The Best Read Journal in Primary Care

2019 Media Kit
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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. 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.

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.

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

KANTAR, Medical/Surgical June 2019 - Readership Summary
1The Essential Journal Study for Primary Care, January 2019, The Matalia Group
The #1 Media Brand in Primary Care

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

#1 Average Page Exposure (Office-Based) - Primary Care

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

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

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

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

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

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

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

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

#1 Most Visited Journal Website in Primary Care

#1 Total Readers Office-Based – Primary Care

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

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KANTAR, June 2019 Medical/Surgical Readership Study

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

DRG Digital/Manhattan Research, Digital HCP Sources June 2018

KANTAR, Website Usage and Qualitative Evaluations, December 2018
## Print Advertising Rates, Specifications, and Discounts

### Full-Run, Run-of-Book Rates

**RATES EFFECTIVE JANUARY 1, 2019**

Print Advertising Rates, Specifications, and Discounts

#### Full-Run 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

- **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.

#### 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%

#### Consecutive Right-hand Pages

(PREMIUM ON FULL OR FRACTIONAL) ........................................... 5%

### 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** ........................................... $5,710
- **Six-color Process** ........................................... $7,920

### Full-Run Insert Rates

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<tr>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>2-PAGE</td>
<td>$30,750</td>
<td>$30,140</td>
<td>$29,540</td>
<td>$29,220</td>
<td>$28,910</td>
<td>$28,620</td>
<td>$28,400</td>
<td>$28,200</td>
<td>$28,000</td>
<td>$27,800</td>
<td>$27,600</td>
<td>$27,400</td>
<td>$27,200</td>
<td>$27,000</td>
<td>$26,800</td>
<td>$26,600</td>
</tr>
</tbody>
</table>

**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 Insert Rates

#### B&W Rates 1/3 Page

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Rate ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-X</td>
<td>9,710</td>
</tr>
<tr>
<td>6-X</td>
<td>9,520</td>
</tr>
<tr>
<td>12-X</td>
<td>9,330</td>
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<tr>
<td>18-X</td>
<td>9,230</td>
</tr>
<tr>
<td>24-X</td>
<td>9,130</td>
</tr>
<tr>
<td>36-X</td>
<td>9,040</td>
</tr>
<tr>
<td>48-X</td>
<td>8,800</td>
</tr>
<tr>
<td>60-X</td>
<td>8,650</td>
</tr>
<tr>
<td>72-X</td>
<td>8,550</td>
</tr>
<tr>
<td>84-X</td>
<td>8,450</td>
</tr>
<tr>
<td>96-X</td>
<td>8,360</td>
</tr>
<tr>
<td>120-X</td>
<td>8,160</td>
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<tr>
<td>144-X</td>
<td>8,060</td>
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</tbody>
</table>

#### 1/2 Page

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<th>Rate ($)</th>
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</thead>
<tbody>
<tr>
<td>1-X</td>
<td>7,290</td>
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<tr>
<td>6-X</td>
<td>7,150</td>
</tr>
<tr>
<td>12-X</td>
<td>7,000</td>
</tr>
<tr>
<td>18-X</td>
<td>6,860</td>
</tr>
<tr>
<td>24-X</td>
<td>6,780</td>
</tr>
<tr>
<td>36-X</td>
<td>6,600</td>
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<tr>
<td>48-X</td>
<td>6,530</td>
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<tr>
<td>60-X</td>
<td>6,460</td>
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<tr>
<td>72-X</td>
<td>6,350</td>
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<tr>
<td>84-X</td>
<td>6,270</td>
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<tr>
<td>96-X</td>
<td>6,130</td>
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<td>120-X</td>
<td>6,060</td>
</tr>
<tr>
<td>144-X</td>
<td>5,930</td>
</tr>
</tbody>
</table>

#### 1/3 Page

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Rate ($)</th>
</tr>
</thead>
<tbody>
<tr>
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<td>4,860</td>
</tr>
<tr>
<td>6-X</td>
<td>4,770</td>
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<tr>
<td>12-X</td>
<td>4,670</td>
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<tr>
<td>18-X</td>
<td>4,620</td>
</tr>
<tr>
<td>24-X</td>
<td>4,570</td>
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<tr>
<td>36-X</td>
<td>4,530</td>
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<td>48-X</td>
<td>4,410</td>
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<td>60-X</td>
<td>4,350</td>
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<tr>
<td>72-X</td>
<td>4,310</td>
</tr>
<tr>
<td>84-X</td>
<td>4,280</td>
</tr>
</tbody>
</table>

#### Color Charges

<table>
<thead>
<tr>
<th>Color</th>
<th>Rate ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual Process Color</td>
<td>$1,000</td>
</tr>
<tr>
<td>Matched Color</td>
<td>$1,550</td>
</tr>
<tr>
<td>Matched Color-Metallic</td>
<td>$1,880</td>
</tr>
<tr>
<td>Three- and Four-color Process</td>
<td>$2,420</td>
</tr>
<tr>
<td>Five-color Process</td>
<td>(FOUR-COLOR PROCESS + NONMETALLIC MATCHED) $3,950</td>
</tr>
<tr>
<td>Six-color Process</td>
<td>(FOUR-COLOR PROCESS + TWO NONMETALLIC MATCHED) $5,480</td>
</tr>
</tbody>
</table>

#### Inserts

| Insert Type | 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 | 91,200 | 89,180 | 88,670 | 88,150 | 87,640 | 86,620 | 85,690 | 84,670 | 83,640 | 82,620 |       |

### 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

**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-page 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.
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).

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.

FPM

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/adinfo 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.infocsmarketing.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

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>SPACE CLOSING DATE</th>
<th>ROB AD MATERIALS DUE</th>
<th>INSERT, OUTSIDE COVER DUE DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan-19</td>
<td>Dec-15-2018</td>
<td>Dec-7-18</td>
<td>Dec-14-18</td>
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<tr>
<td>Feb-1-19</td>
<td>Jan-1-2019</td>
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<td>Sep-1-2019</td>
<td>Sep-6-19</td>
<td>Sep-13-19</td>
</tr>
</tbody>
</table>

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”
½ page ........................................... 4 ⅛” x 10”
½ page vertical ................................. 3 ⅝” x 10”
½ page horizontal .............................. 7” x 4 ⅜”
½ page vertical ................................. 2 ⅝” x 10”

Bleed Ad Space Sizes
Full page ........................................... 8” x 10 ⅜”
½ page ........................................... 4 ⅜” x 10 ⅜”
½ page vertical ................................. 3 ⅝” x 10 ⅚”
½ page horizontal .............................. 8” x 5 ⅛”
½ page vertical ................................. 2 ⅝” x 10 ⅜”

Keep live matter ⅛” away from trim edges. Trim size of magazine: 7 ⅝” x 10 ⅜”

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/AAFP. 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@aafp.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
aafp@communitybrands.com

Print Advertising Policy available at aafp.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

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

#1 Journal Website in Family Medicine

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, 2018\(^2\) 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 COMBO\(^3\)

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

AAFP.org/afp\(^3\)

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

AAFP.org/fpm\(^3\)

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.
### Online Advertising Rates/Opportunities Continued

**AAFP.org Advertising Rates**  
*RATES EFFECTIVE JANUARY 1, 2019*

<table>
<thead>
<tr>
<th>AD UNIT</th>
<th>COST/BASIS</th>
<th>DISCOUNTS/OPTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>AFP/FPM Brand Combo Best Buy! (banners*)</td>
<td>$100 CPM</td>
<td>5% Discount on 100K+ impressions per month</td>
</tr>
<tr>
<td>AFP/FPM Brand Combo Best Buy! Half page (300x600)</td>
<td>$110 CPM</td>
<td>5% Discount on 100K+ impressions per month</td>
</tr>
<tr>
<td>AFP - Brand Specific (banners*)</td>
<td>$110 CPM</td>
<td>5% Discount on 100K+ impressions per month</td>
</tr>
<tr>
<td>Interstitial AFP/FPM Brand Combo</td>
<td>$120 CPM</td>
<td>When purchased in conjunction with equivalent banner impressions in the same month</td>
</tr>
<tr>
<td>Interstitial AFP Brand-Specific</td>
<td>$200 CPM</td>
<td>When purchased in conjunction with equivalent banner impressions in the same month</td>
</tr>
<tr>
<td>Home Page Combo Roadblock**</td>
<td>$10,400/month flat rate</td>
<td></td>
</tr>
</tbody>
</table>

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

### Website and eTOC Advertising Specifications

<table>
<thead>
<tr>
<th>CREATIVE UNIT NAME</th>
<th>INITIAL DIMENSIONS (WxH IN PICTLES)</th>
<th>MAXIMUM EXPANDED DIMENSIONS (WxH IN PICTLES)</th>
<th>MAX INITIAL FILE LOAD SIZE</th>
<th>HOST-INITIATED SUBLOAD</th>
<th>ANIMATION/VIDEO GUIDELINES</th>
<th>Z-INDEX RANGES</th>
<th>UNIT-SPECIFIC NOTES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medium Rectangle</td>
<td>300x250</td>
<td>Expansion not allowed for this unit</td>
<td>200 KB</td>
<td>Not allowed for this unit</td>
<td>15 sec max animation length Max loop 3 times</td>
<td>0 - 4,999</td>
<td>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)</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>728x90</td>
<td>Expansion not allowed for this unit</td>
<td>200 KB</td>
<td>Not allowed for this unit</td>
<td>15 sec max animation length Max loop 3 times</td>
<td>0 - 4,999</td>
<td>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)</td>
</tr>
<tr>
<td>Half Page</td>
<td>300x600</td>
<td>Expansion not allowed for this unit</td>
<td>200 KB</td>
<td>Not allowed for this unit</td>
<td>15 sec max animation length Max loop 3 times</td>
<td>0 - 4,999</td>
<td>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)</td>
</tr>
<tr>
<td>Expandable/Retractable</td>
<td>300x250 to 600x250 to 600x600 to 728x90 to 728x315</td>
<td>Expansion must be user-initiated</td>
<td>200 KB</td>
<td>300 KB</td>
<td>Minimum 24 fps for video 15 sec max length (unlimited user-initiated); 1MB additional file size allowed for host-initiated video; Unlimited size for user-initiated video</td>
<td>5,000 - 1,999,999 (for entire ad unit)</td>
<td>Retract Feature = Either Click to close/expand or Enable Mouse-Off Retraction</td>
</tr>
<tr>
<td>Smartphone Static Wide Banner</td>
<td>320x50</td>
<td>Expansion not allowed for this unit</td>
<td>50 KB</td>
<td>Not allowed for this unit</td>
<td>15 sec max length for animation Video not allowed for this unit See “In-Banner Video” &amp; Rich Media units below for video</td>
<td>0 - 4,999</td>
<td>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).</td>
</tr>
<tr>
<td>Between-the-Page (aka “Interstitial”)</td>
<td>Variable</td>
<td>Expansion not applicable for this unit</td>
<td>200 KB</td>
<td>300 KB</td>
<td>Minimum 24 fps for video 15 sec max length (unlimited user-initiated); 1MB additional file size allowed for host-initiated video; Unlimited size for user-initiated video</td>
<td>N/A unless the ad covers content on the target page, then use range for overlays: 6,000,000+</td>
<td>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)</td>
</tr>
<tr>
<td>eTOC</td>
<td>300x250</td>
<td>N/A</td>
<td>N/A</td>
<td>130 characters</td>
<td>Static Gif or JPEG</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*eTOC*  
*AFP 2019 MEDIA KIT*  
**eTOC** Inline Text  
N/A  
N/A  
Headline 50 characters, body copy 300 characters. Up to 2 URL links allowed
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.


definition

**AFP**

The American Family Physician (AFP) is a general medical journal published by the American Academy of Family Physicians (AAFP). The journal is intended for family physicians and other health professionals involved in primary care.

**eTOC**

Electronic Table of Contents (eTOC) is a feature of the journal that sends weekly emails to subscribers with links to the most recent articles published in the journal.

**SOV**

Share of Voice is a measure of the proportion of a group’s exposure to a particular medium or channel.

**FPM**

Family Practice Management (FPM) is a publication of the AAFP that focuses on business and administrative issues in the practice of family medicine.

**eNewsletters**

Electronic newsletters are a form of digital communication that deliver content to subscribers via email.
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 it 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 “advertorial” 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 advertorial (or, in the case of an opening spread, somewhere on the spread) and display the word “ADVERTISING” 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. All other guidelines pertaining to advertising in AFP also apply to advertorials.

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

Cross-channel promotion that meets PCPs where they are.