



AMERICAN ACADEMY OF
FAMILY PHYSICIANS

AMERICAN FAMILY PHYSICIAN®

The Best Read Journal in Primary Care

2019 Media Kit



AMERICAN FAMILY

AN EDITORIALY INDEPENDENT, PEER-REVIEWED JOURNAL OF THE

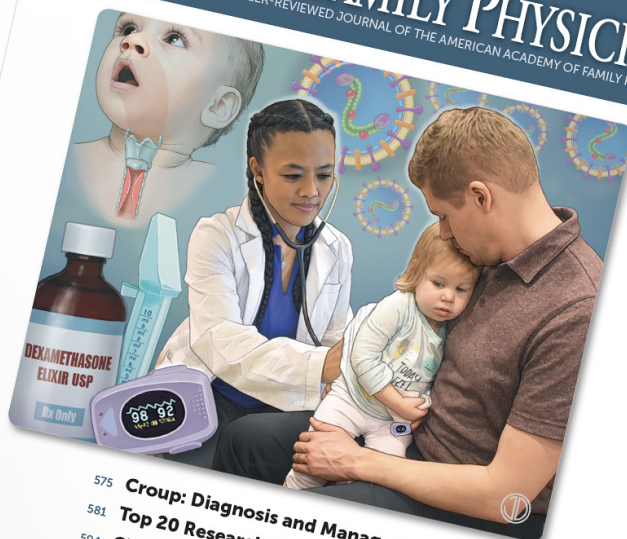


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AMERICAN FAMILY PHYSICIAN®

AN EDITORIALY INDEPENDENT, PEER-REVIEWED JOURNAL OF THE AMERICAN ACADEMY OF FAMILY PHYSICIANS



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AMERICAN ACADEMY OF
FAMILY PHYSICIANS

www.aafp.org/aafp

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Who We Are

Who We Are

American Family Physician (AFP) is the official peer-reviewed journal of the American Academy of Family Physicians (AAFP), the most read editorially independent, evidence-based, clinical review journal in primary care.¹ 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.

The journal is published twice a month and mailed to an audience of more than 180,000 primary care physicians, and generates more than 4 million online page views a month. AAFP is one of the largest medical organizations in the U.S., representing 131,400 family physicians, residents, and medical students and is the only medical society devoted solely to primary care

AFP online generates more than 4 million page views a month

Required Reading

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 their practice and the opportunity to earn valuable CME from cover-to-cover readership.

Why Do Physicians Read *AFP*?

- In print, *AFP* helps physicians make the decisions that matter for their patients and their practices by providing the peer-reviewed, evidence-based content they know and trust.

- Online, *AFP* delivers a unique user experience driven by a deeply rooted connection with its audience, their goals, and their environment. Curated, searchable collections make it easy for readers to find new information and share what they learn with others.
- They 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.

AAFP is the only medical society devoted solely to primary care.

The Clinical Review Journal Difference

Original research is inarguably essential to aid scientific discovery and medical advances. Papers in original research journals cover the research methods, statistical analyses, study results and key findings for each new discovery so that (1) the scientific community can build on those discoveries, and (2) the medical community can weigh the evidence and decide whether to create or alter their clinical practice guidelines based on that research.

But at the end of the day, a doctor just needs to know how to make the best decision for this patient, right now.

As a review journal, *AFP* synthesizes all the applicable research that's out there, points readers to the most reliable evidence available, and presents the information in succinct, evidence-based clinical reviews. So, doctors can do what they most want to do: make the best diagnoses and treatment decisions for their patients. **It's no wonder that *AFP* consistently ranks as the #1 "essential journal" for primary care physicians.²**

¹KANTAR, Medical/Surgical June 2019 – Readership Summary

²The Essential Journal Study for Primary Care, January 2019, The Matalia Group

American Family Physician Podcast, 2017 AM&P (Association Media & Publishing) EXCEL Gold Award Winner: Digital Media: Podcast — Educational. The EXCEL Awards recognize excellence and leadership in nonprofit association media, publishing, marketing, and communications.



#1



The #1 Media Brand in Primary Care

#1 Projected Average Issue Readers (Office-Based) – Primary Care¹

#1 Average Page Exposure (Office-Based) – Primary Care¹

#1 Essential Journal in Primary Care (FP/IM)²

#1 Specialty Specific Websites Visited (Past 3 Months)
Among PCPs and FPs/GPs³

#1 Top Websites Accessed for Professional Purposes (Past 3 Months)
Among FPs/GPs³

#1 Ad Page Exposures (Office-Based) – Primary Care¹

#1 Top Online and Offline Source Used for Scientific and
Clinical Research Among PCPs and FPs/GPs³

#1 Websites Used for Online Continuing Medical Education (eCME)
Among PCPs and FPs/GPs³

#1 High Readers (Office-Based) – Primary Care¹

#1 High Readers as a % of Total Readers (Office-Based) –
Primary Care¹

#1 Most Visited Journal Website in Primary Care⁴

#1 Total Readers Office-Based – Primary Care¹

#1 Cover-to-Cover Readership Office-Based – Primary Care¹



¹KANTAR, June 2019 Medical/Surgical Readership Study

²The Matalia Group, The Essential Journal Study – Primary Care, January 2019

³DRG Digital/Manhattan Research, Digital HCP Sources June 2018

⁴KANTAR, Website Usage and Qualitative Evaluations, December 2018

Print Advertising Rates, Specifications, and Discounts

Full-Run, Run-of-Book Rates

RATES EFFECTIVE JANUARY 1, 2019

B&W RATES	1-X	6-X	12-X	18-X	24-X	36-X	48-X	60-X	72-X	84-X	96-X	120-X	144-X	192-X	240-X	288-X
1 PAGE	\$14,710	\$14,420	\$14,130	\$13,980	\$13,830	\$13,690	\$13,320	\$13,170	\$13,100	\$13,020	\$12,950	\$12,800	\$12,660	\$12,510	\$12,360	\$12,210
2/3 PAGE	11,040	10,820	10,600	10,490	10,380	10,270	10,000	9,890	9,830	9,780	9,720	9,610	9,500	9,390	9,280	9,170
1/2 PAGE	10,300	10,100	9,890	9,790	9,690	9,580	9,330	9,220	9,170	9,120	9,070	8,970	8,860	8,760	8,660	8,550
1/3 PAGE	7,360	7,220	7,070	7,000	6,920	6,850	6,670	6,590	6,560	6,520	6,480	6,410	6,330	6,260	6,190	6,110

Color Charges CHARGE PER COLOR PER PAGE OR FRACTION

Individual Color Process	\$1,440
Matched Color	\$2,230
Matched Color-Metallic	\$2,720
Three- and Four-color Process	\$3,490
Five-color Process	
(FOUR-COLOR PROCESS + NONMETALLIC MATCHED)	\$5,710
Six-color Process	
(FOUR-COLOR PROCESS + TWO NONMETALLIC MATCHED)	\$7,920

Preferred 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%
Following Newsletter (PREMIUM ON B/W SPACE ONLY)	10%
Preceding Lead Article (PREMIUM ON B/W SPACE ONLY)	10%
Consecutive Right-hand Pages	
(PREMIUM ON FULL OR FRACTIONAL)	5%

Full-Run Insert Rates

INSERTS	1-X	6-X	12-X	18-X	24-X	36-X	48-X	60-X	72-X	84-X	96-X	120-X	144-X	192-X	240-X	288-X
2-PAGE	\$30,750	\$30,140	\$29,540	\$29,220	\$28,910	\$28,620	\$27,840	\$27,530	\$27,380	\$27,220	\$27,070	\$26,760	\$26,460	\$26,150	\$25,840	\$25,520
	61,200	59,990	58,790	58,160	57,540	56,960	55,420	54,790	54,500	54,170	53,880	53,250	52,670	52,050	51,420	50,800
		89,550	87,750	86,820	85,890	85,020	82,720	81,790	81,360	80,860	80,420	79,490	78,620	77,690	76,760	75,830
		118,830	116,440	115,200	113,960	112,810	109,760	108,530	107,950	107,290	106,710	105,480	104,320	103,090	101,850	100,620
		147,810	144,840	143,300	141,760	140,330	136,530	135,000	134,280	133,460	132,740	131,200	129,770	128,230	126,690	125,160
			172,960	171,120	169,280	167,570	163,040	161,210	160,350	159,370	158,510	156,680	154,960	153,130	151,290	149,460

► FULL-RUN RATE INFORMATION

FULL-RUN, RUN-OF-BOOK RATES Effective Rate Date: January 1, 2019.

Agency commission: 15% of gross billing for space and color. Subject to withdrawal on accounts not paid within 30 days of invoice date. • **Short Rates and Rebates:** Advertisers who contract for a specific frequency or discount program but do not meet those terms within the contract period will be short-rated, except for those who qualify for the Guaranteed Frequency Plan. Advertisers who exceed their contracted frequency will be rebated. All paid pages count towards earned frequency rate, whether demo or full-run.

Bleed: No charge. • **First-time Advertisers:** First-time advertisers/agencies must complete a credit application and prepay advertising to ensure placement. Call Advertising Services at 913-906-6000 ext. 5142 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 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. • **Combined Frequency Savings:** All pages in *AFP* and *Family Practice Management (FPM)* combine to determine an advertiser's earned frequency. Each \$10,000 spent online counts as one unit toward frequency. • **Prescribing Information (PI)/Important Safety Information (ISI) Discount:** Advertisers earn a 50% discount starting with the 3rd PI/ISI page.

Split-Run Rates 50% OR LESS OF CIRCULATION

RATES EFFECTIVE JANUARY 1, 2019

B&W RATES	1-X	6-X	12-X	18-X	24-X	36-X	48-X	60-X	72-X	84-X	96-X	120-X	144-X	192-X	240-X	288-X
1 PAGE	\$9,710	\$9,520	\$9,330	\$9,230	\$9,130	\$9,040	\$8,800	\$8,700	\$8,650	\$8,600	\$8,550	\$8,450	\$8,360	\$8,260	\$8,160	\$8,060
2/3 PAGE	7,290	7,150	7,000	6,930	6,860	6,780	6,600	6,530	6,490	6,460	6,420	6,350	6,270	6,200	6,130	6,060
1/2 PAGE	6,800	6,670	6,530	6,470	6,400	6,330	6,160	6,090	6,060	6,020	5,990	5,930	5,850	5,790	5,720	5,650
1/3 PAGE	4,860	4,770	4,670	4,620	4,570	4,530	4,410	4,350	4,330	4,310	4,280	4,240	4,180	4,140	4,090	4,040

Color Charges CHARGE PER COLOR PER PAGE OR FRACTION

Individual Process Color	\$1,000
Matched Color	\$1,550
Matched Color-Metallic	\$1,880
Three- and Four-color Process	\$2,420

Five-color Process	
(FOUR-COLOR PROCESS + NONMETALLIC MATCHED)	\$3,950
Six-color Process	
(FOUR-COLOR PROCESS + TWO NONMETALLIC MATCHED)	\$5,480

Split-Run Insert Rates

INSERTS	1-X	6-X	12-X	18-X	24-X	36-X	48-X	60-X	72-X	84-X	96-X	120-X	144-X	192-X	240-X	288-X
2-PAGE	\$20,300	\$19,900	\$19,500	\$19,300	\$19,090	\$18,900	\$18,400	\$18,190	\$18,080	\$17,980	\$17,870	\$17,670	\$17,480	\$17,270	\$17,060	\$16,850
4-PAGE	40,400	39,610	38,820	38,400	37,990	37,610	36,610	36,200	35,990	35,780	35,570	35,160	34,780	34,370	33,950	33,530
6-PAGE		59,120	57,940	57,320	56,700	56,140	54,650	54,030	53,720	53,410	53,100	52,480	51,920	51,300	50,680	50,060
8-PAGE		78,450	76,880	76,060	75,240	74,490	72,520	71,690	71,280	70,870	70,460	69,630	68,890	68,070	67,240	66,420
10-PAGE		97,580	95,640	94,610	93,590	92,660	90,200	89,180	88,670	88,150	87,640	86,620	85,690	84,670	83,640	82,620
12-PAGE			114,200	112,980	111,760	110,650	107,720	106,490	105,880	105,270	104,660	103,430	102,330	101,110	99,880	98,660

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 **A. Availability:** All inserts are subject to approval. Sample must be provided for review. • **B. Acceptance:** No BRCs are accepted. 80 lb. stock maximum; approval will be granted prior to space closing; inserts must be delivered to the printer two weeks prior to issue date. • Variations from standard inserts will be accepted only after prior approval and at the discretion of the publisher. A special charge may be made 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. **C. Trimming:** Ship folded to 8" x 10 3/4". Trim size is 7 3/4" x 10 1/2". 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. **D. Quantity:** Full run is 200,000, which includes spoilage and 1,000 for publisher's use. For more information, contact the Advertising Sales Office at (201) 288-4440.

► SPLIT-RUN RATE INFORMATION

COVER TIPS Your message displayed on a cover tip offers both premium visibility and precise targeting. These units are available on a limited basis and may only be reserved by contract. Please contact sales for availability and pricing at AAFP_NJ@aafp.org or call 201-288-4440. • **Specifications for a standard 2-page/single leaf cover tip:** Standard size (w x h): 7.5-inches x 5.5-inches • Stock: 80# text • For custom sizes, pita pockets and multi-page 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 visible when the journal is received. Availability is limited. Contact sales for pricing at AAFP_NJ@aafp.org or call 201-288-4440.

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. Creative with pita pockets must be wafer sealed. Cancellations received 60 days or more via written notice prior to issue ad close, 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 both premium visibility and precise targeting. These units are available on a limited basis and may only be reserved by contract. Please contact sales for availability and pricing at AAFP_NJ@aafp.org or call 201-288-4440.

Specifications for a standard 2-page/single leaf cover tip:

- Standard size (w x h): 7.5-inches x 5.5-inches
- Stock: 80# text

For custom sizes, pita pockets and multi-page 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 sales for pricing at AAFP_NJ@aafp.org or call 201-288-4440.

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 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. Creative with pita pockets must be wafer sealed. Cancellations received 60 days or more via written notice prior to issue ad close, 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.

Advertising Discount Programs

2/15 Plan

Pay early and earn credit! Advertisers will receive a 2% credit on the invoice net to be used toward a future insertion, provided payment is received at the publisher's office within 15 days of invoice date. The credit will only be applied to future insertions.

Continuity Rewards

Buy five issues, get one free! Advertise the same product with five consecutive insertions and/or in consecutive issues and get the sixth insertion free. If consecutive insertions are of varied ad sizes, then award is given as an average of the consecutive ads, rounded up to the next full-page. The free ad supersedes any other discounts for that ad unit. Free ad units count toward earned frequency. Continuity schedules that go beyond the calendar year are not rate-protected. Adjustments will not be made to the reward invoice(s).

2018 AD UNITS	2019 DISCOUNT
72 -105	1%
106-150	2%
151-255	3%
226-315	4%
316 or more	5%

Corporate Rewards

An individual advertiser (and its divisions or subsidiaries) whose 2018 accumulative ad units in *AFP*, *Family Practice Management (FPM)*, and associated publisher billings equaling 72 units or more will earn a discount on gross billings in 2019 (see chart). Corporate Rewards are taken after all other

discounts. An individual advertiser (and its divisions or subsidiaries) whose 2018 accumulative ad units in *AFP*, *FPM*, and associated publisher billings equaling 316 or more units qualifies to receive, in lieu of all other discounts, a total discount of 10% on the gross

billings of *AFP* and *FPM* in 2019. A 15% agency commission will be given on the adjusted gross billings. This discount supersedes all other discounts for the advertiser and is by option only.

A qualifying advertiser not requesting this option prior to the first ad insertion in 2019 will receive all standard discounts for which the advertiser is qualified.

Guaranteed Frequency Plan

Corporate Rewards advertisers qualify for a guaranteed frequency equal to one (1) frequency above the prior year's actual earned frequency. If the guaranteed frequency is exceeded, the advertiser's rate will be adjusted to that higher frequency, but no short-rate will occur in the event of a shortfall. Qualification for Corporate Rewards in subsequent years is based on actual earned frequency (units placed) for the prior year, not on the guaranteed frequency granted for the prior year.

Prescribing Information (PI)/Important Safety Information (ISI) Discount

Advertisers earn a 50% discount starting with the 3rd PI/ISI page.

More Opportunities

Content Marketing

Employ a variety of content marketing tactics to engage family physicians in the information and awareness campaign by reaching the maximum number of family physicians to build awareness, engage family physicians to download your content from the AAFP website and act as a catalyst to start a patient/physician conversation about a patient-centered care plan and influence family physicians.

Sponsored Resource Center

Your educational materials hosted on aafp.org and pushed out members via a regular AAFP eNewsletter and other traffic-driving mechanisms.

Advertorials

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



Podcast Sponsorships

The *AFP* Podcast is frequently the #1 medical podcast in iTunes and routinely in the top 15. It has received 108 5-star ratings out of 115 ratings in iTunes. Educational, philanthropic, and recruitment messages are welcome, and are played at the top of each episode.

FMX, the Family Medicine Experience

The AAFP Family Medicine Experience (FMX) is the largest annual gathering of family physicians. It's where 4,000 physicians come for solutions to amplify their patient care, live CME that challenges their knowledge, inspiration from keynote speakers, and powerful peer connections. Exhibit and sponsorship opportunities are available



Better practice.
Healthier patients.
Rewarding career.

The award-winning practice improvement journal of the AAFP, FPM is the #1 most visited practice management publication website according to KANTAR's Website Usage and Qualitative Evaluations (June 2018 Family Medicine). Expand your footprint in family medicine through a variety of innovative sponsorship, content marketing, and advertising opportunities.

FamilyDoctor.org(familydoctor.org)

AAFP's direct-to-patient site delivers more than 3 million page views every month.

AAFP Foundation Corporate Partnerships

Build new and deeper networks within the family medicine community while allowing the AAFP Foundation to create programs that support family physicians and the patients they serve.

Call or visit aafp.org/journals/adinform to link to more details.

Sponsored Journal Subscriptions

Generate goodwill and exceptional promotional visibility by sponsoring a print subscription to *AFP* or its sister practice-improvement journal, *FPM*.

List Rentals

You can rent the AAFP member list (minimum 3,000 names) for direct mail campaigns. *For details, contact INFOCUS Marketing call us at (800) 708-5478, press 2 to speak to sales or e-mail us at sales@infocusmarketing.com. Visit www.infocusmarketing.com/datacard/aafp for more information.*

We do not offer rental of the AAFP email subscriber lists.

Data Services

Profile data by MMS, Inc. Symphony Health Solutions-Power Profiler prescription data helps you zero in on therapeutic classes and products, profiled by physician specialty, and prescription writing. Data can be provided in desired format to active and prospective advertisers. For more information, contact the AAFP sales office at (201) 288-4440 or AAFP_NJ@aafp.org.

Reprints and ePrints

Reprints of *American Family Physician* articles are available in black and white or full color and may be ordered in multiple quantities starting at 25. ePrints are delivered as a URL link via e-mail and set for a specified number of views or length of time. For more information on availability and options, please contact Sheridan Content Solutions at scsreprints@sheridan.com.



Production

First Issue: January 1970

Issuance: Published 24 times per year

Issue Dates: Twice monthly (1st and 15th)

Mailing Date/Class: One week following issue date/Periodicals

Production Deadlines

ISSUE	SPACE CLOSING DATE	ROB AD MATERIALS DUE	INSERT, OUTSERT, COVER TIP DUE DATE
Jan-1-19	Dec-1-2018	Dec-7-18	Dec-14-18
Jan-15-19	Dec-15-2018	Dec-19-18	Jan-3-19
Feb-1-19	Jan-1-2019	Jan-4-19	Jan-11-19
Feb-15-19	Jan-15-2019	Jan-17-19	Jan-25-19
Mar-1-19	Feb-1-2019	Feb-5-19	Feb-12-19
Mar-15-19	Feb-15-2019	Feb-19-19	Feb-26-19
Apr-1-19	Mar-1-2019	Mar-8-19	Mar-15-19
Apr-15-19	Mar-15-2019	Mar-22-19	Mar-29-19
May-1-19	Apr-1-2019	Apr-5-19	Apr-12-19
May-15-19	Apr-15-2019	Apr-19-19	Apr-26-19
Jun-1-19	May-1-2019	May-3-19	May-10-19
Jun-15-19	May-15-2019	May-17-19	May-24-19
Jul-1-19	Jun-1-2019	Jun-5-19	Jun-12-19
Jul-15-19	Jun-15-2019	Jun-21-19	Jun-28-19
Aug-1-19	Jul-1-2019	Jul-5-19	Jul-12-19
Aug-15-19	Jul-15-2019	Jul-19-19	Jul-26-19
Sep-1-19	Aug-1-2019	Aug-6-19	Aug-13-19
Sep-15-19	Aug-15-2019	Aug-23-19	Aug-30-19
Oct-1-19	Sep-1-2019	Sep-6-19	Sep-13-19
Oct-15-19	Sep-15-2019	Sep-20-19	Sep-27-19
Nov-1-19	Oct-1-2019	Oct-4-19	Oct-11-19
Nov-15-19	Oct-15-2019	Oct-18-19	Oct-25-19
Dec-1-19	Nov-1-2019	Nov-8-19	Nov-15-19
Dec-15-19	Nov-15-2019	Nov-20-19	Nov-27-19

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.

Ad Placement Policy

Advertising is rotated and interspersed throughout the issue—within departments and between articles. Advertising placement is split equally between the first- and second-half.

Ad Space Sizes

Full page	7" x 10"
2/3 page	4 3/8" 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	3 7/8" 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: 7 3/4" x 10 1/2"

Mechanical Requirements

Paper Stock

A. Inside pages (body pages): 34# UPM Cote

B. 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/ AAFF. One actual-size SWOP-certified color proof is required 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 Advertising Services at lporter@aafp.org.

Insert, Cover Tip, and Outsert Shipping

Each insert carton should be marked for *AFP* journal, with date of issue, Quad/Graphics job number, name of advertiser, product, and quantity. To view requirements, go to www.qg.com/shippingspecs.pdf.

Insert shipments not meeting requirements are subject to additional charges. Contact Production Department at btaylor@aaafp.org or (913) 906-6000, for Quad/Graphics job number or additional information.

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

Quad/Graphics
Attn: Receiving
N61 W23044 Harry's Way
Sussex, WI 53089

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

Classified and Recruitment Advertising

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

Print Advertising Policy available at aaafp.org/afp-mediakit.

Editorial

General Editorial Direction

AFP's mission is to provide CME with a focus on evidence-based medicine, report recent advances in medicine, serve as a forum for clinical opinion in matters related to family medicine, and disseminate important clinical information from other major medical organizations.

CME Credit

AFP offers several 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, Close-ups, CME Quiz, Cochrane for Clinicians, Curbside Consultation, Editorials, FPIN's Clinical Inquiries, Graham Center Policy One-Pagers, Letters to the Editor, Photo Quiz, Point-of-Care Guides, Practice Guidelines, Putting Prevention into Practice, STEPS (new drug reviews), POEMs, AHRQ: Effective Health Care Reviews, U.S. Preventive Services Task Force, Medicine by the Numbers, and FPIN's Help Desk Answers.

Clinical Review Articles

Number of clinical review articles per issue: Three to four

Length of articles: Seven pages

(All clinical review articles include CME credit.)

Origin of Editorial (Three-year average)

A. Staff written: 20% (15% is written by MD editors under contract)

B. Solicited: 79%

C. Unsolicited: 21%

D. All topic proposals must be approved before manuscript submission.

E. Peer review: All articles are peer reviewed by family physicians, plus some additional subspecialist reviewers.

F. Rejection rate: 6% of solicited, 97% of unsolicited

Circulation

Definition of Recipient Qualification

Qualified recipients are family physicians, including medical teachers; selected office-based general 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

A. Audit: BPA statement for July 1, 2018 issue.

For semiannual circulation updates, visit www.bpaww.com.

B. Mailing house: MMS, Inc.

Coverage and Subscriptions

A. See the table to the right for a breakdown of circulation by classification of reader.

B. Controlled = 42%; Paid = 3%; Request = 55%

C. Subscription price in U.S.: \$290; Canada: \$400; Foreign: \$500

D. Institutional price: Quote upon request

E. Medical students, residents, health care professionals, and office management staff in U.S.: \$175; Canada: \$285; Foreign: \$390

Circulation Breakdown

FAMILY PHYSICIANS	
Office-based	71,820
First-year Residents	2,367
Residents, Other	5,942
Full-time Hospital Staff	6,572
Other Professional Activities	12,073
Total Family Physicians	98,774
GENERAL PRACTITIONERS	
Office-based	2,179
Full-time Hospital Staff	21
Other Professional Activities	500
Total General Practice	2,700
INTERNIST	
Office-based	50,449
Residents, Other	7
Full-time Hospital Staff	469
Other Professional Activities	91
Total Internists	51,016
OSTEOPATHS IN FAMILY MEDICINE	
Office-based	12,833
Hospital-based	3,140
Total Osteopaths	15,973
OTHERS	
AAFP Members in Other Specialties or at Foreign Addresses	10,586
Foreign	449
AAFP Student Members	3,107
Total Other	14,142
Total Qualified	182,605
Paid Subscriptions	6,715
Grand Total	189,320

Online Advertising Rates/Opportunities

#1 Journal Website in Family Medicine¹

The websites for *American Family Physician* (aafp.org/afp) and *FPM* (aafp.org/fpm) are industry leaders in primary care and family medicine. Kantar Media rates *AFP* as the #1 “most-visited journal website” in primary care.¹ The most recent DRG | Manhattan Research, HCP Sources, 2018² rates *AFP* #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
- Website used for online Continuing Medical Education (eCME) among PCPs and FP/GP

Kantar Media rates *FPM* is the #1 practice improvement journal website in family medicine.¹ The combination makes *AFP/FPM* the perfect choice to reach/engage primary care physicians. Engagement: More than 131,000 AAFP member physicians are registered users of the website.

AAFP.org COMBO³

Page views	4,070,350
Visits	3,248,817

AAFP.org/afp³

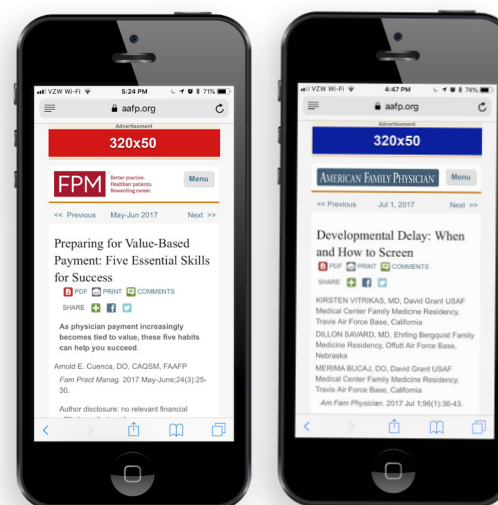
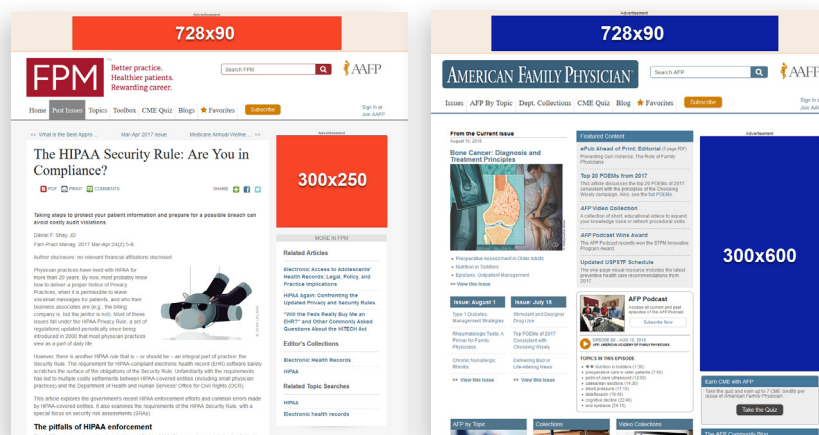
Page views	3,774,057
Visits	3,046,660

AAFP.org/fpm³

Page views	296,293
Visits	208,898

Earned Frequency Discounts in *AFP* and *FPM*

Every \$10k purchased online on the aafp.org/afp and aafp.org/fpm websites equals one unit toward earned frequency in *AFP* and *FPM* in print. Every eTOC or eNewsletter placement with *AFP* and *FPM* counts as one-unit toward frequency discounts in print.



¹KANTAR, Website Usage and Qualitative Evaluations, December 2018, Primary Care

²DRG Digital | Manhattan Research, Digital HCP Sources June 2018

³Adobe Site Catalyst, 6-month average July-December 2018

Online Advertising Rates/Opportunities Continued

AAFP.org Advertising Rates RATES EFFECTIVE JANUARY 1, 2019

AD UNIT	COST/BASIS	DISCOUNTS/OPTIONS
AFP/FPM Brand Combo Best Buy! (banners*)	\$100 CPM	5% Discount on 100K+ impressions per month
AFP/FPM Brand Combo Best Buy! Half page (300x600)	\$110 CPM	5% Discount on 100K+ impressions per month
AFP -Brand Specific (banners*)	\$110 CPM	5% Discount on 100K+ impressions per month
AFP -Brand Specific - Half Page (300x600)	\$130 CPM	5% Discount on 100K+ impressions per month
Interstitial AFP/FPM Brand Combo	\$180 CPM	When purchased in conjunction with equivalent banner impressions in the same month
Interstitial AFP Brand-Specific	\$200 CPM	When purchased in conjunction with equivalent banner impressions in the same month
Home Page Combo Roadblock**	\$10,400/month flat rate	

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

**Leaderboard (728x90), medium box (300x250) or half page (300x600)

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
Medium Rectangle	300x250	Expansion not allowed for this unit	200 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	728x90	Expansion not allowed for this unit	200 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	300x600	Expansion not allowed for this unit	200 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).
Expandable/Retractable	300x250 to 600x250 300x600 to 600x600 728x90 to 728x315	Expansion must be user-initiated	200 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
Smartphone Static Wide Banner	320x50	Expansion not allowed for this unit	50 KB	Not allowed for this unit	15 sec max length for animation Video not allowed for this unit See "In-Banner Video" & Rich Media units below for video	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 (aka "Interstitial")	Variable	Expansion not applicable for this unit	200 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	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	300x250	N/A	N/A		130 characters		Static Gif or JPEG
16 eTOC	AFP • 2019 MEDIA KIT Inline Text	N/A	N/A		Headline 50 characters, body copy 300 characters. Up to 2 URL links allowed		

eTOC Production Deadlines

ISSUE	SPACE CLOSING DATE	MATERIALS CLOSING DATE	eTOC DELIVERY DATE
Jan 1 - eTOC	Dec-11-18	Dec-14-18	Jan-04-19
Jan 15 - eTOC	Dec-21-18	Jan-04-19	Jan-15-19
Feb 1 - eTOC	Jan-08-19	Jan-23-19	Feb-01-19
Feb 15 - eTOC	Jan-22-19	Feb-07-19	Feb-18-19
March 1 - eTOC	Feb-07-19	Feb-20-19	Mar-01-19
March 15 - eTOC	Feb-21-19	Mar-07-19	Mar-18-19
April 1 - eTOC	Mar-12-19	Mar-22-19	Apr-02-19
April 15 - eTOC	Mar-26-19	Apr-05-19	Apr-16-19
May 1 - eTOC	Apr-09-19	Apr-19-19	Apr-30-19
May 15 - eTOC	Apr-23-19	May-03-19	May-14-19
June 1 - eTOC	May-07-19	May-22-19	Jun-03-19
June 15 - eTOC	May-21-19	Jun-06-19	Jun-17-19
July 1 - eTOC	Jun-07-19	Jun-21-19	Jul-02-19
July 15 - eTOC	Jun-25-19	Jul-03-19	Jul-16-19
Aug 1 - eTOC	Jul-09-19	Jul-19-19	Jul-30-19
Aug 15 - eTOC	Jul-23-19	Aug-07-19	Aug-16-19
Sep 1 - eTOC	Aug-08-19	Aug-23-19	Sep-03-19
Sep 15 - eTOC	Aug-27-19	Sep-06-19	Sep-17-19
Oct 1 - eTOC	Sep-10-19	Sep-20-19	Oct-01-19
Oct 15 - eTOC	Sep-24-19	Oct-04-19	Oct-15-19
Nov 1 - eTOC	Oct-08-19	Oct-23-19	Nov-01-19
Nov 15 - eTOC	Oct-22-19	Nov-07-19	Nov-18-19
Dec 1 - eTOC	Nov-12-19	Nov-21-19	Dec-03-19
Dec 15 - eTOC	Nov-22-19	Dec-06-19	Dec-17-19

Online Advertising Policy available at aafp.org/afp-mediakit.

Email Sponsorships: eTOC

Total distribution: Includes active AAFP member physicians and subscribers.

Average Semi-Monthly Distribution (1st and 15th of the month): 100,000

The *AFP* eTOC mails on the 1st and 15th of the month. *AFP*'s eTOC alerts readers to new content published in *AFP*.

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

All *FPM* and *AFP* box and text ads combine for the highest-earned frequency. Advertising frequencies earned via print placements in *FPM* and *AFP* also apply toward earned frequency pricing for the eTOCs and eNewsletters.

AFP eTOCs Advertising Rate

	1X	3X	6X	12X	18X	24X
Medium Box (300x250)	\$9,120	\$8,670	\$8,260	\$7,800	\$7,390	\$7,030
Inline Text Ad	\$6,390	\$6,070	\$5,790	\$5,470	\$5,190	\$4,930
Medium Box and Inline Text	\$14,960	\$14,220	\$13,550	\$12,800	\$12,130	\$11,530

The image shows a sample eTOC layout for the American Family Physician. It includes the AAFP logo, the journal title, and the date (August 15, 2018). The layout features several articles with headlines and brief descriptions, such as 'Bone Cancer: Diagnosis and Treatment Principles' and 'Preoperative Assessment in Older Adults: A Comprehensive Approach'. There are also two distinct ad formats highlighted: a '300x250' medium box ad and an 'Inline Text' ad. The inline text ad is shown as a blue box with white text, and the medium box ad is shown as a larger blue box with white text.

Print Advertising Policy

The purpose of *AFP* is to serve the medical profession and provide continuing medical education (CME). The information and opinions presented in *AFP* reflect the views of the authors, not those of the journal or the American Academy of Family Physicians (AAFP), unless so stated. Advertising is generally accepted if judged to be in harmony with the purpose of the journal; however, *AFP* reserves the right to reject any advertising at its sole discretion.

A. 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.

B. 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.

C. Technical data and scientific documentation may be required for products not regulated by the FDA or other government agencies.

D. Ads for nutritional supplements and vitamin preparations are not eligible unless the product is approved for marketing by the FDA or its efficacy and safety are substantiated by clinical studies acceptable to the AAFP—generally meaning studies that have independent support in authoritative, evidence-based medical literature. More specific guidelines are available at aafp.org/journals/adinfo.

E. General purpose foods such as bread, meats, fruits, and vegetables are eligible. Special purpose foods (e.g., foods for carbohydrate-restricted diets and other therapeutic diets) are eligible when their uses are supported by acceptable data. Only diet programs prescribed and controlled by physicians may be eligible.

F. CME courses, seminars, and conferences are eligible for advertisement. If CME accreditation is advertised, AAFP Prescribed credit must be approved and specified.

G. For enduring materials (e.g., books, audio- and videotapes, computer software, etc.), submission of a sample for review to establish eligibility may be required.

H. *AFP* follows the American Medical Association's Code of Medical Ethics Opinion 8.063 regarding the sale of health-related products from physicians'

offices. Consequently, no ad will be accepted that promotes the sale of health-related products from a physician's office unless documentation submitted to the advertising business manager with an ad clearly meets the guidelines set forth in Opinion 8.063.

I. *AFP* 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.

J. Institutional advertising germane to the practice of medicine may be considered eligible.

K. Other products and services not covered above will generally be accepted if they are determined to be in harmony with the stated purpose of the publication.

L. Ads containing comparative claims for competitive products must be substantiated by supporting data.

M. Ads for tobacco products and alcoholic beverages will not be accepted. The AAFP has no direct association with organizations involved in the manufacturing of tobacco products and urges its members to avoid such association.

N. All ads must clearly and prominently identify the advertiser by trademark or signature.

O. In consideration of publication of an ad, the advertiser and the agency, jointly and severally, agree to indemnify and hold harmless publisher, 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.

P. Publisher shall not be liable for any failure to print, publish, or circulate any ad accepted by publisher; however, publisher shall use its reasonable efforts to place such ad in subsequent available space.

Q. Publisher is not responsible for incidental or consequential damage for errors in printing an ad.

R. Publisher 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 this rate card.

S. Because editorial requirements change as issue production progresses, all advertising insertion order position clauses are treated as requests.

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

U. Ads must conform to mechanical specifications as indicated in this rate card.

V. The placement of advertising adjacent to articles discussing the advertised company or products in the same class as the advertising product is prohibited.

W. All ads are subject to approval of publisher and editor, who each reserve the right to reject or cancel any ad at any time, and/or to evaluate ad copy to ensure that it does not contain any false or misleading statements or that is not in poor taste—offensive in either artwork or text. New copy must be received by the advertising department 10 days before the closing date.

X. *AFP* defines the word “adveritorial” to mean an advertisement or other paid content that resembles editorial content in style, intent, and format. While *AFP* welcomes such advertisements, we will publish no advertisement that, in the judgment of the publisher and editor, resembles our editorial content enough to be mistaken for an article. The company or brand logo must appear prominently on the first page of the adveritorial (or, in the case of an opening spread, somewhere on the spread) and display the word “ADVERTISEMENT” in 14 pt. bold type (min.), all caps, at the top center of each page, and are also subject to editor review.

The publisher must preapprove any piece that might be considered adveritorial. At the discretion of the publisher, the advertisement may need to be reformatted to minimize its resemblance to our editorial content. All other guidelines pertaining to advertising in *AFP* also apply to adveritorials.

Y. *AFP* further adheres 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).

Z. Publisher may change the terms set forth herein at any time, provided that no such change applies to ads whose closing date precedes announcement of the change.

Online Advertising Policy

The American Academy of Family Physicians (AAFP) accepts advertising on the *American Family Physician (AFP)* and *Family Practice Management (FPM)* websites. The appearance of advertising on these websites does not imply endorsement of the advertised company or product, nor is advertising allowed to affect editorial decisions or editorial content.



Advertising Acceptance

The AAFP has the right to refuse any advertisement that it seems inappropriate or incompatible with its mission and to stop accepting any advertisement previously accepted.

The following types of advertisements are prohibited on *AFP* and *FPM* websites:

- Alcohol and tobacco
- Weapons, firearms, ammunition, and fireworks
- Gambling and lottery
- Pornography and related materials and services
- Political and religious
- Advertisements that claim to offer a "miracle" cure or method
- Advertisements that make unsubstantiated health claims for the products advertised
- Advertisements directed at children

The following advertisement formats are prohibited:

- Pop-ups and floating ads
- Advertisements that are designed to collect personally identifiable information from visitors to the *AFP* or *FPM* website without their knowledge or permission
- Ads that expand across or down the page or send visitors to another site without the visitor having clicked on the ad

Online Advertising Policy

1. Advertisements new to the *AFP* or *FPM* websites require AAFP approval before they can appear on the sites. Such review will extend to any landing page(s) the advertisement links to. The company sponsoring the website of any landing page must be clearly identified on that page.

2. Advertisements, advertising icons, and advertiser logos must be clearly distinguishable from editorial content. In addition, *AFP* or *FPM* web pages are designed to label all advertisements with the word "advertisement."

3. Advertisers may be required to submit supporting documentation to substantiate claims.

4. The AAFP does not allow targeted placement of advertising adjacent to editorial content of similar nature. Advertisements are placed at random and do not appear adjacent to relevant editorial except by chance.

5. Advertisements may not imply endorsement by the AAFP or its journals.

6. Neither advertisers nor their agents may collect any personal information from any user viewing the *AFP* or *FPM* website 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, applets, and other such files are prohibited if those files transmit any personally identifiable information to the advertisers or agencies without the user's knowledge and permission.

7. 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.

Advertising revenue is used to support the AAFP.

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A medical journal like no other
that reaches PCPs like no other.

*Cross-channel promotion
that meets PCPs
where they are.*

