

2024 Media kit

Advertising and media rates with specifications

CFP MFC

CANADIAN FAMILY PHYSICIAN



LE MÉDECIN DE FAMILLE CANADIEN



<https://www.cfp.ca>

Digital, Print, Inserts, Classifieds, Email alerts

About CFP

Canadian Family Physician (CFP) is the award winning official publication of the College of Family Physicians of Canada. Our mission is to ensure that practitioners, researchers, educators and policy makers are informed on current issues and are in touch with the latest thinking in the discipline of family medicine; to serve family physicians in all types of practice in every part of Canada in both official languages; to advance the continuing development of family medicine as a discipline; and to contribute to the ongoing improvement of patient care.

The College of Family Physicians of Canada (CFPC) – The Voice of Family Medicine in Canada and Leaders in Family Medicine

Representing more than 43,000 members across the country, the CFPC is the professional organization responsible for establishing standards for the training, certification and lifelong education of family physicians and for advocating on behalf of the specialty of family medicine, family physicians and their patients. The CFPC accredits postgraduate family medicine training in Canada's 17 medical schools.

Continuing Professional Development, Mainpro+®

In addition to training, we are active in continuing professional development (CPD). Mainpro+® (Maintenance of Proficiency) is the CFPC's program designed to support and promote family physicians' CPD. Each issue of *CFP* contains articles eligible for Mainpro+ certified Self-Learning credits.

What our readers are saying...

"I rely on this journal for clinically relevant articles which I find useful for my practice."*

– 2023 MRI

"I think the print edition is awesome!"*

– 2023 MRI

*2023 Medical Readership Information Study (MRI)



Why advertise in CFP?



**Gold
Winner**

2 years in a row



**Silver
Winner**

2 years in a row

Award winning journal, recipient of two 2022 National Magazine Awards: B2B Gold and Silver

34,000

The number of family physicians, residents and medical students that **CFP** reaches!



Impact factor of 3.275 puts **CFP** among the top-ranked family medicine journals in the world



Almost **70 years in print**, **CFP** is the best source of family medicine research in Canada



CFP is the **only peer-reviewed** family medicine journal in Canada!



CFP is the only journal in Canada that specifically **targets family physicians, residents** and **medical students**



Just under 50 percent of respondents viewed **CFP** as their **best source for Clinical Practice Guidelines***



Reach family physicians while they do their **professional development**, directly from the creators of **Mainpro+®!**

*2023 Medical Readership Information Study (MRI)

4 Opportunities to promote your products



Print

Our most popular format, the print version is sent to over **34,000** family physicians, residents and medical students across Canada each month!

82% of CFPC members prefer to read the print edition of CFP*



CFP.CA

Online — includes additional content not available in our print edition. Plus, interactive features and blogs!

Website Information[†]

- Up to **50,000 unique visits** per month
- Up to **100,000 page views** per month
- Over **220,000 advertising impressions** per month
- Return rate of **over 20%**
- **New blogs** written by subject experts on various topics, exclusive to CFP!

[†]Google Analytics



eCFP

Send your ad directly to your target audience! Digital edition of CFP, in a page-by-page format that includes both print and web-exclusive content

- Sent to over **34,000** family physicians per month



Classifieds

Print and online — economical and convenient! Want to advertise a job opportunity? Have a locum opening? Our classifieds section is your most economical and efficient way to reach all family physicians in Canada!

Place your ad quickly and easily using our online self-serve tool, 24/7, at a time that's convenient for you (<https://www.cfp.ca/content/advertisers>). You can also reach us by phone and we will place the ad for you.

Categories

- Positions Vacant
- Locum Tenens
- For Sale/Rental
- Miscellaneous
- Positions Wanted
- Conferences/Courses

2024 Advertising Rates & Information



DISPLAY RATES (BLACK & WHITE)

Unit size	1x	3x	6x	9x	12x	18x
1 page	4475	4230	4155	4065	3940	3835
DPS	8500	8210	7890	7725	7465	7290
2/3 page	3945	3810	3660	3605	3450	3380
1/2 page	3230	3095	2890	2870	2835	2770
1/3 page	2420	2330	2250	2200	2140	2070
1/4 page	2010	1940	1850	1830	1770	1725

FAIR BALANCE SPACE (BLACK & WHITE)

Unit size	1x	3x	6x	9x	12x	18x
1 page	2695	2590	2490	2440	2370	2305
2/3 page	2375	2290	2190	2145	2080	2030
1/2 page	1935	1865	1790	1760	1705	1665
1/3 page	1455	1400	1350	1325	1275	1245
1/4 page	1205	1170	1125	1100	1070	1040



DISPLAY COLOUR

1 page	2245
DPS colour	3985
2/3 page	1965
1/2 page	1495
1/3 page or less	1120

FAIR BALANCE COLOUR

1120

Front cover tip-on

2x earned 4/C full page rate and printing if required. See specs.

French rates

50% of the cost of an English ad when run together with English ad.

Special Positions

Contracted for 12 months, subject to availability.

- 2nd and 3rd covers, 25% extra
- 4th cover (OBC): 50% extra
- Other special positions: 20% extra

Inserts (bound-in)

Earned b&w rate, no inserting charge

Outserts

Items are subject to inserting charge and postage by weight. Items are also subject to an envelope charge.

Telephone **Peter Thomlison** at **905 629-0900 ext. 317** for details

Agency Commissions

15% to recognized agencies.

FOR FULL DETAILS CONTACT

Peter Craig, Advertising sales
416 817-6031
peter.craig@hmpartners.ca

Lucy Nini, Ads/Classifieds
905 629-0900 ext. 246
lnini@cfpc.ca

CFP reserves the right to refuse any advertisement at its sole discretion.

2024 Specs & Closing

Closing Dates

Issued monthly. The closing date for space is the **10th of the month** preceding month of issue; material due date is around the **15th of the month**. If either date falls on a weekend or holiday, the next normal business day applies.

ISSUE	SPACE CLOSING DATE	MATERIAL CLOSING DATE
January	December 11	December 15
February	January 22	January 25
March	February 20	February 23
April	March 13	March 19
May	April 10	April 16
June	May 10	May 16
July	June 10	June 14
August	July 10	July 16
September	August 12	August 16
October	September 10	September 16
November	October 10	October 17
December	November 12	November 18

SPECIFICATIONS

Print	Web offset
Binding	Perfect
Stock	Cover: Coated Orion Gloss Text 100lb, Grade #3 Body: Coated Krucote Gloss Text 38lb, Grade #5
Halftone specs	133 line screen
AD, PAGE & TRIM SIZES	
Full page type	7" x 9-1/2" (nominal)
Bleed	8-1/8" x 11"
DPS bleed	16-1/4" x 11" (please supply as two single page digital files with crop marks and bleeds)
DPS trim size	16" x 10-3/4" (includes 1/8" for perfect bind)
Trim size	7-7/8" wide x 10-3/4" deep

UNIT SIZE	WIDE	DEEP
2/3 page ver with bleed	5.125"	10.75"
2/3 page ver without bleed	4.6"	9.3"
1/2 page ver with bleed	3.8"	10.75"
1/2 page ver without bleed	3.3"	9.3"
1/2 page hor with bleed	7.8"	5.1"
1/2 page hor without bleed	6.8"	4.5"
1/3 page ver with bleed	2.5"	10.75"
1/3 page ver without bleed	2"	9.3"
1/4 page ver with bleed	3.8"	5.2"
1/4 page ver without bleed	3.3"	4.5"

Other sizes

Contact **Lucy Nini** for specs & quote on the next page.

Digital ad format

CFP uses Adobe InDesign based PDF workflow. Preferred format is PDF-X1a. Please supply DPS material as two single page digital files.

Digital file submission

Please supply ad materials in PDF-X1a format. Contact **Lucy Nini** (lnini@cfpc.ca) for further instructions.

Client proofs

Please supply digital contract proof (eg Fuji Pictro, etc.) that adheres to MAC/SWOP standards.

Inserts

Supplied inserts: Full pages only. Single leaf double-sided, 80 lb stock maximum; multiple page insert, 70 lb stock maximum.

To be supplied unfolded, untrimmed at 8-1/8" x 11 1/8". If printed in U.S.A., must be so marked.

Quantity required: 34,000.

Cover tip-ons

Quantity required:

34,000 for National Advertising

Size: 7.5" (width) x 4.5" (height).

Ship insert/cover tip-on materials prepaid to:

Canadian Family Physician
c/o RBW Graphics

2049 20th St E
Owen Sound ON N4K 5R2

Attn Gord Lennox

For delivery: **Alex McConnell**,
email **alex.mcconnell@tc.tc**
Telephone: **519 376-8330 ext 372**
or toll free at **1 800-265-3160 ext 372**

CLASSIFIEDS ANNONCES CLASSÉES

FAST FACTS | FAITS SAILLANTS

Title | Titre

Canadian Family Physician (CFP)
Le Médecin de famille canadien (MFC)

Type

Peer-reviewed medical journal
Revue médicale évaluée par les pairs

Frequency | Fréquence

12x/year | 12 fois l'an

Circulation

34,000

Audience | Public

Almost 100% of family physicians and residents in family medicine programs in Canada

La presque totalité des médecins de famille, des omnipraticiens et des résidents en médecine familiale au Canada

Format | Dimensions

Glossy, perfect-bound, colour throughout,
7-7/8" x 10-3/4"

Publication glacée, reliée sans couture, couleurs, 7-7/8" x 10-3/4"

FREE exposure! | Visibilité gratuite !

Your print ad also includes a free ad on our CFP/Careers website: <https://classified.cfpc.ca>

Votre annonce imprimée paraît GRATUITEMENT dans notre site web à <https://classified.cfpc.ca>

Ad deadline |

Date de tombée pour les annonces

10th of the month preceding month of issue
Date published: 10th of month

Le 10 du mois précédant le mois de parution

Date de publication : Le 10 du mois

Self-serve PRINT CLASSIFIEDS ONLINE

ORDER FORM located at
<https://www.cfp.ca/content/advertisers>

Visa, MasterCard and AMEX accepted.
Cartes Visa, MasterCard et AMEX acceptées

Telephone Lucy Nini at: |
Téléphonez à Lucy Nini au:

905 629-0900, ext. | poste 246 or | au
800 387-6197, ext. | poste 246

Email | Courriel

classified@cfpc.ca or lnini@cfpc.ca

Classified advertising is not commissionable. CFP reserves the right to refuse any advertisement at its sole discretion.

Aucune commission accordée sur les annonces classées. Le MFC se réserve le droit de refuser une annonce à sa seule discrétion.

2024 Classified Advertising Rates & Information

TWO-COLUMN PAGE LAYOUT

CLASSIFIED ADS • ANNONCES CLASSÉES		CLASSIFIED ADS • ANNONCES CLASSÉES	
1/2 page HORIZONTAL 6-5/8" x 4-5/8" \$1920		1/2 page VERTICAL 3-1/4" x 9-3/8" \$1920	
1/8 page HORIZONTAL 3-1/4" x 2-1/4" \$555		1/4 page VERTICAL 3-1/4" x 4-5/8" \$1015	
1/4 page HORIZONTAL 6-5/8" x 2-1/4" \$1015			

THREE-COLUMN PAGE LAYOUT

CLASSIFIED ADS • ANNONCES CLASSÉES		CLASSIFIED ADS • ANNONCES CLASSÉES	
Full page 6-5/8" x 9-3/8" \$3065		1/6 page VERTICAL 2-1/8" x 4-5/8" \$695	1/3 ISLAND 4-3/8" x 4-3/8" \$1305
2/3 page VERTICAL 4-3/8" x 9-3/8" \$2510	1/3 page VERTICAL 2-1/8" x 9-3/8" \$1305	2/3 page HORIZONTAL 6-5/8" x 6-6/8" \$2510	

Ad Rates

Text only: First 50 words, \$2.50 each.
 Additional words, \$2.15. Minimum charge, \$90 pre-tax. (Individual CFPC members receive 25% discount.)

Classified Display Ad Rates

Full Page	6-5/8 x 9-3/8	\$3,065
2/3 Vertical	4-3/8 x 9-3/8	2,510
2/3 Horizontal	6-5/8 x 6-6/8	2,510
1/2 Vertical	3-1/4 x 9-3/8	1,920
1/2 Horizontal	6-5/8 x 4-5/8	1,920
1/3 Vertical	2-1/8 x 9-3/8	1,305
1/3 Horizontal	6-5/8 x 3-1/8	1,305
1/3 Island	4-3/8 x 4-3/8	1,305
1/4 Horizontal	6-5/8 x 2-1/4	1,015
1/4 Vertical	3-1/4 x 4-5/8	1,015
1/6 Vertical	2-1/8 x 4-5/8	695
1/8 Horizontal	3-1/4 x 2-1/4	555

Add colour to your display ad! For full colour add pricing

1/4 Page or less	\$129
1/3 Page	199
1/2 Page	299
2/3 Page	399
Full Page	499

Online text ad with your paid print ad—Free!

Your ad can start running online today!
 Advertise online in CFP's Careers/Locums section at: <https://classified.cfpc.ca> and pay online with credit card!

Online only, 1 month—\$80.00 pre-tax.

SEND ALL MATERIAL TO

Lucy Nini, Advertising and Classifieds Coordinator,
 Canadian Family Physician,
 2630 Skymark Avenue, Mississauga ON L4W 5A4
 (905) 629-0900 ext. 246 · lnini@cfpc.ca

Tarifs des annonces classées en 2024 et renseignements

MAQUETTE DE PAGE SUR DEUX COLONNES

CLASSIFIED ADS • ANNONCES CLASSÉES	CLASSIFIED ADS • ANNONCES CLASSÉES
1/2 page HORIZONTALE 6-5/8" x 4-5/8" 1 920\$	1/2 page VERTICALE 3-1/4" x 9-3/8" 1 920\$
1/8 page HORIZONTALE 3-1/4" x 2-1/4" 555\$	1/4 page VERTICALE 3-1/4" x 4-5/8" 1 015\$
1/4 page HORIZONTALE 6-5/8" x 2-1/4" 1 015\$	

MAQUETTE DE PAGE SUR TROIS COLONNES

CLASSIFIED ADS • ANNONCES CLASSÉES	CLASSIFIED ADS • ANNONCES CLASSÉES
Pleine page 6-5/8" x 9-3/8" 3 065\$	1/6 page VERTICALE 2-1/8" x 4-5/8" 695\$
2/3 page VERTICALE 4-3/8" x 9-3/8" 2 510\$	1/3 ÎLOT 4-3/8" x 4-3/8" 1 305\$
1/3 page VERTICALE 2-1/8" x 9-3/8" 1 305\$	2/3 page HORIZONTALE 6-5/8" x 6-6/8" 2 510\$

Tarifs des annonces

Texte seulement: 2,50\$ par mot pour les premiers 50 mots et 2,15\$ le mot additionnel. Frais minimum de 90\$ avant taxes. (Les membres du CMFC à titre individuel reçoivent un rabais de 25 %.)

Tarifs des annonces classées

Pleine page	6-5/8 x 9-3/8	3,065\$
2/3 verticale	4-3/8 x 9-3/8	2,510\$
2/3 horizontale	6-5/8 x 6-6/8	2,510\$
1/2 verticale	3-1/4 x 9-3/8	1,920\$
1/2 horizontale	6-5/8 x 4-5/8	1,920\$
1/3 verticale	2-1/8 x 9-3/8	1,305\$
1/3 horizontale	6-5/8 x 3-1/8	1,305\$
1/3 îlot	4-3/8 x 4-3/8	1,305\$
1/4 horizontale	6-5/8 x 2-1/4	1,015\$
1/4 verticale	3-1/4 x 4-5/8	1,015\$
1/6 verticale	2-1/8 x 4-5/8	695\$
1/8 horizontale	3-1/4 x 2-1/4	555\$

Ajoutez de la couleur à votre annonce! Pour une annonce en couleurs, ajoutez:

1/4 page ou moins	129\$
1/3 page	199\$
1/2 page	299\$
2/3 page	399\$
1 page	499\$

Texte de l'annonce en ligne gratuit avec le paiement de la version imprimée!

Votre annonce paraîtra en ligne dès aujourd'hui!

Faites paraître une annonce en ligne dans la section des carrières et remplacements du MFC à <https://classified.cfpc.ca>.

En ligne seulement : 80,00\$ avant taxes pour 1 mois

FOR TECHNICAL SPECIFICATIONS, DATES AND FURTHER INFORMATION, PLEASE CONTACT

Peter Thomlison, Publisher
 905 629-0900 ext. 317.
pat@cfpc.ca

Lucy Nini, Advertising and Classifieds Coordinator
 905 629-0900 ext. 246.
lnini@cfpc.ca

2024 Web Advertising Rates & Information

Web advertising rates are based on the actual number of ad impressions (as measured by Google ad monitoring software) on <https://www.cfp.ca>. This is a full, free, open access journal website. Direct to consumer ad rules apply to journal site; eTOC, eCFP and CFP Mainpro+® email services are gated, and PAAB rules apply.

LEADERBOARD 728 X 90 IMU	\$85/M ad impressions
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SKYSCRAPER 160 X 600 IMU	\$85/M ad impressions
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BIG BOX 300 X 250 IMU	\$85/M ad impressions
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- PNG and JPEG file format accepted
- Best resolution for web use: 72 dpi
- Animated GIF (up to three turns) is acceptable
- Flash is **NOT** supported

e-TABLE OF CONTENTS (eTOC)	Top banner \$2,380
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Delivered to approx 32K Canadian family physicians (a gated service – PAAB rules for ads to physicians apply)	Lower banner \$1,205
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DIGITAL EDITION (eCFP) Announcement of publication of the digital edition of CFP (eCFP), delivered to approx 34K Canadian family physicians	Top banner only \$2,250
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CFP MAINPRO+® Announcement of new CFP Mainpro+® articles in CFP delivered to approx 34K Canadian family physicians	Top banner only \$2,250
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Please supply creative at least 2 working days before start of ad run.

Fast Facts

CFP.CA

cfp.ca is an open access site with full content freely available

Peer reviewed

Peer-reviewed content, including original research in family medicine

Hosted by HighWire

cfp.ca is hosted by HighWire, a division of MPS Limited that hosts over 1,000 leading journals, including the *BMJ* and the *Annals of Family Medicine*

PubMed and PubMed Central

CFP is indexed and listed on PubMed and PubMed Central, dynamically linked to all HighWire journals, cross-referenced to most other world journals