

FPM ANTHOLOGIES

Content Marketing at Its Best: Your Promotion. Peer-Reviewed Journal Content.

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

Some of the topics now available:

- Practice Efficiency
- Practice Essentials
- Value-Based Care
- Payment, Coding & Documentation
- Physician Well-Being



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, "Distribution sponsored by [Your 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 (≈136,700 total)
- OR, your matched list
- OR, demographically or geographically targeted selection
- OR, paid print subscribers mailed in a polybag with the journal (≈2,000)

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

Speak to your account manager.