

FPM ANTHOLOGIES

Content Marketing at Its Best:

Your Promotion. Peer-Reviewed Journal Content.

An anthology from the journal *FPM* is an editor-curated collection of popular articles that cover a range of patient care and practice improvement topics. Attach your promotional messages to this valuable tool designed for and used by family physicians—and generate goodwill at the same time!

OPTION #1:

Digital Sponsorship

- Hosted for a minimum of 1 year on the AAFP/*FPM* website (≈170,000 unique visitors per month)
- Distributed through the *FPM* eNewsletter to more than 88,000 AAFP family physician members and opt-in subscribers
- Sponsor credit on the cover reads, “This *FPM* resource made possible by Company, makers of Product”
- For expanded visibility, the PDF can also be posted on your own web site or reprinted for your own promotional efforts.
- Includes four sponsor-provided ad pages (full page 4-color) placed at intervals throughout

Sponsorship Fee: \$22,500

OPTION #2:

Digital + Printed/Mailed Sponsorship

In addition to all the visibility provided by the Digital Sponsorship, the print edition is mailed to the targeted list that you select. For example:

- AAFP Active, Resident and/or Student Members (≈131,400 total)
- OR, your matched list
- OR, demographically or geographically targeted selection
- OR, paid print subscribers mailed in a polybag with the journal (≈2,100)

Sponsorship Fee: Digital sponsorship plus \$6.00 per print and mailed copy (minimum qty 2,000)

Some of the topics now available:

- Patient-Centered Care
- Preventive Care
- Access to Care
- Care Team & Staffing
- Practice Efficiency
- Practice Essentials
- Quality & Safety
- Billing & Claims
- Coding and Documentation
- Medicare Annual Wellness Visits
- Life Balance

Contact the **AFP/FPM Advertising Sales Team** for pricing and additional information at (201) 288-4440 or AAFP_NJ@aafp.org.

