



Inside Family Medicine podcast sponsorship

Showcase your expertise and elevate your brand on the AAFP's popular podcast series. (It reaches 5,000 listeners every month!).

Summary:

The AAFP's podcast, *Inside Family Medicine*, is an excellent platform for partners looking for ways to reach family physicians with up-to-date information. Timely, expert-led conversations on today's most relevant family medicine topics keep physicians up to date on trends, engaged in deeper learning and ready for what's next.

Opportunity 1: Sponsor an Episode

Collaborate with the AAFP on content, review the episode outline, provide a guest(s) for the episode, and conduct a final review of the episode. The sponsor's name, product name(s) and experts are included in the conversation and episode notes.

- Production timeline is 6-8 weeks including production and publication
- Sponsor will receive download metrics after 60 days



Sponsor Benefits:

The sponsored podcast episode will be promoted in the following ways:

- Three organic social media posts on AAFP channels
- Podcast promotion in Family Medicine Today, a daily newsletter reaching approximately 60,000 family physicians daily
- A 60-day highlight on the clinical or practice page of the AAFP website that most closely connects to the content of the episode
- Social media messaging provided to the AAFP's chapters for use on their channels
- Clear mention as the sponsor of the video during the recording
- Sponsor may provide links to clinician and patient resources

Cost: \$25,000 per episode

Opportunity 2: Sponsor a Segment

Sponsor a 5-minute segment of a podcast episode on product, therapy or closely related topic. This shorter episode still allows the sponsor to provide a guest and shape the content. The sponsor's brand name and/or product is featured in the conversation. The segment is added to a scheduled podcast episode (ideally, related to the segment topic).

Sponsor Benefits:

- The sponsor may include resources in the show notes of the podcast episode
- The segment does not receive separate promotion since the full episode is promoted on multiple channels to AAFP members and primary care audiences

Cost: \$10,000 per segment (bundle discounts are available)



AAFP retains editorial control of all content and will conduct a final medical review and approval.

Activities and costs are estimates. Please reach out to your AAFP Strategic Engagements Manager for more detailed information.

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