

2025

PRODUCTION INFORMATION

American
Family Physician®

FPM



The background is a solid teal color. On the left side, there is a large, stylized, light-blue graphic of a torch. The torch has a flame at the top and a handle that curves downwards. In the center and on the right side, there are large, light-blue geometric shapes, specifically triangles and trapezoids, arranged in a way that suggests a stylized 'A' or a series of overlapping planes.

Table of Contents

<i>AFP</i> Production/Mechanical Requirements	3
<i>FPM</i> Production/Mechanical Requirements	4
<i>AFP/FPM</i> Website and eTOC Advertising Specifications.....	5
<i>AFP/FPM</i> eTOC/eNewsletter Production Deadlines	6-7
Contact Us	Back Cover

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	37/8" 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: 7³/₄" x 10¹/₂"

Production Deadlines					
ISSUE	QUAD JOB NUMBER	DEMO AD LIST DUE AT MMS	SPACE CLOSING	ROB MATERIAL DUE	INSERTS/ OUTSERTS/ COVER TIPS DUE
Jan	C40A0A0	11/22/24	12/06/24	12/13/24	12/20/24
Feb	C5077C0	12/19/24	01/09/25	01/16/25	01/24/25
Mar	C5077A0	01/29/25	02/10/25	02/17/25	02/24/25
Apr	C507780	02/19/25	03/03/25	03/07/25	03/14/25
May	C507770	03/25/25	04/04/25	04/10/25	04/18/25
Jun	C5077D0	04/24/25	05/06/25	05/13/25	05/20/25
Jul	C507790	05/30/25	06/11/25	06/17/25	06/24/25
Aug	C5077L0	06/30/25	07/11/25	07/18/25	07/25/25
Sep	C5077F0	07/29/25	08/08/25	08/14/25	08/21/25
Oct	C5077E0	08/21/25	09/03/25	09/09/25	09/16/25
Nov	C5077J0	09/23/25	10/03/25	10/10/25	10/17/25
Dec	C5077H0	10/23/25	11/05/25	11/12/25	11/19/25

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.

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.

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 9	Dec 13
Mar/Apr	Feb 7	Feb 13
May/Jun	April 14	April 21
Jul/Aug	June 13	June 19
Sep/Oct	Aug 8	Aug 14
Nov/Dec	Oct 10	Oct 16

Ad Space Sizes

Ad Space Sizes

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

Bleed Ad Space Sizes

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

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

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

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

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/eNewsletter Production Deadlines

AFP eTOC/eNewsletter Production Deadlines

ISSUE	AD SPACE CLOSING	AD MATERIAL DUE	AFP eTOC/CLINICAL ANSWERS DELIVERY DATE
Jan - Clinical Answers	12/11/24	12/16/24	01/03/25
January - eTOC	01/02/25	01/07/25	01/16/25
Feb - Clinical Answers	01/17/25	01/23/25	02/03/25
February - eTOC	02/04/25	02/07/25	02/18/25
Mar - Clinical Answers	02/17/25	02/20/25	03/03/25
March - eTOC	03/04/25	03/07/25	03/18/25
Apr - Clinical Answers	03/18/25	03/21/25	04/01/25
April - eTOC	04/02/25	04/07/25	04/17/25
May - Clinical Answers	04/17/25	04/22/25	05/01/25
May - eTOC	05/02/25	05/07/25	05/16/25
Jun - Clinical Answers	05/16/25	05/21/25	06/02/25
June - eTOC	06/03/25	06/06/25	06/17/25
Jul - Clinical Answers	06/17/25	06/20/25	07/01/25
July - eTOC	07/01/25	07/07/25	07/16/25
Aug - Clinical Answers	07/18/25	07/23/25	08/01/25
August - eTOC	08/04/25	08/07/25	08/18/25
Sep - Clinical Answers	08/18/25	08/21/25	09/02/25
September - eTOC	09/02/25	09/05/25	09/16/25
Oct - Clinical Answers	09/17/25	09/22/25	10/01/25
October - eTOC	10/02/25	10/07/25	10/16/25
Nov - Clinical Answers	10/20/25	10/23/25	11/03/25
November - eTOC	11/03/25	11/07/25	11/18/25
Dec - Clinical Answers	11/13/25	11/18/25	12/01/25
December - eTOC	12/02/25	12/05/25	12/16/25



FPM eTOCs/eNewsletters Production Deadlines

ISSUE	AD SPACE CLOSING	AD MATERIAL DUE	ETOC/ ENEWSLETTER DELIVERY DATE
Jan - eNewsletter 1	12/16/24	12/19/24	01/08/25
Jan/Feb Issue - eTOC	12/23/24	01/06/25	01/15/25
Jan - eNewsletter 2	01/07/25	01/10/25	01/22/25
Feb - eNewsletter 1	01/22/25	01/27/25	02/05/25
Feb - eNewsletter 2	01/29/25	02/03/25	02/12/25
Feb - eNewsletter 3	02/05/25	02/10/25	02/19/25
Feb - eNewsletter 4	02/12/25	02/17/25	02/26/25
Mar - eNewsletter 1	02/19/25	02/24/25	03/05/25
Mar/Apr Issue - eTOC	02/26/25	03/03/25	03/12/25
Mar - eNewsletter 2	03/05/25	03/10/25	03/19/25
Mar - eNewsletter 3	03/12/25	03/17/25	03/26/25
Apr - eNewsletter 1	03/19/25	03/24/25	04/02/25
Apr - eNewsletter 2	03/26/25	03/31/25	04/09/25
Apr - eNewsletter 3	04/01/25	04/04/25	04/16/25
Apr - eNewsletter 4	04/08/25	04/11/25	04/23/25
May - eNewsletter 1	04/23/25	04/28/25	05/07/25
May/Jun Issue - eTOC	04/30/25	05/05/25	05/14/25
May - eNewsletter 2	05/07/25	05/12/25	05/21/25
Jun - eNewsletter 1	05/20/25	05/23/25	06/04/25
Jun - eNewsletter 2	05/28/25	06/02/25	06/11/25
Jun - eNewsletter 3	06/04/25	06/09/25	06/18/25
Jun - eNewsletter 4	06/11/25	06/16/25	06/25/25

ISSUE	AD SPACE CLOSING	AD MATERIAL DUE	ETOC/ ENEWSLETTER DELIVERY DATE
Jul/Aug Issue - eTOC	06/24/25	06/27/25	07/09/25
Jul - eNewsletter 1	07/02/25	07/08/25	07/17/25
Jul - eNewsletter 2	07/09/25	07/14/25	07/23/25
Aug - eNewsletter 1	07/23/25	07/28/25	08/06/25
Aug - eNewsletter 2	07/30/25	08/04/25	08/13/25
Aug - eNewsletter 3	08/06/25	08/11/25	08/20/25
Aug - eNewsletter 4	08/13/25	08/18/25	08/27/25
Sep/Oct Issue - eTOC	08/26/25	08/29/25	09/10/25
Sep - eNewsletter 1	09/03/25	09/08/25	09/17/25
Sep - eNewsletter 2	09/10/25	09/15/25	09/24/25
Oct - eNewsletter 1	09/18/25	09/23/25	10/02/25
Oct - eNewsletter 2	09/24/25	09/29/25	10/08/25
Oct - eNewsletter 3	10/01/25	10/06/25	10/15/25
Oct - eNewsletter 4	10/08/25	10/13/25	10/22/25
Nov - eNewsletter 1	10/21/25	10/24/25	11/05/25
Nov/Dec Issue - eTOC	10/28/25	10/31/25	11/12/25
Nov - eNewsletter 2	11/05/25	11/10/25	11/19/25
Dec - eNewsletter 1	11/17/25	11/20/25	12/03/25
Dec - eNewsletter 2	11/24/25	12/01/25	12/10/25
Dec - eNewsletter 3	12/03/25	12/08/25	12/17/25

ADVERTISING SALES

Karl Franz, Regional Sales Manager..... kfranz@wiley.com
Tara Schelling, Senior Account Manager tschelling@wiley.com
Michael O'Brien II, Account Manager..... mobrien@wiley.com

AD SERVICES AND SALES SUPPORT SPECIALIST

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

BILLING COORDINATOR

Tania Tkachuk..... ttkachuk@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

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