

2025 Media Kit

Sponsored Educational Resources



Family physicians come to the AAFP for resources they can trust. Make your content part of that experience.

The American Academy of Family Physicians (AAFP) represents 128,300 physicians and medical students nationwide and is the largest medical society devoted solely to primary care. The AAFP's mission is to improve the health of patients, families and communities by serving our members' needs with professionalism and creativity.

Sponsored Educational Resources on aafp.org—the official website of the AAFP—offers organizations the opportunity to share their content and research with AAFP members who come to the site seeking information and resources that allow them to continue their professional development, improve patient care and outcomes, more efficiently manage their practices and maintain their personal well-being.

aafp.org generates more than 7.7M page views¹ a month

Employ this dynamic content marketing tactic to engage and educate family physicians, build awareness and position your company as a thought leader. Your educational materials (long-form content, white papers, videos, etc.) are hosted on the Sponsored Educational Resources library on aafp.org and distributed through monthly eNewsletters and other member communications.

Why Family Physicians?²

Family physicians are the only specialists trained and qualified to treat most ailments and provide comprehensive health care for all people—regardless of age, gender or health condition. 87% of AAFP member physicians are engaged in direct patient care at least 50% of the time.

193M

ESTIMATED OFFICE VISITS A YEAR.

Millions of people trust family physicians with their health.

67M

MORE VISITS THAN THE NEXT LARGEST SPECIALTY

Family physicians treat all ages, genders and communities and health concerns.

100+

AVERAGE PRESCRIPTIONS EVERY WEEK

Family physicians help patients with every type of health condition, illness and disease.



Sponsored Educational Resources – Base Package

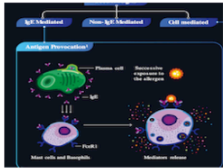
- Resource published and available in the Sponsored Educational Resources section of aafp.org for 12 months
- Resource featured in up to five topical category collections searchable by AAFP members and visitors to aafp.org
- Resource highlighted as a Featured Resource on the Sponsored Educational Resources homepage for 90 days
- Dedicated company page within the Sponsored Educational Resources section of aafp.org (only available to organizations committing to at least three resources at once and deploy within 12 months)
- Resource distributed via Sponsored Educational Resources eNewsletter to approximately 80,000 AAFP member physicians
- Website and email performance metrics provided monthly for the first 90 days

aafp.org/about/sponsored-resources.html

2025 Dues Search & Display Social Adobe + Web HubSpot Assets Reporting AAFP Foundation

Clinical Resources


- Cardiometabolic Disease
- Healthy Lifestyle



Food Intolerance vs Food Allergy: US Burden and Role of IgE
Sep 16, 2024 – Did you know that food allergy reactions result in 30,000 emergency room visits in the US each year? Learn more about the difference between food intolerance and food allergies and the role of IgE.

Infographic

Genentech
A Member of the Roche Group



New Reasons, Resources Supporting Early Peanut Introduction
Dec 05, 2023 – Learn about new and refreshed resources for peanut allergies available for you and your patients, including links to the latest science, continuing education opportunities, and how-to handouts to download and share.

Toolkit

National Peanut Board

Dexcom
AAFP partner

Dexcom empowers people to take control of health through innovative glucose biosensing technology. For more than 25 years, our technology has transformed how people manage diabetes and track their glucose, helping them feel more in control and live more confidently.

dexcom
CONTINUOUS GLUCOSE MONITORING



How Glucose Biosensors Can Help Reduce Post-Meal Spikes
Jan 10, 2025 – Learn how Glycemic Excursion Minimization (GEM) interventions and glucose biosensors like Stelo from Dexcom can improve type 2 diabetes management.

Video

dexcom
CONTINUOUS GLUCOSE MONITORING



Glucose Biosensing: Powerful, Personalized Insights
Oct 10, 2024 – The adoption of continuous glucose monitoring (CGM), also known as glucose biosensing, has a far-reaching impact. Individuals living with type 2 diabetes who utilize CGM technology report a...

Presentation

dexcom
CONTINUOUS GLUCOSE MONITORING



A Powerful Tool for Behavior Change in Diabetes
Jul 02, 2024 – Diabetes management is complex. Getting to the heart of sustained behavior change should be addressed with compassionate and evidence-based clinical care that provides the best...

Podcast

dexcom
CONTINUOUS GLUCOSE MONITORING



Early Optimization of T2D Management with CGM
Apr 01, 2024 – Despite advancements and improved availability of therapeutic options in diabetes management, improvements in diabetes outcomes have not followed. Continuous glucose monitoring...

Video

dexcom
CONTINUOUS GLUCOSE MONITORING



Making the Invisible Visible in Type 2 Diabetes Management
Jan 03, 2024 – Continuous glucose monitoring (CGM) has long been considered a tool for people with diabetes (PWD) treated with intensive insulin therapy. Watch a video to learn about the use of real-time CGM...

Video

dexcom
CONTINUOUS GLUCOSE MONITORING



RT-GCM: A Key Tool for Primary Care
Jul 14, 2023 – Benefits of real-time continuous glucose monitoring (RT-CGM) extend beyond glucose metrics. It is a tool that can help demystify diabetes and provide insights to better understand the impact...

Video

dexcom
CONTINUOUS GLUCOSE MONITORING

Bundle and Save

Get discounted rates when you place multiple resources that deploy in 12 months in the Sponsored Educational Resource Library.

| 2025 Rates | | |
|-----------------------|-----------------------|----------------------|
| 1–2x | 3–6x | 7–12x |
| \$12,000 per resource | \$10,500 per resource | \$9,000 per resource |

Amplification Packages

The AAFP offers digital advertising packages that can further amplify your resources to AAFP members and other primary care providers via the AAFP's peer-reviewed journals, *American Family Physician* and *FPM*.

American Family Physician is the AAFP's evidence-based clinical review journal in primary care. The journal is published once a month, distributed to an audience of more than 169,000 primary care physicians and generates more than 3.7 million page views³ a month.

FPM is the official practice improvement journal of the AAFP, focused on what family physicians need today: practical, peer-reviewed advice on patient care and practice management. *FPM* eNewsletters are distributed to an average of 96,000 recipients per week, and the *FPM* website has an average of more than 260,000 page views a month.

Contact us for information on amplification packages.

Other AAFP Activities to Drive Engagement

In addition to the benefits outlined as part of the Sponsored Educational Resources base package, the AAFP regularly promotes the Sponsored Educational Resources library to its members. Channels used to drive traffic to resources include:

- Promotion in *Family Medicine Today*, a daily eNewsletter distributed Monday–Friday to more than 57,500 highly engaged AAFP members
- Digital advertising in the AAFP's peer-reviewed journals, *American Family Physician* and *FPM*
- Promotion of the Sponsored Educational Resources library at the AAFP's premier events, such as Family Medicine Experience (FMX), FUTURE (formerly National Conference) and the Physician Health and Well-being Conference
- Cross promotion via other sections within the aafp.org website
- Additional promotion of the Sponsored Educational Resources library through the AAFP's various channels

Interested in further discounts on Sponsored Educational Resources?

Check out the Partner Program and strengthen your commitment to supporting family medicine. aafp.org/partner

**To learn more about hosting your educational content on aafp.org
or to explore the many partnership opportunities available through the AAFP, contact:**

strategicengagements@aafp.org or 913-906-6212.

¹ Google Analytics, 12-month average, Jan–Dec. 2024

² 2024 American Family Physician editorial survey; 2016
National Ambulatory Medical Care survey

³ Google Analytics, 12 month average, Jan 23–Dec 23

⁴ Google Analytics, 12 month average, Jun 23–Jul 24