

PENNSYLVANIA ACADEMY OF FAMILY PHYSICIANS

5,500+

MEMBERS*

(78% MARKET SHARE)

**CME CONFERENCE
ATTENDANCE**

500+

EVENT ATTENDEES PER YEAR**

**PAFP
PUBLICATIONS**

170,000

PAGE VIEWS PER YEAR***

**PAFP WEBSITE
AUDIENCE**

65,000

PAGE VIEWS PER MONTH****

**SOCIAL
MEDIA**

750,000

INTERACTIONS PER YEAR*****

SPONSORSHIP & ADVERTISING OPPORTUNITIES

**THE PENNSYLVANIA ACADEMY OF
FAMILY PHYSICIANS**

including more than **5,500 members** from every corner
of the state caring for nearly **13 million patients**

WANTS TO HEAR FROM YOU!



**PENNSYLVANIA ACADEMY
OF FAMILY PHYSICIANS**

WWW.PAFP.COM/MARKETING

PENNSYLVANIA ACADEMY OF FAMILY PHYSICIANS SPONSORSHIP & ADVERTISING OPPORTUNITIES

The Pennsylvania Academy of Family Physicians is on the cutting edge of the transforming health care landscape. Its highly engaged members care for Pennsylvania's nearly 13 million residents – and they want to hear from you! There are many opportunities for you to connect with family physicians across nearly every digital platform imaginable.

SPONSORSHIPS

By becoming an annual sponsor, your organization will reach PAFP's full membership at one time, with recognition benefits that carry through the full calendar year.

- Multiple sponsorship levels to best meet your marketing needs
- Dedicated exhibit time puts you face-to-face with your audience
- Options to expand your presence beyond the conference event with annual recognition

ADVERTISING

PAFP is the preeminent source of news and information for Pennsylvania's family physicians. Reaching this audience has never been easier or more effective.

KEYSTONE PHYSICIAN MAGAZINE

- The official magazine of PAFP with a large built-in readership
- Unique placement and multimedia options
- Direct connection to your website through active hyperlinking

**FOR FULL DETAILS AND PRICING, VISIT
WWW.PAFP.COM/MARKETING**



* As of January 2020, there were 5631 active members of the Pennsylvania Academy of Family Physicians

** There were over 500 attendees to PAFP events in 2019. This figure is based on the number of registrations received for all three CME events within the calendar year.

*** As of December 2020, Keystone Physician achieves approximately 50,000 page views per year; Progress Notes has an audience of 125,000 subscriber deliveries per year. As of December 2020, www.pafp.com received over 800,000 page views.

**** Number is an average resulting from overall annual page views divided by 12 months. Web traffic is relatively consistent from month to month.

***** Based on an average 2,500 views per day across social media platforms, plus additional interactions during event weekends, promotions, and other special outreaches.