

#1 Essential Journal in Primary Care (FP/IM)¹

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?

#1 Essential Journal in Primary Care (FP/IM)¹

You reach 160,000+ physicians including all active members of the AAFP in an editorially independent, evidence-based, clinical review journal.

315,000

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

#1 Specialty-Specific Websites Visited (Past 3 Months) Among PCPs and FPs/GPs⁴

The *ideal* environment to reach an audience seeking CME

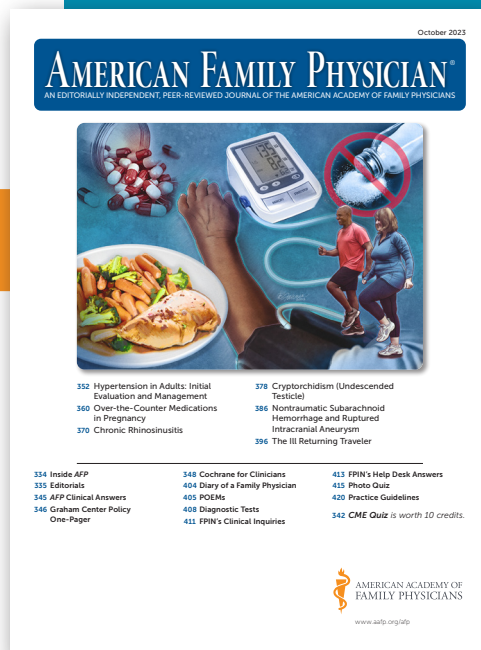
As the official peer-review journals of the AAFP, *AFP* delivers up-to-date information on clinical topics, the latest diagnostic and therapeutic techniques, and summaries of practice guidelines from major medical organizations. *FPM* provides practical, peer reviewed advice on patient care and practice 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 journal generates more than 2.5 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 129,600 members through AAFP CME search. For more information visit www.aafp.org/relevantcme.

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



Maximize Brand Exposure

-  Journal Advertising
-  Banner Advertising
-  Member Conferences & Events
-  Podcasts

1. The Matalia Group, The Essential Journal Study – Primary Care, June 2019
 2. Adobe Analytics, 6 month average, Jan 2023-Jun 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