2023 Media kit
Advertising and media rates with specifications

CFP MFC
CANADIAN FAMILY PHYSICIAN • LE MÉDECIN DE FAMILLE CANADIEN

Gold Winner
Silver Winner

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 42,000 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 look at CFP for practical management of my patients**”

– 2022 MRI

“**Very relevant to general practice**”

– 2022 MRI
Why advertise in *CFP*?

**34,000**

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

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

- **Impact factor of 3.275** puts *CFP* among the top-ranked family medicine journals in the world
- Over **65 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**
- Over half 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+®!
**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!

**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!

**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). Want to talk to someone? 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

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*78% of CFPC members prefer to read the print edition of CFP*

*Google Analytics

*Statistics taken from the 2022 Medical Research Information (MRI) Study, available at: https://www.cfp.ca/content/advertisers*
# 2023 Advertising Rates & Information

## DISPLAY RATES (BLACK & WHITE)

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## FAIR BALANCE SPACE (BLACK & WHITE)

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## FAIR BALANCE COLOUR

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**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**

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.

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

Other sizes
Contact Lucy Nini for specs & quote.

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, 80 lb stock maximum; multiple page insert, 70 lb stock maximum.
To be supplied unfolded, untrimmed at 8-1/8” x 11-1/4”. 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.mconnell@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
Virtually 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”

Now on the web! | Maintenant sur le web!
Your print ad includes FREE exposure on our website: https://www.cfp.ca
Votre annonce imprimée paraît GRATUITEMENT dans notre site web à https://www.cfp.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

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

Telephone Lucy Nini at: | Téléphoner à Lucy Nini au:
905 629-0900, ext. | poste 246 or | au
800 387-6197, ext. | poste 246

Email | Courriel
classified@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.
## 2023 Classified Advertising Rates & Information

### 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

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<tr>
<td>1/3 Island</td>
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<td>$695</td>
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<td>Full Page</td>
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<td>4 3/8&quot; x 4 3/8&quot;</td>
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<td>$3065</td>
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<td>2 1/8&quot; x 9 3/8&quot;</td>
<td>$2510</td>
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**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 2023 et renseignements

### 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

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### 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$ 

- Couleurs Pantone (PMS): frais additionnels

- 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](https://classified.cfpc.ca)

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

### Maquette de page sur deux colonnes

### Maquette de page sur trois colonnes

### Pour les spécifications techniques, dates et informations supplémentaires, contactez

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

**Lucy Nini**, **Advertising and Classifieds Coordinator**  
905 629-0900 ext. 246.  
l nisi@cfpc.ca
2023 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](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.

<table>
<thead>
<tr>
<th>Ad Format</th>
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<td><strong>LEADERBOARD  728 X 90 IMU</strong></td>
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<td><strong>SKYSCRAPER  160 X 600 IMU</strong></td>
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<td><strong>BIG BOX  300 X 250 IMU</strong></td>
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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)**
Delivered to approx 32K Canadian family physicians (a gated service – PAAB rules for ads to physicians apply)
- **Top banner** $2,310
- **Lower banner** $1,170

**DIGITAL EDITION (eCFP)**
Announcement of publication of the digital edition of *CFP* (eCFP), delivered to approx 34K Canadian family physicians
- **Top banner only** $2,150

**CFP MAINPRO+®**
Announcement of new *CFP* Mainpro+® articles in *CFP* delivered to approx 34K Canadian family physicians
- **Top banner only** $2,150

Please supply creative at least 2 working days before start of ad run.

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**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 Stanford University 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