



AMERICAN ACADEMY OF
FAMILY PHYSICIANS

AMERICAN FAMILY PHYSICIAN®

2020 Media Kit

The Most Trusted Media
Brand In Primary Care





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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, 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 134,600 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 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 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 including AMA PRA category 1 credits.

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 that 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.

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 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, June 2019

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

⁴KANTAR, Website Usage and Qualitative Evaluations, June 2019

Primary Care's Most Trusted Media Brand.



Print Advertising Rates, Specifications, and Discounts

Full-Run, Run-of-Book Rates

RATES EFFECTIVE JANUARY 1, 2020

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	\$15,160	\$14,860	\$14,560	\$14,410	\$14,260	\$14,100	\$13,720	\$13,570	\$13,500	\$13,420	\$13,350	\$13,190	\$13,040	\$12,890	\$12,740	\$12,590
2/3 Page	\$11,370	\$11,150	\$10,920	\$10,810	\$10,690	\$10,580	\$10,290	\$10,180	\$10,120	\$10,070	\$10,010	\$9,900	\$9,780	\$9,670	\$9,560	\$9,440
1/2 Page	\$10,620	\$10,410	\$10,200	\$10,090	\$9,990	\$9,880	\$9,620	\$9,510	\$9,460	\$9,400	\$9,350	\$9,240	\$9,140	\$9,030	\$8,930	\$8,820
1/3 Page	\$7,580	\$7,430	\$7,280	\$7,210	\$7,130	\$7,050	\$6,860	\$6,790	\$6,750	\$6,710	\$6,680	\$6,600	\$6,520	\$6,450	\$6,370	\$6,300

Color Charges CHARGE PER COLOR PER PAGE OR FRACTION

Individual Color Process	\$1,490
Matched Color	\$2,300
Matched Color-Metallic	\$2,800
Three- and Four-Color Process	\$3,590
Five-Color Process	
(FOUR-COLOR PROCESS + NONMETALLIC MATCHED)	\$5,870
Six-Color Process	
(FOUR-COLOR PROCESS + TWO NONMETALLIC MATCHED)	\$8,150

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	\$31,690	\$31,060	\$30,440	\$30,120	\$29,810	\$29,470	\$28,680	\$28,370	\$28,220	\$28,050	\$27,910	\$27,570	\$27,260	\$26,950	\$26,630	\$26,320
4 Page	\$63,070	\$61,820	\$60,570	\$59,950	\$59,330	\$58,660	\$57,080	\$56,460	\$56,160	\$55,830	\$55,540	\$54,880	\$54,250	\$53,630	\$53,000	\$52,380
6 Page		\$92,290	\$90,420	\$89,490	\$88,560	\$87,570	\$85,210	\$84,270	\$83,840	\$83,340	\$82,910	\$81,910	\$80,980	\$80,050	\$79,120	\$78,190
8 Page		\$122,450	\$119,980	\$118,740	\$117,510	\$116,190	\$113,060	\$111,820	\$111,240	\$110,590	\$110,010	\$108,690	\$107,450	\$106,220	\$104,980	\$103,750
10 Page		\$152,320	\$149,240	\$147,710	\$146,170	\$144,530	\$140,630	\$139,100	\$138,380	\$137,560	\$136,840	\$135,200	\$133,660	\$132,130	\$130,590	\$129,050
12 Page			\$178,220	\$176,380	\$174,550	\$172,590	\$167,940	\$166,100	\$165,240	\$164,270	\$163,410	\$161,450	\$159,610	\$157,780	\$155,940	\$154,110

► FULL-RUN RATE INFORMATION

FULL-RUN, RUN-OF-BOOK RATES Effective Rate Date: January 1, 2020.

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 toward 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. 6281 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 *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, 2020

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	\$10,010	\$9,810	\$9,610	\$9,520	\$9,420	\$9,310	\$9,060	\$8,960	\$8,910	\$8,860	\$8,820	\$8,710	\$8,610	\$8,510	\$8,410	\$8,310
2/3 Page	\$7,510	\$7,360	\$7,210	\$7,140	\$7,060	\$6,990	\$6,800	\$6,720	\$6,680	\$6,650	\$6,610	\$6,540	\$6,460	\$6,390	\$6,310	\$6,240
1/2 Page	\$7,010	\$6,880	\$6,740	\$6,660	\$6,600	\$6,530	\$6,350	\$6,280	\$6,250	\$6,210	\$6,180	\$6,100	\$6,040	\$5,960	\$5,900	\$5,830
1/3 Page	\$5,010	\$4,910	\$4,810	\$4,760	\$4,710	\$4,660	\$4,530	\$4,490	\$4,460	\$4,430	\$4,410	\$4,360	\$4,310	\$4,260	\$4,210	\$4,160

Color Charges CHARGE PER COLOR PER PAGE OR FRACTION

Individual Process Color	\$1,030
Matched Color	\$1,600
Matched Color-Metallic	\$1,940
Three- and Four-Color Process	\$2,500

Five-Color Process	
(FOUR-COLOR PROCESS + NONMETALLIC MATCHED)	\$4,070
Six-Color Process	
(FOUR-COLOR PROCESS + TWO NONMETALLIC MATCHED)	\$5,650

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	\$20,930	\$20,510	\$20,090	\$19,900	\$19,690	\$19,460	\$18,940	\$18,730	\$18,630	\$18,520	\$18,440	\$18,210	\$18,000	\$17,790	\$17,580	\$17,370
4 Page	\$41,650	\$40,810	\$39,980	\$39,610	\$39,190	\$38,730	\$37,690	\$37,280	\$37,070	\$36,860	\$36,700	\$36,240	\$35,820	\$35,410	\$34,990	\$34,570
6 Page		\$60,930	\$59,680	\$59,120	\$58,500	\$57,820	\$56,270	\$55,650	\$55,340	\$55,030	\$54,780	\$54,090	\$53,470	\$52,850	\$52,230	\$51,610
8 Page		\$80,840	\$79,190	\$78,450	\$77,630	\$76,720	\$74,660	\$73,840	\$73,420	\$73,010	\$72,680	\$71,780	\$70,950	\$70,130	\$69,300	\$68,480
10 Page		\$100,560	\$98,510	\$97,580	\$96,560	\$95,430	\$92,870	\$91,840	\$91,330	\$90,820	\$90,410	\$89,280	\$88,260	\$87,230	\$86,210	\$85,180
12 Page			\$117,630	\$116,530	\$115,310	\$113,960	\$110,900	\$109,680	\$109,060	\$108,450	\$107,960	\$106,620	\$105,390	\$104,170	\$102,940	\$101,720

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 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.

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 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 AAFFP_NJ@aafp.org or (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 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 visible when the journal is received. Availability is limited. Contact sales for pricing at AAFFP_NJ@aafp.org or (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 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 sales for availability and pricing at AAFP_NJ@aafp.org or (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 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 sales for pricing at AAFP_NJ@aafp.org or (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 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.

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).

Corporate Rewards

2019 AD UNITS	2020 DISCOUNT
72 -105	1%
106-150	2%
151-255	3%
256-315	4%
316 or more	5%

An individual advertiser (and its divisions or subsidiaries) whose 2019 accumulative ad units in *AFP*, *FPM*, and associated publisher billings equal 72 units or more will earn a discount on gross billings in 2020 (see chart). Corporate Rewards are taken after all other discounts. An individual advertiser (and its divisions or subsidiaries) whose 2019 accumulative

ad units in *AFP*, *FPM*, and associated publisher billings equal 316 or more units qualifies to receive, in lieu of all other discounts, a total discount of 5% on the gross billings of *AFP* and *FPM* in 2020. 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 2020 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 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 to 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 in the top 15 of all medical podcasts on iTunes and routinely in the top 15. It has received 341 5-star ratings out of 376 reviews on 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 2019 *Family Medicine*). Expand your footprint in family medicine through a variety of innovative sponsorship, content marketing, and advertising opportunities.

FamilyDoctor.org

AAFP's direct-to-patient site delivers more than 6 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 (201) 288-4440 or visit aafp.org/journals/adinfo for 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*: (800) 708-5478, press 2 to speak to sales, or 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	Dec-1-19	Dec-6-19	Dec-13-19
Jan 15	Dec-15-19	Dec-17-19	Dec-24-19
Feb 1	Jan-1-20	Jan-3-20	Jan-10-20
Feb 15	Jan-15-20	Jan-16-20	Jan-24-20
Mar 1	Feb-1-20	Feb-6-20	Feb-13-20
Mar 15	Feb-15-20	Feb-19-20	Feb-26-20
Apr 1	Mar-1-20	Mar-6-20	Mar-13-20
Apr 15	Mar-15-20	Mar-20-20	Mar-27-20
May 1	Apr-1-20	Apr-3-20	Apr-10-20
May 15	Apr-15-20	Apr-17-20	Apr-24-20
Jun 1	May-1-20	May-6-20	May-13-20
Jun 15	May-15-20	May-19-20	May-27-20
Jul 1	Jun-1-20	Jun-5-20	Jun-12-20
Jul 15	Jun-15-20	Jun-19-20	Jun-26-20
Aug 1	Jul-1-20	Jul-2-20	Jul-10-20
Aug 15	Jul-15-20	Jul-17-20	Jul-24-20
Sep 1	Aug-1-20	Aug-7-20	Aug-14-20
Sep 15	Aug-15-20	Aug-21-20	Aug-28-20
Oct 1	Sep-1-20	Sep-3-20	Sep-11-20
Oct 15	Sep-15-20	Sep-18-20	Sep-25-20
Nov 1	Oct-1-20	Oct-2-20	Oct-9-20
Nov 15	Oct-15-20	Oct-16-20	Oct-23-20
Dec 1	Nov-1-20	Nov-6-20	Nov-13-20
Dec 15	Nov-15-20	Nov-18-20	Nov-25-20

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. 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 or call (913) 906-6281.

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 not meeting requirements are subject to additional charges. Contact Production Department at btaylor@aafp.org or (913) 906-6294 for Quad job number or additional information.

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

Quad
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
aafp@communitybrands.com

Print Advertising Policy available at aafp.org/aafp-mediakit.

Editorial

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. For more information visit www.aafp.org/aafp/about/about-us.html.

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, AHRQ: Effective Health Care Reviews, CME Quiz, Cochrane for Clinicians, Curbside Consultation, Diagnostic Tests, Editorials, FPIN's Clinical Inquiries, FPIN's Help Desk Answers, Graham Center Policy One-Pagers, 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.

Clinical Review Articles

Number of clinical review articles per issue: Three

Length of articles: Seven to eight pages

(All clinical review articles include CME credit.)

Origin of Editorial (Three-year average)

A. Staff written: 15% (10% is written by MD editors under contract)

B. Solicited: 74%

C. Unsolicited: 26%

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: 9% of solicited, 96% of unsolicited

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

A. Audit: BPA statement for July 1, 2019 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: 38%, Paid: 3%, Requested: 59%

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.: \$185; Canada: \$285; Foreign: \$390

Circulation Breakdown

FAMILY PHYSICIANS	
Office-based	72,386
First-year Residents	1,582
Residents, Other	5,972
Full-time Hospital Staff	7,014
Other Professional Activities	12,807
Total Family Physicians	99,761
GENERAL PRACTITIONERS	
Office-based	2,039
Full-time Hospital Staff	28
Other Professional Activities	471
Total General Practice	2,538
INTERNIST	
Office-based	49,709
Residents, Other	5
Full-time Hospital Staff	448
Other Professional Activities	91
Total Internists	50,253
OSTEOPATHS IN FAMILY MEDICINE	
Office-based	12,670
Hospital-based	2,917
Total Osteopaths	15,587
OTHERS	
AAFP Members in Other Specialties or at Foreign Addresses	12,154
Foreign	438
AAFP Student Members	2,643
Total Other	15,235
Total Qualified	183,374
Paid Subscriptions	6,586
Grand Total	189,960

Online Advertising Rates/Opportunities

#1 Journal Website in Family Medicine¹

The websites for *American Family Physician* (aafp.org/aafp) and *FPM* (aafp.org/fpm) are industry leaders in primary care and family medicine. KANTAR 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 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 134,000 AAFP members are registered users of the website.

AAFP.org COMBO³

Page views	4,364,001
Visits	3,560,457

AAFP.org/aafp³

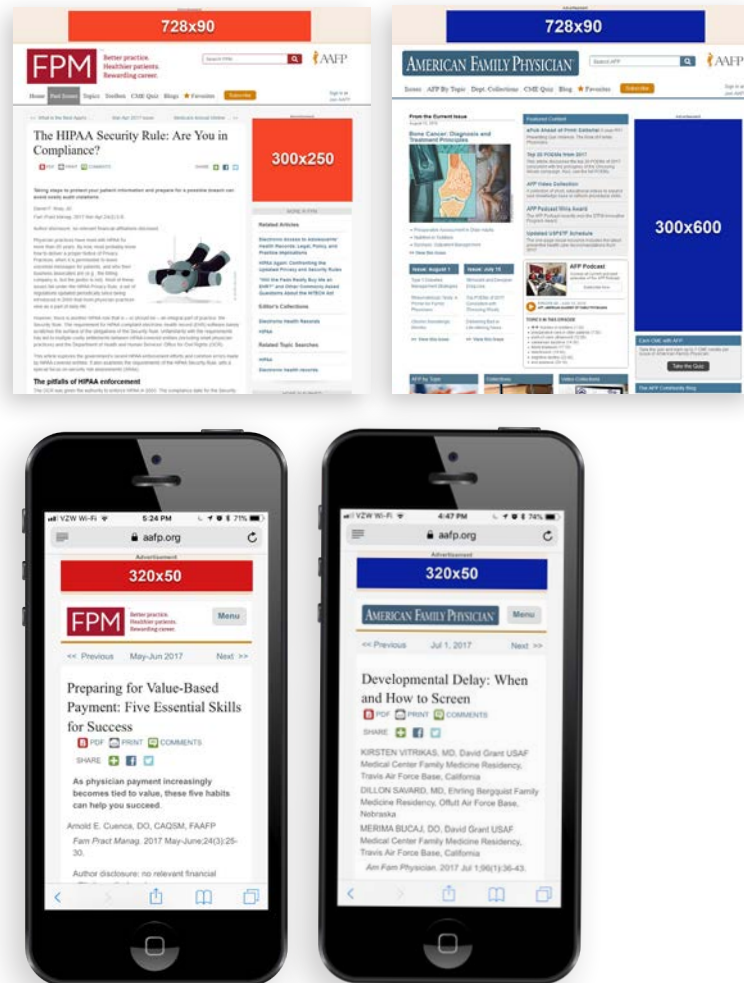
Page views	4,089,978
Visits	3,373,252

AAFP.org/fpm³

Page views	274,024
Visits	193,188

Earned Frequency Discounts in *AFP* and *FPM*

Every \$10k purchased online on the aafp.org/aafp 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, June 2019, Primary Care

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

³Adobe Site Catalyst, 6-month average February - July, 2019

Online Advertising Rates/Opportunities, continued

AAFP.org Advertising Rates RATES EFFECTIVE JANUARY 1, 2020

AD UNIT	COST/BASIS	DISCOUNTS/OPTIONS
AFP/FPM Brand Combo Best Buy! (banners*)	\$110 CPM	5% Discount on 100K+ impressions per month
AFP/FPM Brand Combo Best Buy! Half page (300x600)	\$130 CPM	5% Discount on 100K+ impressions per month
AFP -Brand Specific (banners*)	\$130 CPM	5% Discount on 100K+ impressions per month
AFP -Brand Specific - Half page (300x600)	\$140 CPM	5% Discount on 100K+ impressions per month
Interstitial AFP/FPM Brand Combo	\$190 CPM	When purchased in conjunction with equivalent banner impressions in the same month
Interstitial AFP Brand Specific	\$210 CPM	When purchased in conjunction with equivalent banner impressions in the same month

*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
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
eTOC	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-10-19	Dec-17-19	Jan-03-20
Jan 15 - eTOC	Dec-19-19	Jan-07-20	Jan-16-20
Feb 1 - eTOC	Jan-07-20	Jan-23-20	Feb-03-20
Feb 15 - eTOC	Jan-21-20	Feb-05-20	Feb-14-20
March 1 - eTOC	Feb-10-20	Feb-20-20	Mar-02-20
March 15 - eTOC	Feb-21-20	Mar-04-20	Mar-13-20
April 1 - eTOC	Mar-10-20	Mar-20-20	Mar-31-20
April 15 - eTOC	Mar-24-20	Apr-07-20	Apr-16-20
May 1 - eTOC	Apr-07-20	Apr-22-20	May-01-20
May 15 - eTOC	Apr-21-20	May-07-20	May-18-20
June 1 - eTOC	May-08-20	May-19-20	May-29-20
June 15 - eTOC	May-21-20	Jun-05-20	Jun-16-20
July 1 - eTOC	Jun-09-20	Jun-19-20	Jun-30-20
July 15 - eTOC	Jun-23-20	Jul-07-20	Jul-16-20
Aug 1 - eTOC	Jul-07-20	Jul-23-20	Aug-03-20
Aug 15 - eTOC	Jul-21-20	Aug-05-20	Aug-14-20
Sep 1 - eTOC	Aug-11-20	Aug-21-20	Sep-01-20
Sep 15 - eTOC	Aug-25-20	Sep-03-20	Sep-15-20
Oct 1 - eTOC	Sep-08-20	Sep-23-20	Oct-02-20
Oct 15 - eTOC	Sep-22-20	Oct-07-20	Oct-16-20
Nov 1 - eTOC	Oct-06-20	Oct-21-20	Oct-30-20
Nov 15 - eTOC	Oct-20-20	Nov-04-20	Nov-13-20
Dec 1 - eTOC	Nov-10-20	Nov-18-20	Dec-01-20
Dec 15 - eTOC	Nov-20-20	Dec-04-20	Dec-15-20

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

Email Sponsorships: AFP 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 to alert 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

	1-X	3-X	6-X	12-X	18-X	24-X
MEDIUM BOX (300x250)	\$9,400	\$8,940	\$8,510	\$8,040	\$7,620	\$7,250
INLINE TEXT AD	\$6,590	\$6,260	\$5,970	\$5,640	\$5,350	\$5,080
MED. BOX & INLINE TEXT	\$15,410	\$14,650	\$13,960	\$13,190	\$12,500	\$11,880



Advertising Policies and Principles

Advertising revenue in *AFP* and *FPM* is used to support the 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. The appearance of advertising may not indicate or imply endorsement of the advertised company or product, nor is advertising ever allowed to influence editorial content.

Physicians, members, clinicians, patients and other stakeholders count on 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 principles apply to all AAFP journal brands and platforms:

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 publication. However, the journal editor or publisher has the right to refuse any advertisement that, in its sole discretion, is incompatible with its mission or inconsistent with its values, and to stop accepting any advertisement previously accepted.
3. Advertisements 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, weapons, firearms, ammunition, fireworks, gambling and lottery, pornography or related themes, political and religious advertisements, advertisements that claim to have a “miracle” cure or method, advertisements that make unsubstantiated health claims for the products advertised, and advertisements directed at children.
5. Advertisements new to the AAFP journals require pre-approval before they can appear.
6. All ads must clearly and prominently identify the advertiser by logo, trademark, or signature.
7. The intentional placement of advertising adjacent to articles discussing the company or products in the same class as the advertised product is prohibited.
8. Ads that make comparative claims to competitive products must be substantiated by supporting data.
9. 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.
10. 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.
11. Ads that make health claims for non-FDA approved nutritional supplements, foods, food additives, and other substances and devices with health claims must be substantiated by clinical studies acceptable to the journal's editors—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.”
12. 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.

Advertising Policies and Principles, continued

13. 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.

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

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

16. 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.

17. 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 *AFP* and *FPM* welcome 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 advertorial (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 advertorial. At the discretion of the publisher, the advertisement may need to be reformatted to minimize its resemblance to our editorial content, so please factor this into your approval timetable. All other guidelines pertaining to advertising in the journals also apply to advertorials.

18. 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).

19. 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.

20. Online advertisements, including sponsored content, must be clearly distinguishable from editorial content. Online ads will be labeled "advertisement" on the web sites.

21. 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:

22. 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.

23. 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.

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

25. 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.

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

27. 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.

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

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

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