



# FAMILY MEDICINE

The Official Journal of the Society of Teachers of Family Medicine

## ADVERTISE YOUR PRODUCT OR SERVICE TO THE DECISION MAKERS

Family Medicine's 5,800 subscribers include more than 5,000 members of the Society of Teachers of Family Medicine (STFM). These STFM members are leaders within the primary care medical community—department chairs, residency program directors, predoctoral directors, and others—comprising an elite group of teaching physicians and faculty who create policies within today's medical community and influence the decision makers of tomorrow. Family medicine educators turn to STFM for the latest educational research and resources, faculty development workshops, and management skill training.

Our members not only teach— influencing the residents and students who will become future family physicians—but also see patients, just like other family physicians.

### WHO READS FAMILY MEDICINE?

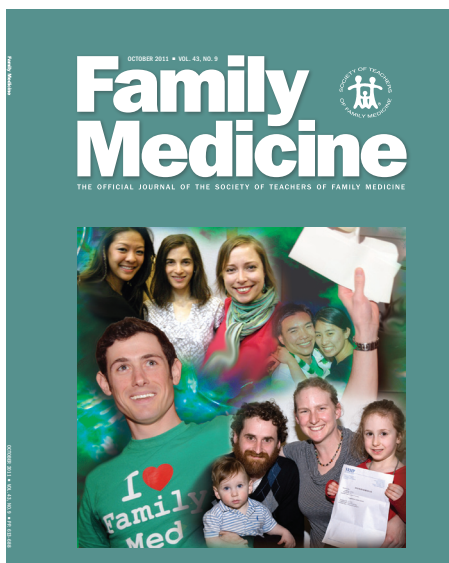
- Family physicians • Family medicine educators
- Psychologists • Sociologists
- Public health specialists • Nurses
- Medical residents and students
- Medical libraries

*In a given year, STFM members will purchase in the range of \$100,000–\$150,000 worth of books. Our audience is a medical publisher's dream market!*

### WHO SHOULD ADVERTISE?

According to a recent membership survey, on average, our members spend about a third of their time seeing patients. Some members devote even more time to clinical activities. **Here are some of the product categories these physician-educators are seeking more information about:**

- **Books:** Family physicians are a prime market in the current medical environment. In many cases, STFM members are the decision makers who determine which textbooks to use in their courses. In a given year, STFM members will purchase in the range of \$100,000–\$150,000 worth of books. Additionally, many of these physicians are the authors of the family medicine books and journal articles. Our audience is a medical publisher's dream market!
- **Conferences:** Our journal is read by an audience dedicated to the value of continuing education, and one that is likely to attend, as well as spread the word to other faculty and residents about valuable conferences.
- **Medical Software:** According to a recent membership survey, STFM members are frequent computer users. In fact, nearly 80% of our members have e-mail and Internet access. Many of our members in community and university settings are turning to computerized record keeping, with a specific need for secure electronic medical records and are continually looking for guidance in these areas.
- **Pharmaceuticals:** The educators of future family physicians are highly regarded as role models with tremendous influence over residents and medical students. Educating the educators about your products will provide a downstream benefit for you during this critical time when trainees are developing future prescribing habits.
- **Other Business Services:** Other services and products that go with business ownership, along with products and services specific to family physicians and family medicine educators, such as insurance and annuity plans, managed care company programs, and medical equipment.



# 2012 DISPLAY ADVERTISING RATES

**Prepayment is required for all display advertising.** Make checks payable to Society of Teachers of Family Medicine. Mastercard, Visa, and American Express are accepted for payment. Tearsheet available ONLY upon request.

1 X			
	Black & White	1-Color	4-Color
1 page	\$1,581	\$1,860	\$2,250
1/2 page	\$1,020	\$1,200	N/A
1/4 page	\$850	\$1,000	N/A
3 X			
	Black & White	1-Color	4-Color
1 page	\$1,411	\$1,660	\$2,050
1/2 page	\$901	\$1,060	N/A
1/4 page	\$765	\$900	N/A
6 X			
	Black & White	1-Color	4-Color
1 page	\$1,292	\$1,520	\$2,000
1/2 page	\$867	\$1,020	N/A
1/4 page	\$697	\$820	N/A
10 X			
	Black & White	1-Color	4-Color
1 page	\$1,190	\$1,400	\$2,000
1/2 page	\$829	\$975	N/A
1/4 page	\$680	\$800	N/A

**Preferred placement (inside front cover, inside back cover, back cover) is an additional 8% of cost of ad.**

**Agency commission: 15%**

## MECHANICAL SPECIFICATIONS

### AD SIZES

Back Cover, full bleed 8-1/2 in. W x 8-1/2 in. D  
 Back Cover, non-bleed 7 in. W x 7 in. D  
 Full-page, bleed 8-1/2 in. W x 11-1/8 in. D  
 Full page, non-bleed 7 in. W x 9 in. D  
 1/2 page horizontal 7 in. W x 4-1/2 in. D  
 1/2 page vertical 3-3/8 in. W x 9 in. D  
 1/4 page horizontal 3-3/8 in. W x 4-1/2 in. D  
 Keep live matter 1/4" from trim.

## PRODUCTION REQUIREMENTS

- Press-ready PDF files preferred.
- 4-color process negatives are accepted as right-reading, emulsion side down. 4-color process negatives must be accompanied by a Cromalin proof showing trim and register marks; black & white negs must have trim marks. Camera-ready copy is acceptable for black & white ads.
- Display ads services are available from the publisher. Please contact your sales representative for details.
- All advertising is subject to approval by the Society's Advertising Review Committee.

## EDITORIAL CONTENT

**Family Medicine** publishes original clinical and educational research of interest to family medicine faculty, practicing clinicians, residents, and others involved in family medicine education. The journal also publishes special articles and commentaries about the fundamental concepts of medical education, as well as book reviews and international reports. All original research reports and commentaries are anonymously refereed.

- Advertising and subscription information published on STFM Web Site, [www.stfm.org](http://www.stfm.org)
- INDEXED IN:  
Index Medicus, EMBASE/Excerpta Medica, Health and Psychosocial Instruments, Science Citation Index, Current Contents/Clinical Medicine, and select articles from the Educational Resources Information Center Clearinghouse on Higher Education.

### PUBLICATION SCHEDULE

**Frequency:**

Monthly, with combined issues  
in July-Aug and Nov-Dec

**Space Reservation Deadline:**

First day of the preceeding month of issue  
(ie, reservation due Dec.1 for January issue)

**Materials/Artwork Due:**

Fifth day of the preceeding month of issue

**Issue Date:**

First day of publication month

**Mailing Date:**

Fifth day of publication month

**Bonus Distribution:**

- STFM Annual Spring Conference issue (April)
- AAFP Scientific Assembly issue (September)

**Circulation:**

5,800; listed in Standard Rate and Data Service.

### Publishing and Production Office

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