

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 (one episode for each issue of *AFP*) with 3 to 4 bonus episodes per year that include the hosts interviewing family medicine physicians. Each episode of the podcast is downloaded approximately 38,000 times, with all episode downloads totaling more than 4.2 million (85,000 per month) and growing. The podcast has listeners in more than 116 countries.

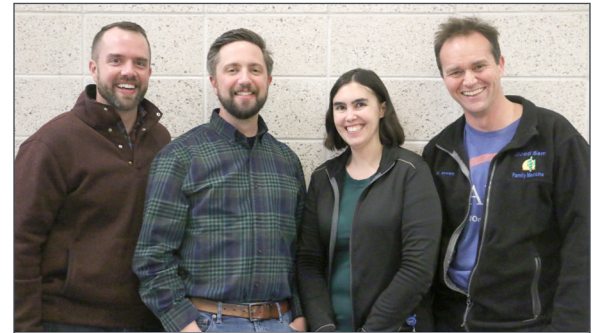
Ratings: Frequently rated as one of the top medical podcasts in iTunes, the *AFP Podcast* has received over 400 5-star ratings out of 450 reviews. (July 2020)

Some Sample Reviews:

“Just the right amount of info with some fun & energy mixed in. Just right for my commute as I prep for my @TheABFM Boards in the spring. Thanks guys– keep it up! @aafp @AFPJournal”

“Fills a void in medical podcasts, a comprehensive review that is brief. Entertaining, focused. It’s now my one ‘go-to’ medical podcast.”

“I love that I can listen to this to and from work or at the gym. Let’s me know what the current topics are and encourages me to look deeper into current guidelines. It doesn’t hurt that the hosts and production quality are top notch!”



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

Fast Facts

- Subscribers to the *AFP Podcast* listen to 90% of each episode on average.
- Subscribers spend a cumulative average of 3,000 hours per month listening to the *AFP Podcast*.

Source: iTunesConnect Podcast Analytics (based on the past 60 days of podcast traffic as measured by iTunes)

AFP Podcast Listener Profile

Family Medicine 84.9%
Internal Medicine 4.1%
Other 11.1%

Source: 2018 *AFP Podcast* Listener Survey, AAFP Marketing Research, July 2018, base 219 respondents



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

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

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Style Guide for AFP Podcast Spots

- Spots are up to 15 seconds (40-50 words) and are read at the top of each podcast prior to the podcast's opening theme music.
- 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. 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.”