or aafp@communitybrands.com

See page 22 for more opportunities available from the American Academy of Family Physicians.

Voice of the Reader

How do readers consume AFP content?

Readers engage with AFP content mainly by going to the AFP website (72%) or by reading the AFP in print (71%). When looking at their preferred format, AFP print (47%) was slightly higher than AFP website (43%).

What do readers value most from engaging with AFP content?

Virtually all readers provided high ratings for the following five attributes: **quality of content** (97%), **usefulness** (96%), **readability** (95%), **timeliness** (92%), and **visual appeal** (90%).

"It is easier for me to pay attention and absorb the information when I have a print copy to read."

"I like reviewing the information not on a screen. I am looking at a screen throughout my day and it's a nice break."

"I found it easier to read and absorb the material. It's easier to be able to flip back and forth between pages than to scroll up and down and you can't look at multiple charts at one time very easily."

"I prefer reading in print because it is easily available. When I see the physical copy it's a reminder to read it. I tend to save print copies longer too and refer back to them. The issues are also well structured and organized; more compelling to read through than clicking online."

"It gives me a break from screens when I'm trying to learn new things or stay up-to-date. I spend too much time on a computer, having a break is great for my wellness."

Prescribing Details

How many *AFP* readers write prescriptions?

95% of physicians write prescriptions

89% of nurse practitioners/physicians assistants write prescriptions

How many prescriptions do *AFP* readers weekly?

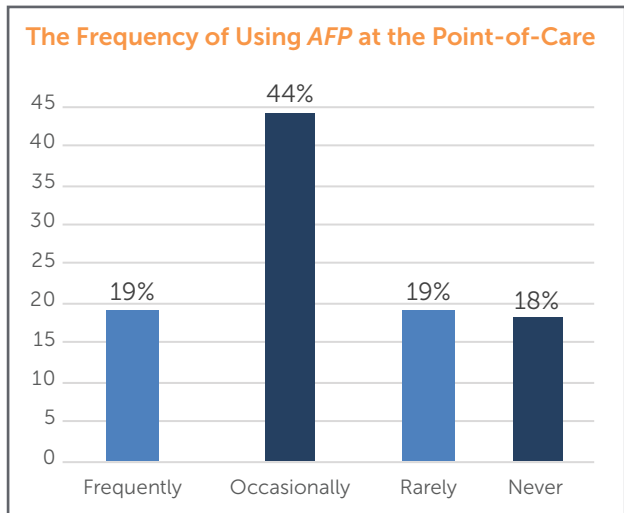
Physicians write on average 103 prescriptions per week

Nurse practitioners/physician assistants write 76 prescriptions per week

Prescriptions Written for Disease States

Cardiovascular (including hypertension)	97%
Allergy/respiratory disease/COPD/asthma	94%
Endocrinology (diabetes, obesity, metabolism)	92%
Anti-infectives (including anti-bacterials, antivirals, antifungals, and anti-parasitics)	92%
Neurological conditions (including migraine and epilepsy)	85%
Psychiatric medications	85%
Dermatologic conditions (including psoriasis)	83%
Women's health (including menopause/hormones)	76%
Infectious Diseases (e.g., HIV, RSV, Mpox, COVID)	72%
Alzheimer's/dementia	48%
Oncology/cancer (medications treating both solid and liquid tumors)	5%

AFP Content Point-of-Care



Top Reasons for Point-of-Care Use by Physicians

To look up an answer to a specific questions	69%
To research specific topics	47%
To ensure I have the latest updates	27%
To print out patient information handouts	25%
To browse content collections	15%



AFP Print Advertising Rates, Specifications

Full Run Color Charge CHARGE PER COLOR PER PAGE OR FRACTION

Three- and Four-Color Process\$3,850

Bonus Value: Print advertisers have the option to be included in the digital version on the AAFP app.

Premium Position Rates

2nd Cover (PREMIUM ON B/W SPACE ONLY).....50%
 3rd Cover (PREMIUM ON B/W SPACE ONLY).....10%
 4th Cover (PREMIUM ON B/W SPACE ONLY).....70%
 Opposite Table of Contents (PREMIUM ON B/W SPACE ONLY)15%
 Center Spread (PREMIUM ON B/W SPACE ONLY)10%
 Preceding Lead Article (PREMIUM ON B/W SPACE ONLY)10%

Full-Run, Run-of-Book Rates RATES EFFECTIVE JANUARY 1, 2024

AFP Full-Run Rates									
FULL-RUN RATES	1-X	6-X	12-X	18-X	24-X	36-X	48-X	60-X	72-X
1 PAGE	\$17,230	\$16,890	\$16,540	\$16,370	\$16,210	\$16,030	\$15,600	\$15,430	\$15,340
2/3 PAGE	\$12,930	\$12,670	\$12,410	\$12,290	\$12,160	\$12,040	\$11,700	\$11,570	\$11,510
1/2 PAGE	\$12,070	\$11,830	\$11,580	\$11,470	\$11,340	\$11,230	\$10,920	\$10,810	\$10,750
1/3 PAGE	\$8,630	\$8,460	\$8,280	\$8,200	\$8,120	\$8,020	\$7,820	\$7,730	\$7,690

AFP Full-Run Inserts									
FULL-RUN INSERTS	1-X	6-X	12-X	18-X	24-X	36-X	48-X	60-X	72-X
2-PAGE	\$36,000	\$35,300	\$34,570	\$34,220	\$33,860	\$33,500	\$32,610	\$32,240	\$32,060
4-PAGE	\$71,660	\$70,250	\$68,790	\$68,100	\$67,390	\$66,660	\$64,890	\$64,150	\$63,800
6-PAGE	\$106,960	\$104,860	\$102,680	\$101,660	\$100,580	\$99,500	\$96,850	\$95,770	\$95,220
8-PAGE	\$141,910	\$139,130	\$136,240	\$134,890	\$133,450	\$132,020	\$128,510	\$127,060	\$126,340

■ FULL-RUN RATE INFORMATION

FULL-RUN, RUN-OF-BOOK RATES Effective Rate Date: January 1, 2024. Agency commission: 15% of gross billing for space and color. Subject to withdrawal on accounts not paid within 30 days of invoice date. **Rebates:** Advertisers who exceed their contracted frequency will be rebated. All paid pages count toward earned frequency rate, whether split-run or full-run.

Bleed: No charge. **First-time advertisers:** First-time advertisers/agencies are required to prepay first advertising ad campaign or first digital month to ensure placement.

EARNED RATES Policy: Rates subject to change with 90-DAYS NOTICE. Frequency discounts are based on the actual number of paid pages placed during one contract year. Full-page or fractional units are counted as one page. Split-run pages count toward the earned rate as

one page. Contracts are accepted with the understanding that rates will be guaranteed beyond the last issue closed. Advertising is sold only at earned published rates. Contracts and insertion orders issued for units at less than published rates are not accepted. **Prescribing Information (PI)/Important Safety Information (ISI) Discount:** Advertisers earn a 50% discount starting with the 3rd PI/ISI page.

Split-Run, Run-of-Book Rates RATES EFFECTIVE JANUARY 1, 2024

AFP Split-Run Rates									
50% OR LESS OF FULL CIRC.	1-X	6-X	12-X	18-X	24-X	36-X	48-X	60-X	72-X
1 PAGE	\$11,380	\$11,160	\$10,920	\$10,820	\$10,700	\$10,590	\$10,310	\$10,190	\$10,130
2/3 PAGE	\$8,540	\$8,380	\$8,200	\$8,120	\$8,030	\$7,950	\$7,730	\$7,640	\$7,600
1/2 PAGE	\$7,970	\$7,820	\$7,650	\$7,580	\$7,500	\$7,410	\$7,210	\$7,140	\$7,100
1/3 PAGE	\$5,700	\$5,590	\$5,530	\$5,410	\$5,360	\$5,310	\$5,160	\$5,110	\$5,080

AFP Split-Run Inserts									
INSERTS	1-X	6-X	12-X	18-X	24-X	36-X	48-X	60-X	72-X
2-PAGE	\$23,770	\$23,310	\$22,830	\$22,610	\$22,360	\$22,140	\$21,530	\$21,280	\$21,170
4-PAGE	\$47,300	\$46,400	\$45,430	\$44,980	\$44,490	\$44,040	\$42,850	\$42,350	\$42,120
6-PAGE	\$70,610	\$69,260	\$67,820	\$67,150	\$66,400	\$65,720	\$63,960	\$63,220	\$62,870
8-PAGE	\$93,680	\$91,890	\$89,990	\$89,090	\$88,100	\$87,210	\$84,870	\$83,870	\$83,420

Split-Run Color Charge CHARGE PER COLOR PER PAGE OR FRACTION
Three- and Four-Color Process\$2,690



COVERS, PREMIUM POSITIONS Covers and premium positions are sold annually on a contract basis to individual advertisers. Premiums are charged on one page of ad unit when multiple page units are acceptable. Premium position advertisers cannot be guaranteed more than two pages of separation from a competitor. Cancellation of less than 60 days written notice will incur a fee equal to the cost of the premium for one month.

INSERT SPECIFICATIONS Availability: All inserts are subject to approval. Sample must be provided for review.

Acceptance: No BRCs are accepted. 100 lb text stock maximum. Approval will be granted prior to space closing; sample must be delivered to the printer two weeks prior to issue space closing date. Variations from standard inserts will be accepted only after prior approval and at the discretion of the publisher. A special charge may be added for handling. Paper attachment, die cuts, or other effects may not extend to within two inches of any trimmed edge, cover more than 20% of the page area, or result in otherwise undesirable changes in the characteristics of the insert stock. Short-fold inserts are limited to a maximum

of four for each issue. Short-fold inserts are accepted on a first-come, first-served basis upon receipt of a written insertion order.

Trimming: Ship folded to 8" x 10.75". Trim size is 7.75" x 10.5". Trimming of oversize inserts will be charged at cost. Keep live matter at least 3/8" away from trim edges. Book is jogged to foot; trim is 1/8" each side.

Quantity: Full-run is 180,000, which includes spoilage and 1,000 for publisher's use. For more information, btaylor@aafp.org.

SPLIT-RUN RATE INFORMATION Premium Cover Positions: may be split to US-only audiences for the full run rate plus a \$1,500 gross surcharge with prior approval. Contact advertising sales for more information.

COVER TIPS Your message displayed on a cover tip offers premium visibility and precise targeting. These units are available on a limited basis and may only be reserved by contract. Please contact advertising sales for availability and pricing. **Specifications for a standard 2-page/ single-leaf cover tip:** Standard size (w x h): 7.75" x 5.5"; Stock: 100# text. For custom sizes, pita pockets, and multipage units, please contact advertising sales.

OUTSETS Outserts offer an effective and cost-efficient method to deliver your message directly to your target audience. Outserts ride along with the journal in a clear polybag, making them visible when the journal is received. Availability is limited. Contact advertising sales for pricing.

ACCEPTANCE, PRICING, PRODUCTION Requirements and Cancellation Acceptance: Content must be reviewed and approved in advance. Reservations only accepted on a firm order in advance. **Pricing:** Based on a net cost-per-piece basis based on the quantity, size, weight, and format of the unit. **Production Requirements:** Please send two mock-ups for approval to: Quad; Attn: Marty Plotky for AFP; N61 W23044 Harry's Way; Sussex, WI 53089. Creative with pita pockets must be wafer sealed. Cancellations received 60 days or more via written notice prior to issue ad close deadline, no charge; 30-60 days prior to issue ad close deadline, 50% of contract rate; 30 days or less prior to issue ad close deadline, 100% of contract rate.



Premium Visibility Targeted Programs

Cover Tips

Your message displayed on a cover tip offers premium visibility and precise targeting. These units are available on a limited basis and may only be reserved by contract. Please contact advertising sales for availability and pricing at AAFP_NJ@aafp.org or sjezzard@wiley.com. Specifications for a standard 2-page/single-leaf cover tip:

- Maximum size: 7.75" x 5.5"
- Minimum size: 7.75" x 5"
- Stock: 100 lb text
- Max. weight: 2 pages (single leaf)
- For custom sizes, pita pockets, and multipage units, please contact sales.

Outserts

Outserts offer an effective and cost-efficient method to deliver your message directly to your target audience. Outserts ride along with the journal in a clear polybag, making them clearly visible when the journal is received. Availability is limited. Contact advertising sales for pricing.

Benefits to Sponsor

- **Premiere exposure:** Your outsert mails in a polybag together with the journal.
- **Exclusivity:** If placing a full-run outsert, only one outsert per issue is accepted.
- **Unique formats allowed:** Because your outsert does not interfere with the physical environment of the journal itself, some variation from standard folding and format, which is not acceptable for inserts, may be allowed upon prior approval and at the discretion of the publisher. (For example, bound-in BRCs are generally acceptable.)
- **Advertorial content allowed:** Advertorials may be acceptable upon prior approval and at the discretion of the publisher. Call your *AFP* sales representative for policies regarding advertorials.
- Maximum size: 7.75" x 10.5"
- Minimum size: 7.75" x 5.25"
- Stock: 120 lb text
- Max. weight: 2 pages (single leaf)
- For custom sizes, pita pockets, and multipage units, please contact sales.

Insert, Cover Tip, and Outsert Shipping

Each insert carton should be marked for *AFP* journal, with date of issue, Quad job number, name of advertiser, product, and quantity.

Insert shipments that do not meet requirements are subject to additional charges. Contact the Production Department at: btaylor@aafp.org or (913) 906-6294 for additional information.

Ship prepaid. C.O.D. not accepted. Send to:

Quad
Attn: Receiving
N61W23044 Harry's Way
Sussex, WI 53089

NOTE: EXCESS MATERIALS ARE DESTROYED AFTER PRINTING OF EACH ISSUE.

Acceptance, Pricing, Production Requirements, and Cancellation

Policies: See page 18 for all advertising acceptance, format, and business policies.

Acceptance: Content must be reviewed and approved in advance. Reservations only accepted on a firm order in advance.

Pricing: Based on a net cost-per-piece basis based on the quantity, size, weight, and format of the unit.

Production Requirements: Please send two mock-ups for approval to:

Quad
Attn: Marty Plotky for *AFP*
N61W23044 Harry's Way
Sussex, WI 53089.

Creative with pita pockets must be wafer sealed. Cancellations received 60 days or more via written notice prior to issue ad close deadline, no charge; 30-60 days prior to issue ad close deadline, 50% of contract rate; 30 days or less prior to issue ad close deadline, 100% of contract rate.

Targeted Campaigns

List Matching Requirements

Print campaigns being sent to a target list need to be submitted directly to:

MMS
Attention: Colin Elliott
c-elliott@mmslists.com

AFP Production

First Issue: January 1970

Issuance: Published 12 times per year

Issue Dates: Once monthly

Mailing Date/Class: One week following 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"
 $\frac{2}{3}$ page $4\frac{3}{8}$ " x 10"
 $\frac{1}{2}$ page vertical $3\frac{1}{4}$ " x 10"
 $\frac{1}{2}$ page horizontal 7" x $4\frac{1}{2}$ "
 $\frac{1}{3}$ page vertical $2\frac{1}{8}$ " x 10"

Bleed Ad Space Sizes

Full page 8" x $10\frac{3}{4}$ "
 $\frac{2}{3}$ page $4\frac{3}{4}$ " x $10\frac{3}{4}$ "
 $\frac{1}{2}$ page vertical $3\frac{7}{8}$ " x $10\frac{3}{4}$ "
 $\frac{1}{2}$ page horizontal 8" x $5\frac{1}{8}$ "
 $\frac{1}{3}$ page vertical $2\frac{3}{4}$ " x $10\frac{3}{4}$ "

Keep live matter $\frac{3}{8}$ " away from trim edges.

Trim size of magazine: $7\frac{3}{4}$ " x $10\frac{1}{2}$ "

Production Deadlines					
ISSUE	QUAD JOB NUMBERS	DEMO AD LIST DUE AT MMS	SPACE CLOSING	ROB MATERIAL DUE	INSERTS/ OUTSERTS/ COVER TIPS DUE
Jan	C4001L0	11/28/23	12/08/23	12/15/23	12/22/23
Feb	C40A010	12/21/23	1/10/24	01/18/24	01/25/24
Mar	C40A040	01/31/24	2/12/24	02/19/24	02/26/24
Apr	C40A030	02/21/24	3/03/24	03/08/24	03/15/24
May	C40A020	03/20/24	04/08/24	04/12/24	04/19/24
Jun	C40A060	04/23/24	05/07/24	05/14/24	05/21/24
Jul	C40A050	05/21/24	06/12/24	06/18/24	06/25/24
Aug	C40A070	06/24/24	07/12/24	07/19/24	07/26/24
Sep	C40A080	07/24/24	08/12/24	08/16/24	08/23/24
Oct	C40A0C0	08/20/24	09/04/24	09/10/24	09/17/24
Nov	C40A090	09/24/24	10/04/24	10/11/24	10/18/24
Dec	C40A0D0	10/25/24	11/06/24	11/13/24	11/20/24

Mechanical Requirements

Paper Stock

Inside pages (body pages): 34# UPM Cote

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.
 One actual-size, SWOP-certified color proof is recommended and must match the digital file.
 Ship color proof to:

Sussex Blue Soho
 Attn: Connie Margraf/ Supplied PLUS
 N64W23110 Main Street
 Sussex, WI 53089

For digital specifications, contact AFP Production at: btaylor@aafp.org.

AFP Editorial

CME Credit

AFP offers CME credits free in each issue. The CME quiz that readers complete covers most of the issue content, therefore encouraging cover-to-cover reading.

Editorial Department Features

AFP Clinical Answers, CME Quiz, Cochrane for Clinicians, Curbside Consultation, Diagnostic Tests, Diary of a Family Physician, Editorials, FPIN's Clinical Inquiries, FPIN's Help Desk Answers, Graham Center Policy One-Pagers, Implementing AHRQ Effective Health Care Reviews, Letters to the Editor, Low Right Care, Medicine by the Numbers, Photo Quiz, POEMs, Point-of-Care Guides, Practice Guidelines, Putting Prevention into Practice, STEPS: New Drug Reviews, U.S. Preventive Services Task Force.



AFP Circulation

Definition of Recipient Qualification

Qualified recipients are family physicians, including medical teachers, selected office-based practitioners, selected direct patient care office- and hospital-based general internists of family medicine osteopaths, Academy members in FM/GP/IM and other specialties, Canadian and other international physician members, student-affiliate members, and physician members with medical teaching, administration, research, and other activity as their major professional activity.

Circulation Verification

Audit: BPA statement for January 2023 issue. For semiannual circulation updates, visit www.bpaww.com.

Mailing house: MMS, Inc.

Coverage and Subscriptions

- A. See the table below for a breakdown of circulation by classification of reader.
- B. Controlled: 43%; Paid: 3%; Requested: 54%
- C. Subscription price in U.S. \$315; Canada \$435; Foreign \$540
- D. Institutional price: Quote upon request
- E. Medical students, residents, health care professionals, and office management staff in U.S. \$195; Canada \$310; Foreign \$420

Family Medicine	115,737
Internal Medicine	35,647
Other Specialties	18,053
TQ to Physicians	169,437
Percent to Physicians	99%
Medical Students	1,841
TQ Circulation	171,278

Updated circulation data as of August 2023.



FPM Editorial

The mission of *FPM* is to give family physicians the tools and information they need to maintain efficient and effective practices, enhance the patient experience, and maximize their professional satisfaction.

General Editorial Direction

FPM publishes articles designed to help family physicians with every aspect of their practice from patient satisfaction to personal satisfaction and from payment to patient care. *FPM* brings the resources of the AAFP to bear on the challenges that family physicians face. Each issue contains a quiz that AAFP members and paid subscribers can take to earn continuing medical education (CME) credit.

Award-Winning Content

FPM was honored by the American Society of Healthcare Publication Editors in 2019 with a Silver Award for Best Commentary and is a past winner of several ASHPE and Association Media and Publishing awards.

CME Credit

FPM offers at least five CME credits free in each issue. The CME quiz that readers complete covers most of the content of the issue, therefore encouraging cover-to-cover reading.

Patient Care Focus

Increasing demands from payers, employers, and patients for high-quality, cost-effective care have made efficient health care delivery more challenging and more important than ever. *FPM* authors describe proven approaches to managing the care of patients with chronic diseases, communicating effectively with patients, providing team-based care, and achieving quality metrics.

Coding and Billing Expertise

FPM's advice on diagnosis and procedure coding translates to dollars for readers. The complexity of the coding systems and ever-changing billing rules makes *FPM*'s coding and documentation advice invaluable.

FPM Circulation: 1,612

Updated circulation data as of August 2023

FPM Print Advertising Rates, Specifications

Full-Run, Run-of-Book Rates RATES EFFECTIVE JANUARY 1, 2024

FPM Full-Run, Run-of-Book Rates							
B&W RATES	1-X	6-X	12-X	18-X	24-X	36-X	48-X
1 PAGE	\$3,890	\$3,810	\$3,680	\$3,560	\$3,460	\$3,330	\$3,210
2/3 PAGE	\$2,960	\$2,880	\$2,770	\$2,700	\$2,600	\$2,510	\$2,430
1/2 PAGE	\$2,740	\$2,680	\$2,590	\$2,500	\$2,430	\$2,340	\$2,270
1/3 PAGE	\$1,970	\$1,920	\$1,880	\$1,800	\$1,750	\$1,700	\$1,630

Color Charge CHARGE PER COLOR PER PAGE OR FRACTION

Three- and Four-Color Process\$880

Premium Position Rates

2nd Cover (PREMIUM ON B/W SPACE ONLY)35%

3rd Cover (PREMIUM ON B/W SPACE ONLY)10%

4th Cover (PREMIUM ON B/W SPACE ONLY)45%

Opposite Table of Contents (PREMIUM ON B/W SPACE ONLY)15%

Preceding Lead Article (PREMIUM ON B/W SPACE ONLY)10%

Consecutive Right-hand Pages (FULL OR FRACTIONAL)5%

Cover Tips

Your message displayed on a cover tip offers premium visibility. These units are available on a limited basis and may only be reserved by contract. Please contact advertising sales for availability and pricing.



Specifications for a standard 2-page/singleleaf cover tip:

- Maximum size: 7.75" x 5.5"
- Minimum size: 7.75" x 5"
- Stock: 100 lb text
- Max. weight: 2 pages (single leaf)
- For custom sizes, pita pockets, and multipage units, please contact sales.

FULL-RUN RATE INFORMATION

FULL-RUN, RUN-OF-BOOK RATES Effective Rate Date: January 1, 2024. Agency commission: 15% of gross billing for space and color. Subject to withdrawal on accounts not paid within 30 days of invoice date. **Rebates:** Advertisers who exceed their contracted frequency will be rebated. All paid ad pages count toward earned frequency rate.

Bleed: No charge. **First-time Advertisers:** First-time advertisers/agencies are required to prepay first advertising campaign or first dig-

ital month to ensure placement. Contact advertising sales for more information.

EARNED RATES Policy: Rates subject to change with 90-days notice. Frequency discounts are based on the actual number of paid pages placed during one contract year. Full-page or fractional units are counted as one page. Split-run pages run in *AFP* count toward the earned rate as one page. Contracts are accepted with the understanding that rates will be guaranteed beyond the last issue closed. Advertising is sold only at earned published rates.

Contracts and insertion orders issued for units at less than published rates are not accepted.

COVERS, PREMIUM POSITIONS: Covers and positions are sold annually on a contract basis to individual advertisers. Premiums are charged on one page of the ad unit when multiple page units are acceptable. Covers and positions near other positions are not bound by normal product conflict guidelines. Cancellations of less than 60 days written notice will incur a fee equal to the cost of the premium for one month.

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 DATE	MATERIALS CLOSING DATE
Jan/Feb	Dec 5	Dec 11
Mar/Apr	Feb 12	Feb 16
May/Jun	April 15	April 19
Jul/Aug	June 10	June 14
Sep/Oct	Aug 12	Aug 16
Nov/Dec	Oct 11	Oct 17

Ad Space Sizes

Ad Space Sizes

Full page 7" x 10"
2/3 page 4³/₈" x 10"
1/2 page vertical 3¹/₄" x 10"
1/2 page horizontal 7" x 4¹/₂"
1/3 page vertical 2¹/₈" x 10"

Bleed Ad Space Sizes

Full page 8" x 10³/₄"
2/3 page 4³/₄" x 10³/₄"
1/2 page vertical 3⁷/₈" x 10³/₄"
1/2 page horizontal 8" x 5¹/₈"
1/3 page vertical 2³/₄" x 10³/₄"

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

Trim size of magazine: 7³/₄" x 10¹/₂"

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: Perfect bound

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

Community Brands
AAFP Classified Ad Sales Team (727) 497-6568
AAFP@communitybrands.com

Online Advertising Rates/Opportunities

#1 Journal Website in Primary Care¹

The websites for *American Family Physician* (aafp.org/aafp) and *FPM* (aafp.org/fpm) are industry leaders in primary care and family medicine. Per DRG Digital | Manhattan Research, HCP Sources, 2018, *AFP* is rated #1 in the following categories:

- Top websites accessed for professional purposes (past 3 months) FP/GP
- Specialty-specific websites visited (past 3 months) among PCPs and FP/GP
- Top online and offline sources used for scientific and clinical research among PCPs and FP/GP
- Used for online Continuing Medical Education (eCME) among PCPs and FP/GP

The combination of *AFP/FPM* is the perfect choice to reach/engage primary care physicians. Engagement: More than 127,678 AAFP members are registered users of the website.

AAFP.org Combo US Only

Page views 2,574,050
Visits 2,098,340

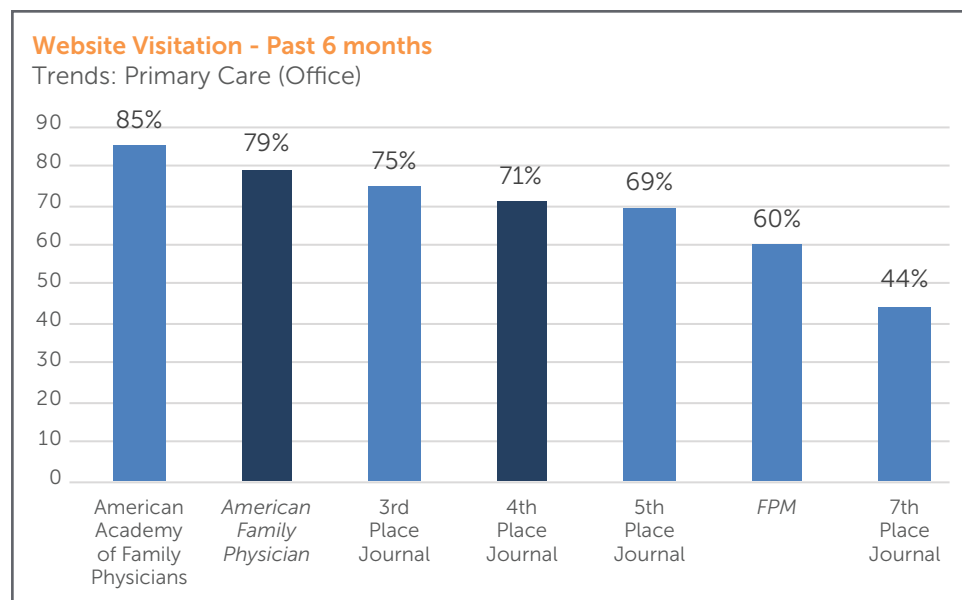
AAFP.org/aafp US only

Page views 2,334,059
Visits 1,925,021

AAFP.org/fpm US only

Page views 239,993
Visits 178,211

1. Adobe Analytics monthly averages (over a 6 month period) Jan 2023-Jun 2023
2. DRG Digital | Manhattan Research, Digital HCP Sources, June 2018
3. KANTAR Medical/Surgical Media Measurement, Spring 2022, Primary Care, Table 201



Online Advertising Rates/Opportunities (continued)

AAFP.org Advertising Rates RATES EFFECTIVE JANUARY 1, 2024

AD UNIT	COST
AFP/FPM Combo Buy (banners*)	\$125 CPM
AFP/FPM Combo Buy Half page (300x600)	\$150 CPM
AFP/FPM Combo Buy Interstitial	\$215 CPM

*Leaderboard (728x90), medium box (300x250)

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		

Email Display and Inline Text Advertising

Distribution: Includes active AAFP member physicians and journal subscribers.

Semi-exclusive opportunity: Only one display ad (300x250 medium box) and one inline text ad (headline/copy = 350 characters) are accepted per newsletter or eTOC. High SOV.*

EMAIL DISTRIBUTION	AFP ETOC/ CLINICAL ANSWERS	FPM ETOC	FPM ENEWSLETTER
Average Distribution	110,749	85,265	96,031
Frequency	2x/month	6x/year	Weekly
Specialty*			
Family Medicine	93%	95%	86%
Other Specialty	3%	1%	3%
Unknown or Not Applicable	5%	3%	8%
Designation*			
MD	67%	79%	73%
DO	18%	19%	18%
NP	1%	0%	1%
PA	1%	0%	1%
Other Designation	2%	0%	1%
Unknown	12%	1%	4%
* Specialties and Designations add to more than total due to multiple specialties and designations for many individuals			

Example of inline text ad:

<p>INFORMATION FROM THE AAFP</p> <p>Get <i>FPM</i> in Print</p> <p>AAFP members have free access to the latest issue of <i>FPM</i> journal online. For offline reading, subscribe to the print version for just \$1 per week.</p>

*Medium box creative must include company name and/or body copy.

AFP eTOC/Clinical Answers Advertising Rates

	1-X	3-X	6-X	12-X	18-X	24-X
MEDIUM BOX (300x250)	\$9,990	\$9,490	\$9,040	\$8,540	\$8,090	\$7,700
INLINE TEXT AD	\$7,000	\$6,650	\$6,340	\$5,990	\$5,690	\$5,400
MED. BOX & INLINE TEXT	\$16,360	\$15,550	\$14,820	\$14,000	\$13,270	\$12,610

AFP eTOC/Clinical Answers Production Deadlines

ISSUE	AD SPACE CLOSING	AD MATERIAL DUE	AFP ETOC/CLINICAL ANSWERS DELIVERY DATE
Jan - Clinical Answers	12/12/23	12/15/23	01/03/24
Jan - eTOC	01/02/24	01/05/24	01/17/24
Feb - Clinical Answers	01/18/24	01/23/24	02/01/24
Feb - eTOC	02/02/24	02/07/24	02/16/24
Mar - Clinical Answers	02/16/24	02/21/24	03/01/24
Mar - eTOC	03/04/24	03/07/24	03/18/24
Apr - Clinical Answers	03/18/24	03/21/24	04/01/24
Apr - eTOC	04/02/24	04/05/24	04/16/24
May - Clinical Answers	04/17/24	04/22/24	05/01/24
May - eTOC	05/02/24	05/07/24	05/16/24
Jun - Clinical Answers	05/17/24	05/22/24	06/03/24
Jun - eTOC	06/03/24	06/06/24	06/17/24
Jul - Clinical Answers	06/17/24	06/20/24	07/01/24
Jul - eTOC	07/01/24	07/05/24	07/16/24
Aug - Clinical Answers	07/18/24	07/23/24	08/01/24
Aug - eTOC	08/02/24	08/07/24	08/16/24
Sep - Clinical Answers	08/19/24	08/22/24	09/03/24
Sep - eTOC	09/03/24	09/06/24	09/17/24
Oct - Clinical Answers	09/17/24	09/20/24	10/01/24
Oct - eTOC	10/02/24	10/07/24	10/16/24
Nov - Clinical Answers	10/18/24	10/23/24	11/01/24
Nov - eTOC	11/04/24	11/07/24	11/18/24
Dec - Clinical Answers	11/14/24	11/19/24	12/02/24
Dec - eTOC	12/03/24	12/06/24	12/17/24

FPM eTOC Advertising Rates

	1-X	3-X	6-X	12-X	18-X	24-X
MEDIUM BOX (300x250)	\$7,280	\$6,710	\$6,400	\$6,050	\$5,730	\$5,440
INLINE TEXT AD	\$4,950	\$4,710	\$4,500	\$4,240	\$4,030	\$3,830
MED. BOX & INLINE TEXT	\$11,570	\$11,020	\$10,480	\$9,900	\$9,380	\$8,920

FPM eTOCs/eNewsletters Production Deadlines

ISSUE	AD SPACE CLOSING	AD MATERIAL DUE	ETOC/ ENEWSLETTER DELIVERY DATE
Jan/Feb Issue - eTOC	12/19/23	12/22/23	01/10/24
Jan - eNewsletter 1	01/03/24	01/08/24	01/18/24
Jan - eNewsletter 2	01/09/24	01/12/24	01/24/24
Feb - eNewsletter 1	01/24/24	01/29/24	02/07/24
Feb - eNewsletter 2	01/31/24	02/05/24	02/14/24
Feb - eNewsletter 3	02/07/24	02/12/24	02/21/24
Feb - eNewsletter 4	02/14/24	02/19/24	02/28/24
Mar - eNewsletter 1	02/21/24	02/26/24	03/06/24
Mar/Apr Issue - eTOC	02/28/24	03/04/24	03/13/24
Mar - eNewsletter 2	03/06/24	03/11/24	03/20/24
Mar - eNewsletter 3	03/13/24	03/18/24	03/27/24
Apr - eNewsletter 1	03/20/24	03/25/24	04/03/24
Apr - eNewsletter 2	03/27/24	04/01/24	04/10/24
Apr - eNewsletter 3	04/03/24	04/08/24	04/17/24
Apr - eNewsletter 4	04/10/24	04/15/24	04/24/24
May/Jun Issue - eTOC	04/18/24	04/23/24	05/02/24
May - eNewsletter 1	05/01/24	05/06/24	05/15/24
May - eNewsletter 2	05/08/24	05/13/24	05/22/24
Jun - eNewsletter 1	05/21/24	05/24/24	06/05/24
Jun - eNewsletter 2	05/29/24	06/03/24	06/12/24
Jun - eNewsletter 3	06/05/24	06/10/24	06/19/24
Jun - eNewsletter 4	06/12/24	06/17/24	06/26/24

ISSUE	AD SPACE CLOSING	AD MATERIAL DUE	ETOC/ ENEWSLETTER DELIVERY DATE
Jul/Aug Issue - eTOC	06/25/24	06/28/24	07/10/24
Jul - eNewsletter 1	07/02/24	07/08/24	07/17/24
Jul - eNewsletter 2	07/10/24	07/15/24	07/24/24
Aug - eNewsletter 1	07/24/24	07/29/24	08/07/24
Aug - eNewsletter 2	07/31/24	08/05/24	08/14/24
Aug - eNewsletter 3	08/07/24	08/12/24	08/21/24
Aug - eNewsletter 4	08/14/24	08/19/24	08/28/24
Sep/Oct Issue - eTOC	08/27/24	08/30/24	09/11/24
Sep - eNewsletter 1	09/04/24	09/09/24	09/18/24
Sep - eNewsletter 2	09/11/24	09/16/24	09/25/24
Oct - eNewsletter 1	09/18/24	09/23/24	10/02/24
Oct - eNewsletter 2	09/25/24	09/30/24	10/09/24
Oct - eNewsletter 3	10/03/24	10/08/24	10/17/24
Oct - eNewsletter 4	10/09/24	10/14/24	10/23/24
Nov - eNewsletter 1	10/23/24	10/28/24	11/06/24
Nov/Dec Issue - eTOC	10/30/24	11/04/24	11/13/24
Nov - eNewsletter 2	11/06/24	11/11/24	11/20/24
Dec - eNewsletter 1	11/18/24	11/21/24	12/04/24
Dec - eNewsletter 2	11/25/24	12/02/24	12/11/24
Dec - eNewsletter 3	12/04/24	12/09/24	12/18/24

Advertising Policies and Principles

Advertising revenue in *American Family Physician* and *FPM* helps to fund the healthcare mission of the American Academy of Family Physicians.

The purpose of the AAFP's journals is to serve the medical profession and provide continuing medical education. Because of this, the appearance of advertising cannot indicate or imply AAFP or journal endorsement of the advertised company or product(s), nor are advertisers allowed to influence editorial content.

AAFP physician members, other non-member physicians, and other allied healthcare professionals expect the AAFP journals to be authoritative, independent voices in the world of science and medicine.

Public confidence in our objectivity is critical to carrying out our mission. The AAFP adheres to the code set forth by the Council of Medical Specialty Societies (CMSS) Code for Interactions with Companies, Standards for Advertising (Section 9.1) which states:

"Advertising in all Society publications should be easily distinguishable from editorial content (e.g., through labels and color-coding). Advertising should not be designed to look like scientific articles.

In Society Journals, the placement of Advertising adjacent to articles or editorial content discussing the Company or product that is the subject of the ad should be prohibited. Advertising in Society Journals should be subject to review by the Editor-in-Chief and overseen by the Society. Society Journals and other Society publications that publish Advertising for CME activities or provide activities through which readers can earn CME credits should also comply with ACCME requirements for Advertising set out in the Standards for Commercial Support."

The following advertising policies and principles apply to all AAFP journal brands and channels:

1. Products and services to be advertised must meet the standards of generally accepted medical practice, be relevant to the clinical or socioeconomic practice of medicine, or be of special interest to the physician readership.
2. Products and services not explicitly covered by these policies will generally be accepted if they are determined to be in harmony with the stated purpose of the journal. However, the journal editor in chief or journal division director has the right to refuse any advertisement that, in their sole discretion, is incompatible with the mission or inconsistent with the values of the journal or society, and to stop accepting any advertisement previously accepted.
3. Advertisements, including advertising creative, that are new to the AAFP journals require pre-approval before they can appear and must be submitted for review no later than 10 days before the closing date for the issue.
4. Advertising for the following categories is prohibited: Alcohol, tobacco, cannabis or cannabinoids, weapons, firearms, ammunition, fireworks, gambling and lottery, pornography or related themes, political and religious advertisements, advertisements that claim to have a non-scientifically substantiated cure or method, advertisements that make unsubstantiated health claims for the products advertised, and advertisements directed at children.
5. All ads must clearly and prominently identify the advertiser by logo, trademark, or signature.
6. Per CMSS code, we prohibit the intentional placement of advertising adjacent to articles discussing the company or products in the same class as the advertised product.
7. Ads that make comparative claims to competitive products must be substantiated by supporting data.
8. Products that require approval by the U.S. Food and Drug Administration for marketing must receive FDA approval before being eligible and must include "full disclosure" when required. It is the responsibility of the advertiser to conform to regulations of the FDA and all legal requirements for the content of claims made for products.
9. Advertisers may be required to submit supporting documentation to substantiate claims. For products not regulated by the FDA or other government agency, technical and/or scientific documentation may be required.
10. Ads that make health claims for non-FDA approved nutritional supplements, foods, food additives, and other products and devices with health claims must be substantiated by clinical studies acceptable to the journal's editor in chief—generally meaning studies that have independent support in authoritative, evidence-based medical literature—and are subject to a literature review prior to acceptance. Such ads must additionally carry the following disclaimer: "These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease."
11. The AAFP follows the American Medical Association's Code of Medical Ethics Opinion 8.063 regarding the sale of health-related products from physician's offices. Products must serve the immediate and pressing needs of their patients, be supported by evidence in peer-reviewed literature and other unbiased scientific sources that review evidence in a sound, systematic, and reliable fashion, and such sales must not present a financial conflict of interest for the physician or physician's practice.
12. The AAFP follows the American Medical Association's Code of Medical Ethics Opinion 8.03 prohibiting physicians from placing their own financial interests above the welfare of their patients. Ads for products or services that assist the physician in running a more efficient practice, thus enabling the physician more time for patient care, will generally be accepted. Included here would be categories such as office equipment, medical billing systems, or other software products. Ads that focus solely on increasing profitability are not acceptable.
13. Continuing medical education courses, seminars, and conferences are eligible to advertise.
14. For enduring materials (e.g., books, audio- and videotapes, computer software, etc.), submission of a sample for review to establish eligibility may be required.

15. The full rules for any market research or promotion associated with an advertisement must be displayed in the ad or available via a prominent link.

16. Advertorials: Longer form content created for commercial purposes may be harder for the average reader to readily distinguish as promotional. We define the word “advertorial” to mean an advertisement or other paid content that resembles editorial content in style, intent, and format. While the AAFP journals do allow such types of advertising, we will publish no advertising that, in the judgment of the editor in chief and journal division director, resembles our editorial content in form or format enough to confuse the reader or be mistaken for editorial content.

The company or brand logo must appear prominently on the first page of the advertorial (or, in the case of an opening spread, somewhere on the spread) and the word “ADVERTISEMENT” must appear in 14 pt. bold type (minimum), all caps, at the top center of each page. Advertorial layouts are subject to review by the editor in chief and journal division director.

The editor in chief and journal division director must preapprove any piece that might be considered advertorial. At their discretion, the advertising may need to be reformatted to minimize its resemblance to editorial content, and this must be considered as part of an approval timetable. All other guidelines pertaining to advertising in the journals also apply to advertorials.

17. The journals further adhere to the advertising policies of the American Academy of Family Physicians (AAFP), the Council of Medical Specialty Societies (CMSS), the Accreditation Council for Continuing Medical Education (ACCME), the World Association of Medical Editors (WAME), and the International Committee of Medical Journal Editors (ICMJE).

18. The following online advertising formats are prohibited: Pop-ups and floating ads. Advertisements that collect personally identifiable information from visitors without their knowledge or permission. Ads that extend across or down the page without the visitor having clicked or rolled-over the ad. Ads that send visitors to another site without the visitor having clicked the ad.

19. Online advertisements, including sponsored content, must be clearly distinguishable from editorial content. Online ads will be labeled “advertisement” as part of standard site architecture.

20. Neither advertisers nor their agents may collect any personal information from the user except with the user’s knowledge and permission and only after giving the user substantive information about the uses to which the information will be put. Similarly, cookies, pixels, applets, and other such files are prohibited if those files transmit any personally identifiable information to the advertiser or agent without the user’s knowledge and permission.

Business Policies:

21. In consideration of publication of an advertisement, the advertiser and the agency, jointly and severally, agree to indemnify and hold harmless the AAFP and its officers, agents, and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the ad, including, without limitation, claims or suits for libel, violation of privacy, copyright infringement, or plagiarism.

22. The AAFP shall not be liable for any failure to print, publish, or circulate any ad that is accepted. However, the journals shall, in collaboration with the advertiser or its agent, use its reasonable efforts to place such ad among subsequent available inventory.

23. The AAFP is not responsible for incidental or consequential damage for errors in printing an ad.

24. The AAFP will not be bound by any condition, printed or otherwise, appearing on order blanks or copy instructions when such conditions conflict with the conditions set forth in these advertising policies and principles.

25. Because editorial content requirements change as issue production progresses, all advertising insertion order position clauses are treated as important requests that may require change.

26. In the event of nonpayment, the advertiser and/or its agency shall be jointly and severally liable for such monies as are due and payable to the AAFP.

27. Advertising materials must conform to mechanical specifications as indicated in the most recent journal media kit.

These advertising policies and principles are not exhaustive and are subject to change at any time without notice.

Updated: February 2022

More Opportunities with the AAFP

The American Academy of Family Physicians (AAFP) works with a variety of health care-focused companies that share our goal of providing family physicians, their care teams, and their patients with the best resources and education tools. We strive to ensure our partnership delivers a valuable, collaborative, and relevant experience by identifying win-win opportunities for everyone involved.

The AAFP provides numerous ways to connect and collaborate with the Academy and our members.

FAMILYDOCTOR.ORG

Familydoctor.org, our patient-focused site, is viewed by more than 150,000 unique visitors per month.

FOUNDATION CORPORATE PARTNER PROGRAM

Deepen your network within the family medicine community. Become a Corporate Partner with the AAFP Foundation—the philanthropic arm of the AAFP. Together, with Corporate Partners, we advance the values of family medicine for our members and the patients they serve.

EDUCATION

Collaborate with us on key sponsored opportunities to create, develop, and improve educational outcomes for family physicians, residents, and medical students as well as the patients they serve. We can work together to identify and develop practical, evidence-based tools and resources, as well as build on the AAFP's award-winning familydoctor.org website—a valuable patient and physician resource.

EVENT MARKETING

Increase your company's visibility and connect with members at high-profile events, including Family Medicine Experience (FMX), the AAFP's largest family medicine event of the year; National Conference of Family Medicine Residents and Medical Students; and the AAFP Chapter Leadership Conference.

AFFINITY PROGRAMS

Promote your products or professional services through dedicated and frequent promotional marketing channels, including the AAFP's Member Advantage Program.

SPONSORED RESOURCE CENTER

Your educational materials (white papers, videos, slide shows) are hosted on aafp.org and distributed through journal eNewsletters and eTOCS, banner ads on the website, and through a regular AAFP member eNewsletter.

To explore the many partnership opportunities through the AAFP or to learn more, contact:
strategicengagements@aafp.org
or (800) 274-2237, ext. 4445



**Widely
Read.
Deeply
Trusted.**

ADVERTISING SALES

Karl Franz, Regional Sales Manager.....kfranz@wiley.com
Tara Schelling, Senior Account Managertschelling@wiley.com

AD SERVICES AND SALES SUPPORT SPECIALIST

Stefanie Valenzano.....svalenzano@aafp.org
General Advertising InquiriesAAFP_NJ@aafp.org

BILLING COORDINATOR

Tania Tkachukttkachuk@wiley.com

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

AAFP JOURNAL MEDIA PRODUCTION/EDITORIAL OFFICE

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

DIRECTOR, JOURNAL MEDIA

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SENIOR DIGITAL PRODUCTION SPECIALIST

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