

AMERICAN FAMILY PHYSICIAN PODCAST

Sponsor the Popular AFP Podcast

Frequently in the top 15 of the iTunes Medicine category, the *AFP Podcast* is a fun, compelling, and engaging way for HCPs to glean the knowledge from each issue of *American Family Physician*. Hosted by faculty and residents of the University of Arizona College of Medicine–Phoenix Family Medicine Residency, the podcast provides a common sense discussion of the approach to clinical decision-making based on information in each issue of *AFP* as well as other topics relevant to medical students, residents, physicians, and other HCPs.

Episodes: The podcast episodes are released twice a month (two episodes for each issue of *AFP*) with 1 to 2 bonus episodes per year that include the hosts interviewing family medicine physicians. Each episode of the podcast is downloaded approximately 35,000 times, with all episode downloads totaling more than 7 million (85,000 per month) and growing. The podcast has listeners in more than 153 countries.

Ratings: Frequently rated as one of the top medical podcasts in iTunes, the *AFP Podcast* has received an overall rating of 4.7 out of 5 overall based on 630 reviews. October 2023

Some Sample Reviews:

“Great summary of *AFP*. Please keep it going!”

“Love the podcast! Great evidence-based overviews, succinct, and not too dry...Thank you for the podcast!”

“This is an excellent resource and enjoyable listen....I am a 30+ year practicing emergency physician, and I would recommend this to all primary care providers.”

“I listen to a half dozen medical podcasts and find the Univ. of Ariz. residents doing the best job of providing quick, clinically useful and accurate information. Kudos to the podcasters and the AAFP.”

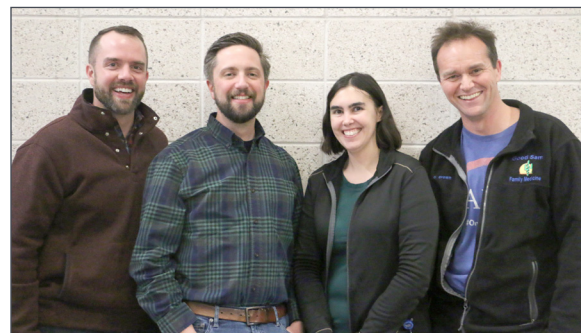
Thanks for continuing to put out a fabulous primary care podcast, reviewing the important topics in Family Medicine! I listen to it during my commute (and went back and listened to any episodes I had missed, when I first found it!)

“This podcast reminds me of the excitement I have for Family Medicine and the fact that I am a part of an incredible community. I recommend this podcast to everyone! Thank you *AFP PODCAST*!”



To listen or download the *AFP Podcast*, visit:
<https://www.aafp.org/afppodcast>

Sponsorship Opportunity: \$2,500 per spot



The *AFP Podcast* Team, University of Arizona College of Medicine–Phoenix Family Medicine Residency

Fast Facts

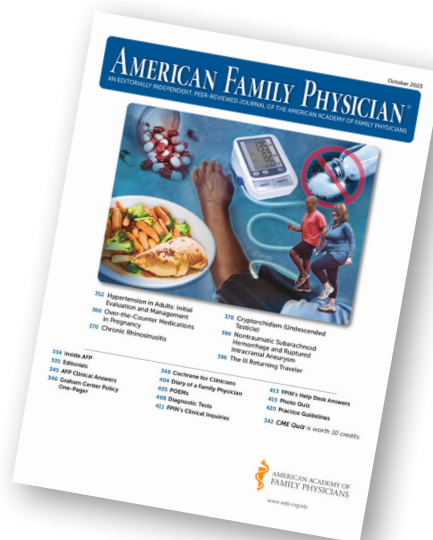
- Subscribers to the *AFP Podcast* listen to 85% of each episode on average.
- Subscribers spend a cumulative average of 3,000 hours per month in last 60 days listening to the *AFP Podcast*.

Source: Apple Podcasts Connect Analytics (based on the past 60 days of podcast traffic as measured by iTunes)

AFP Podcast Listener Profile

Family Medicine	89.6%
Urgent Care	1.7%
OB/GYN	1.2%
Pediatrics	1.2%
Emergency Medicine	0.6%
Other	5.8%

Source: 2021 *AFP Podcast* Listener Survey, AAFP Marketing Research, April 2021, base 196 respondents



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Style Guide for *AFP* Podcast Spots

- Pre-roll and mid-roll spots are up to 15 seconds (40-50 words), the first being read at the top of each podcast prior to the podcast's opening theme music, and the second in the middle of each podcast.
- Educational, philanthropic, and recruitment messages are welcome
- Ads/copy are subject to acceptance by the publisher, editor-in-chief, and podcast host
- Copy may be modified by the publisher, without notice, to adhere to the style guide

Messages are informative vs. promotional in tone. They should describe your offering, rather than sell your offering.

- Avoid superlative statements (such as best, top-rated, "the only," premier, #1, etc.)
- Avoid competitive comparisons (such as "preferred by physicians 2:1")
- Avoid addressing the listener directly with the use of "you." Example: – INSTEAD OF: "Where you'll find the resources you need..." – YOU COULD SAY: "Where more than 129,000 family physicians find the resources they need..."
- No calls to action (such as, "order today and save 20% with the promo code XYX.") – Instead, "inform" listeners of how to get more information. ("Information available at My-Company-dot-com-slash-podcast.")

Examples:

"This *AFP* Podcast is supported by . . .

The American Academy of Family Physicians, supporting more than 129,000 family physicians worldwide.
Membership information available at AAFP-dot-org-slash-membership.

And by . . .

The journal *American Family Physician*, providing concise, straightforward, and evidence-based clinical reviews to assist primary care providers in caring for their patients. *AFP* is available in print and online, subscription information is available at aafp-dot-org-slash-AFP."