



AMERICAN ACADEMY OF FAMILY PHYSICIANS

# Reach primary care physicians in the #1 journals for CME

There is no better place to connect with primary care physicians who are interested in earning CME than in the pages of *American Family Physician* and *FPM*, the journals of the American Academy of Family Physicians (AAFP). Physicians turn to the journals to 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 as well as to learn techniques and ideas to improve patient care and practice.

## Why are *AFP* & *FPM* the right place to promote your CME?

### #1 journals in primary care

You reach 180,000+ physicians including all active members of the AAFP in the best-read journals in primary care.

### 500,000/3 million

In 2018 alone, close to 1/2 million CME quizzes were completed and 3 million credits awarded.

## The *ideal* environment to reach an audience seeking CME

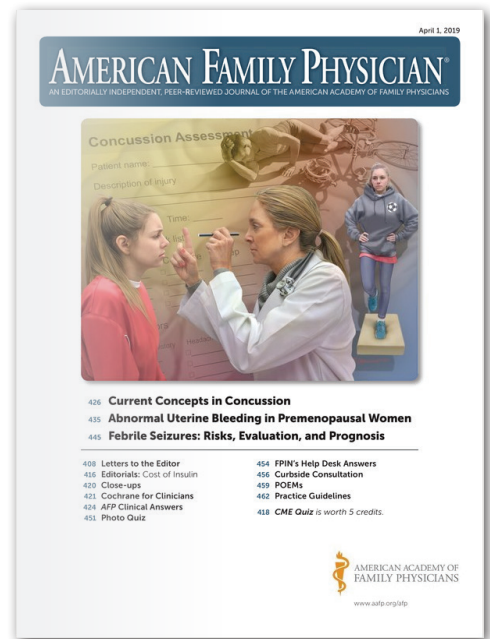
As the official peer-review journals of the AAFP, *AFP* delivers up-to-date information on clinical topics, the latest diagnostic and therapeutic techniques, and summaries of practice guidelines from major medical organizations. *FPM* provides practical, peer reviewed advice on patient care and practice along with tools designed to help deliver excellent patient care and service, enhance efficiency and revenue, and increase professional satisfaction. The combination is powerful and effective in engaging the physicians to you want to reach.

## Extend your reach via online advertising

Add an online advertising campaign using the #1 journal websites in primary care to reach physicians who turn to [aafp.org](http://aafp.org) to find peer-reviewed, evidence-based content they know and trust. Visitors enjoy a unique user experience driven by a deep-rooted connection with the audience, their goals and their environment.

Remember to certify your educational activity through the AAFP Credit System to showcase it to 134,000+ members through AAFP CME search. For more information visit [www.aafp.org/relevantcme](http://www.aafp.org/relevantcme).

To learn more about how we can help you promote your CME program in the *American Family Physician* and *FPM*, email [AAFP@communitybrands.com](mailto:AAFP@communitybrands.com) or call 727-297-6568.



## Maximize Brand Exposure

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