

Advertising & Sponsorship Fact Sheet

The Ohio Family Physician • The Weekly Family Medicine Update • www.ohioafp.org



OHIO ACADEMY OF
FAMILY PHYSICIANS

Membership Profile

What is the Ohio Academy of Family Physicians?

Established in 1948, the Ohio Academy of Family Physicians (OAFP) is a statewide professional association with more than 4,400 members, including practicing family physicians, family medicine educators, family medicine residents and medical students. OAFP is a state chapter of the American Academy of Family Physicians.

Who are OAFP Members?

More than 85 percent of all practicing family physicians in Ohio are members of OAFP. Most practicing family physicians are both medical providers and small business owners. They have a strong commitment to both their patients and the communities that they serve.

Magazine: The Ohio Family Physician

Describe the content and frequency of *The Ohio Family Physician*.

The Ohio Family Physician is an award-winning journal, published quarterly and mailed in mid- March, June, September and December. Typical subject matter includes features on sports medicine, healthcare legislation, medical journal reviews as well as a scope of other topics that affect today's family physicians. The magazine also serves as a vehicle for OAFP to communicate important dates, partnerships, conferences, opportunities and other news.

What is *The Ohio Family Physician* circulation and who are your subscribers?

Our current circulation is 4,500. Subscribers include the entire OAFP membership, Ohio medical association offices, OAFP affiliate members, Ohio medical libraries, Ohio legislators and American Academy of Family Physicians state chapter executives.

E-newsletter: The Weekly Family Medicine Update

Describe the content and frequency of *The Weekly Family Medicine Update*.

The Weekly Family Medicine Update, launched as an HTML-designed e-newsletter in 2003, was redesigned in 2007. It is distributed to subscribers every Friday and contains important news about healthcare legislation, important dates, partnerships, conference opportunities and other member news.

What is *The Weekly Family Medicine Update* circulation and who are your subscribers?

The current distribution of OAFP's weekly e-newsletter is nearly 3,000. Subscription to WFMU is on an opt-in-only basis, meaning that OAFP does not distribute the e-newsletter to anyone who has not requested to receive it. Subscribers are OAFP members.

Web Site: www.ohioafp.org

Describe the content of www.ohioafp.org.

The official Web site of OAFP contains information divided into the following categories: Members, Residents, Students & FMIG, CME & Conferences, About OAFP, News & Publications and Legislation & Advocacy. The site is updated every other week to keep members coming back on a regular basis. Members are encouraged to set the site as their homepages.

How many visitors and hits does www.ohioafp.org receive?

Since the launch of the OAFP Web site in 2003, www.ohioafp.org has averaged more than 120,000 hits per month and an average of more than 600 hits per day.

Advertisers and Sponsors

Who advertises in OAFP publications and sponsors the Web site?

Display and classified advertisements are available in both *The Ohio Family Physician* and www.ohioafp.org. Exclusive sponsorships of *The Weekly Family Medicine Update* are available through contribution of unrestricted educational grants.

Current and recent advertisers and sponsors have included continuing medical education sponsors, family physician recruiters, pharmaceutical companies, practice management service providers (management agencies, medical suppliers and billing companies) and others. Products and services eligible for advertising in *The Ohio Family Physician* must meet the standards of the current OAFP Advertising & Sponsorship Guidelines. Ask your representative for a copy of these guidelines.

Rates

What are OAFP rates?

OAFP offers a variety of advertising and sponsorship opportunities to fit your needs. Request rate cards from your representative.

Are discounted advertising rates available?

Discounted magazine and Web site advertising rates are available to OAFP Foundation Corporate Members, organizations who exhibit at or sponsor OAFP conferences and organizations hosting American Academy of Family Physician CME accredited programming. Also, OAFP Members receive discounts on all classified advertising rates. For more information on specific discounts and incentives, please contact your representative.

For year-long advertisers, OAFP offers special magazine and Web site bundle rates. Contact your representative for more information.

Contact

Who can I contact for more information?

For Display Advertising:

Brenda L. Eganhouse, Advertising Representative
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For Classified Advertising or WFMU Sponsorship:

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