

# 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 5 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 over 490 5-star ratings out of 552 (4.8 out of 5 overall), August 2021.

### Some Sample Reviews:

“Excellent way to keep up with American Family Physician. Keep it up. I appreciate it as a busy Family Doc.” (Apple Podcasts)

“Concise and relevant medical education for busy practitioners to learn and catch up” (AAFP 2021 survey)

“I love that I can listen to a great distillation of the big topics in each issue” (AAFP 2021 survey)

“It is entertaining, to the point, and helpful. I like that I can listen while I get ready for work or drive and can look at the AFP article later if needed.” (AAFP 2021 survey)



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

**Sponsorship Opportunity:** \$1,200 per spot (see flip side for details)

Speak to your account manager.



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

### Fast Facts

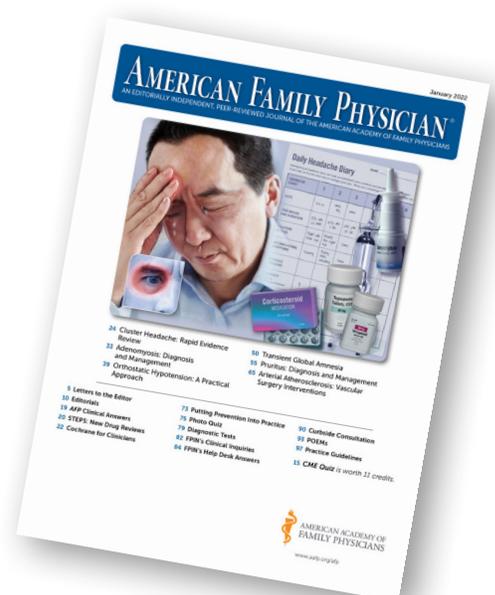
- Subscribers to the *AFP Podcast* listen to 85% of each episode on average.
- Subscribers spend a cumulative average of 3,500 hours per month listening to the *AFP Podcast*.

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](#).”