

familydoctor.org

2021 Media Kit

*Trusted medical information
from family physicians*





familydoctor.org

presents family physician-reviewed, up-to-date content that speaks in terms all patients understand.

Patients turn to our site for trustworthy information on their health, and family physicians utilize articles from familydoctor.org because the content aligns with the American Academy of Family Physicians (AAFP).

With 133,500 members, the AAFP is the only medical society solely devoted to primary care.

- Family medicine is the only specialty that provides comprehensive care to patients in every stage of life.
- Family physicians are visited 48 percent more than the next-most-visited medical specialty.



OUR PROMISE

Familydoctor.org delivers on a promise to help patients navigate their health journey—from exam room to living room—with physician-validated educational handouts and tools. Family physicians not only refer their patients to our user-friendly site, but they also find value in utilizing site content that aligns with clinical recommendations from the American Academy of Family Physicians. There's a reason familydoctor.org consistently ranks as a top, patient-oriented website—it's accurate, reliable, and both physician- and patient-approved.



Reliable Patient Information From a Trusted Source

Consistently ranked as a top user-friendly, patient-oriented website



3.1 million

unique page
visitors per month



3.7 million

page views
per month



93%

of AAFP members
consider it reliable,
trustworthy content*



78%

of AAFP members
utilize familydoctor.org
for patient education*

*Based on AAFP member survey results

The Power of Referrals

Family physicians not only write and review all articles, but because it aligns with the AAFP clinical guidelines, they refer their patients to the site.

Our physician members often use articles to create patient handouts because they enable the editable print function, which allows them to customize each piece. By doing this, physicians demonstrate the value of familydoctor.org to the patients, who, based on this recommendation, head to the site to explore more about conditions, diseases, or other health-related topics.

Due to the heavy traffic and preferred status among health care teams, familydoctor.org enjoys one of the best marketing tools you can't buy—word-of-mouth referral. Sponsors leverage this status to help drive results.

87%

of AAFP members
would recommend
familydoctor.org
to their patients*

*Based on AAFP member survey results.

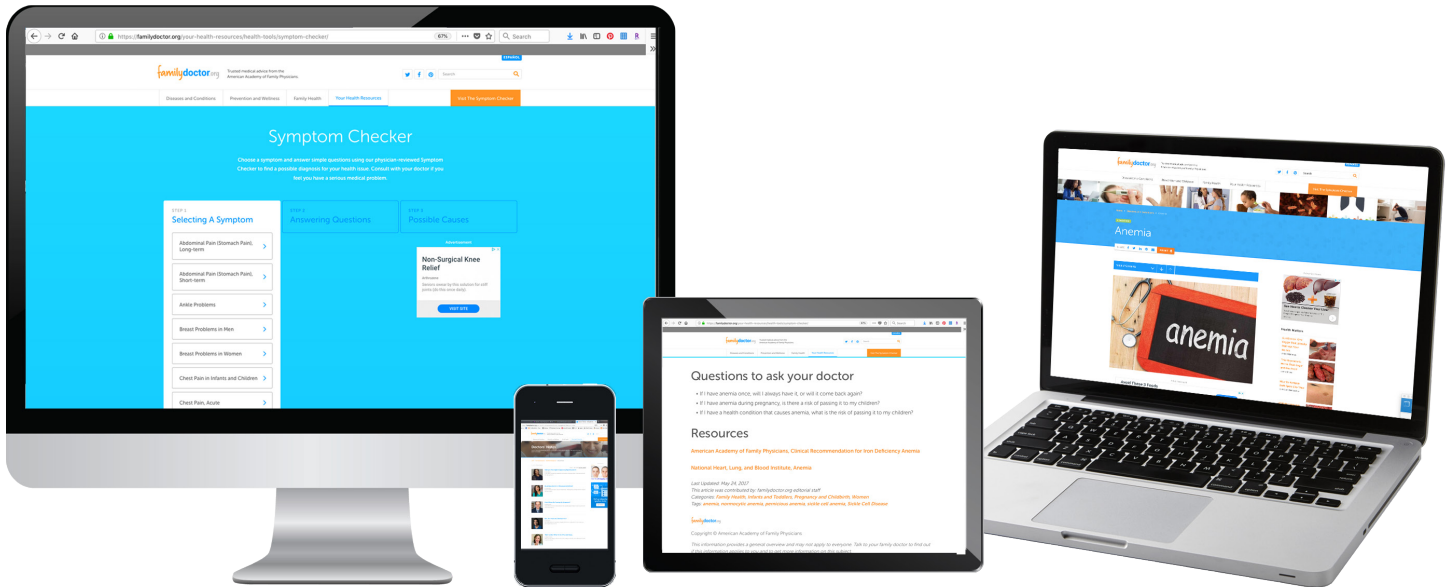
92%

of consumers trust
referrals from
people they know

*Nielsen

familydoctor.org

Familydoctor.org helps patients navigate their health journey—from the exam room to the living room.



Approachable and Authoritative Content

With up-to-date content, familydoctor.org positions itself a reliable resource for patients to find trusted information. And there are even more reasons to visit our site:

- More than 1,000 well-written, physician-validated articles
- Available in English and Spanish
- Speaks in terms every patient understands
- Aligned with AAFP clinical recommendations
- Easy to print, share, and email articles

When patients visit familydoctor.org, they find tools to increase their knowledge such as:

- Interactive Symptom Checker
- Potential questions to ask their doctor
- Follow-up resources
- Stories from physicians through *Doctors' Notes*

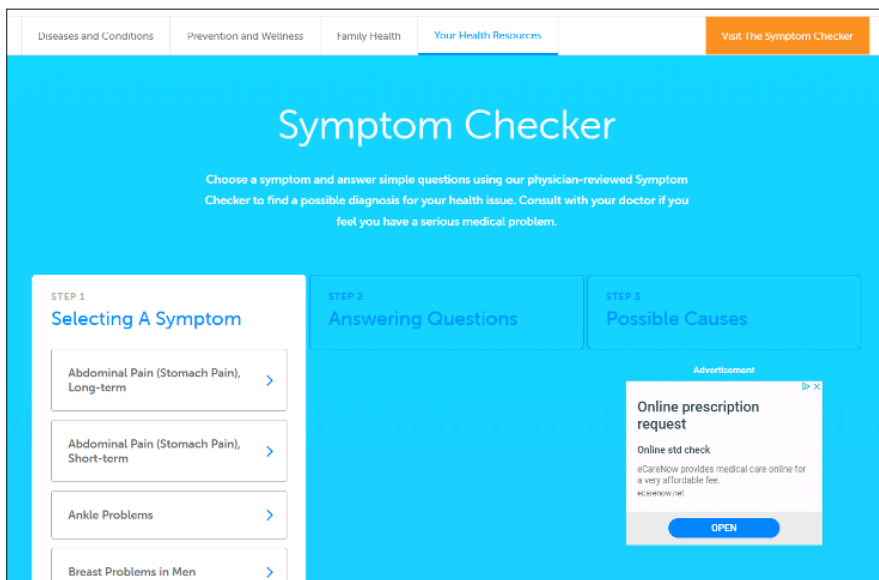
Sponsorship Packages

Symptom Checker Sponsorship

Includes:

- Exclusive sponsorship of the Symptom Checker
- Sponsor branding
- Sponsorship acknowledgement with clickable logo/tagline
- Sponsor ad on main page
- Ad graphic provided by sponsor per web specifications

Cost: \$14,000 per month

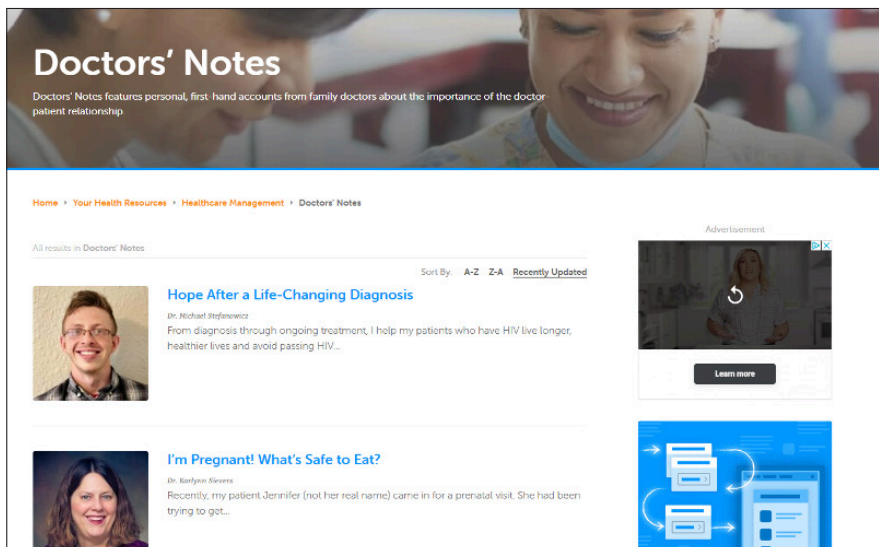


Doctor's Notes Sponsorship

Includes:

- Exclusive sponsorship of Doctors' Notes
- Sponsor branding
- Sponsorship acknowledgement with clickable logo/tagline
- Sponsor ad on main page
- Ad graphic provided by sponsor per web specifications

Cost: \$20,000 per month



Content Packages

Sponsored Content

Includes:

- Single article created by the sponsor according to web specifications
- Gateway to the content placed on Family Doctor homepage
- Sponsor ad on article page
 - Ad graphic provided by sponsor per web specifications

Cost: \$8,000 per month

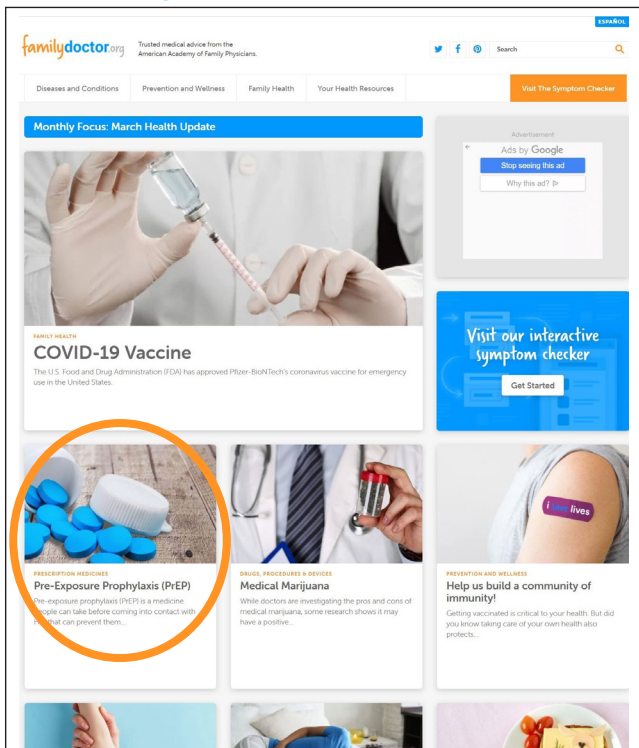
Collaborative Content

Includes:

- AAFP leads article development in collaboration with sponsor
- Language acknowledging collaboration
- Gateway to the content placed on Family Doctor homepage
- Sponsor ad on article page
 - Ad graphic provided by sponsor per web specifications

Cost: Inquire for pricing

Homepage Gateway



Sponsor Ad on Article Page



**For more information, contact Strategic Engagements
at strategicengagements@aafp.org.**

familydoctor.org