



AFP is the #1 Essential Journal in Primary Care¹

There is no better place to connect with primary care physicians who are interested in earning CME than in the pages of *American Family Physician* and *FPM*, the journals of the American Academy of Family Physicians (AAFP). Physicians turn to the journals to earn CME credit required by the AAFP, American Board of Family Medicine (ABFM), the American Osteopathic Board of Family Physicians (AOBFP) and state medical boards as well as to learn techniques and ideas to improve patient care and practice.

Why are AFP & FPM the right place to promote your CME?

AFP is the #1 Essential Journal in Primary Care¹

You reach 169,000+ physicians including all active members of the AAFP in an editorially independent, evidence-based, clinical review journal.

254,000

Primary care physicians complete more than 254,000 AFP and FPM Issue CME Quizzes each year.³

Readers engage with AFP content mainly by going to the AFP website (72%) or by reading AFP in print (71%).⁴

The ideal environment to reach an audience seeking CME

As the official peer-review journals of the AAFP, AFP delivers up-to-date information on clinical topics, the latest diagnostic and therapeutic techniques, and summaries of practice guidelines from major medical organizations. FPM provides practical, peer reviewed advice on patient care and practice along with tools designed to help deliver excellent patient care and service, enhance efficiency and revenue, and increase professional satisfaction. The combination is powerful and effective in engaging the physicians to you want to reach.

Extend your reach via online advertising

Add in an online advertising as the journals generate more than 2.7 million online page views a month in the U.S. alone.² They turn to aafp.org to find peer-reviewed, evidence-based content they know and trust, and a unique user experience driven by a deep-rooted connection with the audience, their goals and their environment.

Remember to certify your educational activity through the AAFP Credit System to showcase it to 130,000 members through AAFP CME search. For more information visit www.aafp.org/cme.html

To learn more about how we can help you promote your CME program in *American Family Physician* and *FPM*, email AAFP@momentivesoftware.com or call 727-297-6568.



Maximize Brand Exposure



Journal Advertising



Banner Advertising



Member Conferences & Events



Podcast

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

2. Adobe Analytics, 6 month average, Jan 2024-Jun 2024

3. Quiz Usage Report, AFP CME Quiz Returns by Month Received, 2022-2023 average

4. 2023 AFP Editorial Survey

AFP/FPM Classifieds CME Rate Card

Print & Online

Effective January 1, 2025

Summary

The American Academy of Family Physicians (AAFP) offers a dedicated CME advertising section in both *American Family Physician* and *FPM* medical journals where readers turn for more information on upcoming courses and programs. The AAFP CME is designed to help physicians meet the ABFM's Family Medicine Certification (formerly MC-FP) requirements when and how it works for their schedule.

The *American Family Physician* and *FPM* medical journals aren't just read, they're studied. Every issue provides both the evidence-based, clinical review content that readers can put to use immediately in their practice and the opportunity to earn valuable CME credits from cover-to-cover readership.

In each issue of the *AFP* or *FPM*, at least five (5) or more free CME credits are offered. The CME quiz that readers complete covers most of the content in the issue, therefore encouraging cover-to-cover reading.

American Family Physician is published twelve (12) times per year in print and online. Mailing date is approximately one week following the issue date. Copy changes/cancellations are accepted only in writing and must be received on or before the closing date of the scheduled issues.

FPM is published six (6) times per year in print and online, every other month starting in January. Closing date is approximately 30 days in advance of the issue date.

Classifieds

The classified section offers word and display advertising options in the Continuing Medical Education (CME) category.

CME: Display Rates

	1 Issue	3 Issues*
Cost Per Column Inch	\$115	\$99

(Minimum: 40 words)

CLASSIFIED WORD AD STYLE: All advertisements are set uniformly. They are set solid with the lead words set in bold caps. Abnormal capitalization, type variations, illustrations, special line breaks and borders are not permitted.

COUNTING WORDS: Two initials are considered one word, each abbreviation is considered one word and figures consisting of a dollar sign and five numerals or less are considered one word. If you use a post office box, P.O. is one word, Box is one word and the number of box is one word. Zip code is considered one word. When using Internet or email addresses count as three words each. Telephone numbers with area codes are considered one word. No charge for normal punctuation.

CME: Word Rates

	1 Issue	3 Issues*
Cost Per Word	\$2.09	\$1.93

(Minimum: 1 column inch)

CME: Unit Display Rates

	1X	2-3X*	4-7X*
1/12 Page	\$902	\$798	\$759
1/6 Page	\$1,788	\$1,595	\$1,513
1/3 Page	\$3,355	\$3,025	\$2,833
1/2 Page	\$5,033	\$4,510	\$4,263
Full Page	\$7,458	\$6,545	\$5,643

BLIND BOX SERVICE: \$45 one-time fee.

Ad Dimensions

Column Inch
1/12 Page: 2 1/16"W x 2 1/4"D
1/6 Page: 2 1/16" W x 4 1/2" D
1/3 Page: 4 1/4" W x 4 1/2" D
1/2 Page: 6 1/2" W x 4 1/2" D
Full Page: 6 1/2"W x 8 5/8"D

Creative Services

Momentive Software is able to create an ad for you that engages your audience through full service creative/design work. Our design experts provide brand development consultation, creation of display ads, banner ads, etc. Design rates are \$75/hr. Quotes for each job are free and non-committal.