



They just can't put it down...

So many ways to engage your audience.

Create an integrated campaign with:

- Print Advertising • Interactive Media
- Online Advertising • PhRMA-compliant Sponsorships



AMERICAN ACADEMY OF
FAMILY PHYSICIANS

required reading



AMERICAN ACADEMY OF
FAMILY PHYSICIANS

WHO WE ARE

American Family Physician (AFP) is the official clinical journal of the American Academy of Family Physicians (AAFP), the only medical society devoted solely to primary care.

***American Family Physician* (AFP) isn't just read—it's studied.** The best-read journal in primary care by nearly every conceivable measurement, *AFP* focuses on diagnosis and treatment with physician-friendly content that readers can put in to practice immediately. And it offers more CME than all other primary care journals combined.



AFP is #1 Among Multi-specialty Journals*

#1 Projected average issue readers	Office- and Hospital-based FM/GP/IM*
#1 Projected average page exposures	Office- and Hospital-based FM/GP/IM*
#1 Projected average issue readers	Office-based FM/GP/IM*
#1 Projected average page exposures	Office-based FM/GP/IM*
#1 High readers	Office- and Hospital-based FM/GP/IM*
#1 High readers	Office-based FM/GP/IM*
#1 Total readers	Office-based FM/GP/IM*

Source:

* ©Kantar Media, Medical/Surgical Study, June 2012.

unparalleled penetration¹

Unmatched Circulation = **104%** of FP universe

Hard-to-reach Audiences = **8,321** AAFP physician members
on the AMA's Do Not Contact list

Future Market = **20,600** medical students*

5,109 paid subscribers = **2,144** physician assistants
and nurse practitioners

*Full digital access plus three-month trial print subscription.

They just can't put it down.

- Recipients spend time with *AFP*—and they **re-read issues for the valuable CME.**
- In 2011, *AFP* offered **90.5 CME credits.**
- AAFP credit is accepted for **12 months.**
- On average, family physicians spend **3 hours** reading each issue.

outstanding editorial sets *AFP* apart

- Extensive peer-review process means articles are reviewed by family physicians and subspecialists.
- Most *AFP* articles are solicited. All authors are required to submit proposals prior to writing and submitting the article. These proposals are carefully reviewed by *AFP* medical editors. Approximately 63% of unsolicited proposals and 17% of solicited proposals are rejected.
- Frequent editorial surveys to members and nonmembers ensures content is pertinent.



physicians read *AFP* cover to cover

Readership by Department²

First Quarter of Journal

CME Quiz: 82%
Inside *AFP*: 71%
Table of Contents: 82%

Second Quarter of Journal

Cochrane for Clinicians: 84%
FPIN's Clinical Inquires: 66%
Close-ups: 71%

Third Quarter of Journal

U.S. Preventive Services Task Force: 84%
Point-of-Care Guides: 79%
Clinical Evidence Handbook: 77%
Putting Prevention into Practice: 82%
STEPS: 74%
Photo Quiz: 85%

Fourth Quarter of Journal

Tips from Other Journals: 83%
Curbside Consultation: 79%
Practice Guidelines: 84%

Why do doctors read *AFP*?

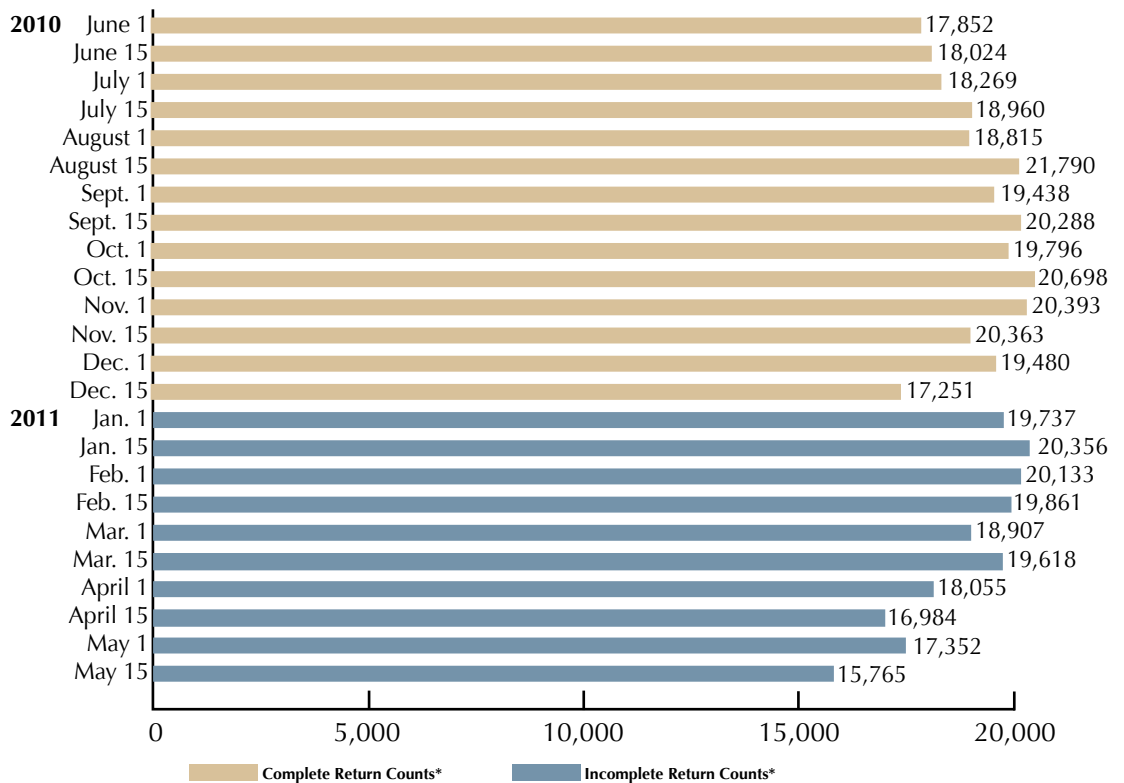
- For the latest on diagnosis and treatment of common clinical conditions.
- To earn CME credit required by the AAFP, ABFM, AMA, and AOA.
- Because the physician-friendly editorial sets it apart from other journals.

AFP readers are engaged³

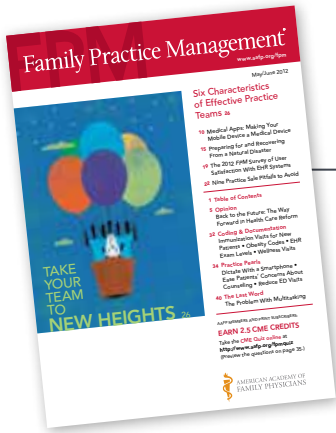
- More than 38,000 *AFP* quiz returns are completed each month—more than 450,000 a year!
- CME Quiz is the highest rated feature of value in *AFP*.²
- More than 1.7 million CME credits were awarded in 2011.
- *AFP* offers an average of 4 CME credits per issue—four times more than others.
- *AFP* CME applies toward AAFP Prescribed credit, AMA PRA Category 1 credit™, and AOA credits.
- Recipients must read all scientific articles to answer CME quiz questions.

To reach and influence physicians, your brand must appear in a medium they trust. Physicians trust *AFP* and *FPM*.

2011 Clinical Quiz Returns per issue*³



*Received as of 12/11. Physicians have up to one year after issue date to return quiz.



FPM

the companion journal to *AFP*

With more than 140,000 recipients and particularly efficient combination rates with *AFP*, the AAFP's *Family Practice Management* (*FPM*) creates high-impact, low-cost exposure for your brand. Free in digital format to all AAFP members, *FPM* is the only primary care journal dedicated to practice management.

we know what readers want

- **Free CME credit.** The CME quiz that doctors complete covers most of the content of the issue, therefore encouraging cover-to-cover reading.
- **The Academy connection.** We are accorded the respect commanded by the AAFP logo on the cover and by our status as the sister publication of *AFP*.
- **Author connections.** Thought leaders value *FPM* as much as “in-the-trenches” physicians do, and primary care decision-makers count on *FPM* to offer insight and direction on the topics that matter the most to them.
- **Coding expertise.** The complexity of the coding systems involved makes *FPM*'s coding advice invaluable.
- **Practice improvement focus.** *FPM* authors describe proven approaches to managing the care of patients with practical advice that readers can begin using immediately.



Advertise in *FPM* for as low as \$1,000 a page when combined with an *AFP* ad. See rate card for details.

extend your client's marketing reach

Place your print and interactive message in front of the physicians who see more patients each year than any other specialty.⁴

online promotional opportunities

Online Advertising

- #1 and #2 online journals read by ePharma family physicians.
- Top specialty-specific website for 80% of family physicians.
- Four out of five family physicians visit speciality-specific websites (past 12 months).

Source: Manhattan Research, ePharma Physician (r) 2012 ePharma Physicians represent those physicians interaction with pharma through digital channels.

Branded Microsites

- Small websites featuring your brand.
- Deliver your content as part of the *AFP* or *FPM* web pages experience.
- Enjoy brand exclusivity and receive targeted traffic on a pay-per-visit basis.

Advertising Flexibility

- Own every ad position for a set period of time, or
- Buy just the number of impressions needed to fulfill campaign goals.

Electronic Table of Contents Email Alerts (eTOC)

- Banner and text advertising positions in *AFP* and *FPM* opt-in email alerts.
- Brand advertising exclusivity in journal preview emails.

Contextual Targeting on *AFP* By Topic

- Prominent exposure in editor's choice content area.
- Rotation on top-level *AFP* By Topic listings page and relevant article pages.
- Brand advertising domination of Table of Contents for a specific clinical topic.

Prominent Advertising Positions

- Horizontal and vertical ad units targeted to primary care physicians and related health care professionals in the U.S.



trust the source. trust the message.

Twice a month, *AFP* and *FPM* support your brand by surrounding it with information physicians trust enough to put into practice every day.



additional promotional opportunities



AFP Outserts

Let us wrap an issue of *AFP* with a poly-bagged outsert containing your message.



AFP Patient Education Pads

Put your message in the physicians' hands and on their minds.



AFP Sponsored Subscriptions

Sponsor recognition appears on the cover and mailed to a special list of healthcare professionals.



Pocket Guide to E/M Documentation Guidelines

Provide physicians a useful and durable tool while offering your product long-term visibility.



FPM Anthologies

Attach a company or product to this valuable tool designed and used by family physicians.



FPM Sponsored Subscriptions

Gain enormous goodwill and promotional impact with sponsored print subscriptions.

References:

1. Data on file, American Academy of Family Physicians, Circulation Department.
2. American Academy of Family Physicians Editorial Survey, Spring 2010.
3. Data on file, American Academy of Family Physicians, Clinical Quiz Card Returns.
4. Facts about Family Medicine, American Academy of Family Physicians, 2011.

Expand your brand with advertising in *American Family Physician* and *Family Practice Management*, sponsorship opportunities, patient education pads, and more. *AFP/FPM* has so many ways to engage your target audience.

Get started today.

Contact a member of the *AFP/FPM* sales team.

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AMM | Association of
Medical Media