



CELEBRATING OVER  
**70 YEARS**  
OF PUBLICATION

## 2025 Media kit

Advertising and media rates with specifications

# CFP MFC

CANADIAN FAMILY PHYSICIAN

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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* and podcast episodes are eligible for Mainpro+ certified self-learning credits.

# What our readers are saying...

**"I enjoy CFP. I often take the hard copy with me when on call and read it at the hospital"\***

– 2023 MRI

**"I like to see everything in CFP because it is excellent"\***

– 2023 MRI

\*2024 Medical Readership Information Study (MRI)



# Why advertise in *CFP*?



**Award winning journal**, recipient of 6 awards and 13 nominations at the National Magazine Awards

# 37,300

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



**Impact factor of 2.4** 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 **37,300** family physicians, residents and medical students across Canada each month!

**Almost 70%** 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

## Email alerts



**Send your ad directly to your target audience!**

### eTOC

- Sent to **30,000** family physicians per month
- Click-through rate of over **25%**

### eCFP

- Digital edition of CFP, in a page-by-page format that includes both print and web-exclusive content
- Sent to over 32,000 family physicians per month
- Open rate of over **40%**

### Mainpro+

- Sent to over 32,000 family physicians per month
- Open rate of over **46%**

## 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

\*Statistics taken from the 2024 Medical Research Information (MRI) Study, available at: <https://www.cfp.ca/content/advertisers>

# 2025 Advertising Rates & Information



## DISPLAY RATES (BLACK & WHITE)

Unit size	1x	3x	6x	9x	12x	18x
1 page	4630	4380	4300	4210	4080	3970
DPS	8795	8500	8165	7995	7725	7545
2/3 page	4085	3945	3790	3730	3570	3500
1/2 page	3345	3205	2990	2970	2935	2865
1/3 page	2505	2410	2330	2275	2215	2140
1/4 page	2080	2010	1915	1895	1830	1785

## FAIR BALANCE SPACE (BLACK & WHITE)

Unit size	1x	3x	6x	9x	12x	18x
1 page	2790	2680	2575	2525	2450	2385
2/3 page	2460	2370	2265	2220	2150	2100
1/2 page	2000	1930	1850	1820	1765	1725
1/3 page	1505	1450	1395	1370	1320	1290
1/4 page	1245	1210	1165	1140	1105	1075



## DISPLAY COLOUR

1 page	2320
DPS colour	4125
2/3 page	2030
1/2 page	1545
1/3 page or less	1160

## FAIR BALANCE COLOUR

1160

### 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 10 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

Double-sided/single leaf Insert with content on both sides

### 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

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

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



# 2025 Specs & Closing

## Closing Dates

Issued 10 times a year. 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/August	July 10	July 15
September	August 12	August 20
October	September 10	September 16
November/December	November 1	November 6

SPECIFICATIONS	
<b>Print</b>	Web offset
<b>Binding</b>	Perfect
<b>Stock</b>	<b>Cover:</b> Coated Orion Gloss Text 100lb, Grade #3 <b>Body:</b> Coated Krucote Gloss Text 38lb, Grade #5
<b>Halftone specs</b>	133 line screen
AD, PAGE & TRIM SIZES	
<b>Full page type</b>	7" x 9-1/2" (nominal)
<b>Bleed</b>	8-1/8" x 11"
<b>DPS bleed</b>	16-1/4" x 11" (please supply as two single page digital files with crop marks and bleeds)
<b>DPS trim size</b>	16" x 10-3/4" (includes 1/8" for perfect bind)
<b>Trim size</b>	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:  
37,300 for National Advertising.

## Cover tip-ons

Quantity required:  
**37,300 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 Chrystal Charlton**

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

10x/year | 10 fois par an

### Circulation

37,300

### 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.cfpc.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](mailto:classified@cfpc.ca) or [lnini@cfpc.ca](mailto: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.*

# 2025 Classified Advertising Rates & Information

## TWO-COLUMN PAGE LAYOUT

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

## THREE-COLUMN PAGE LAYOUT

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

### 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.

## EMAIL ALL MATERIAL TO

**Lucy Nini, Advertising Manager,**  
Canadian Family Physician,  
2630 Skymark Avenue, Mississauga ON L4W 5A4  
(905) 629-0900 ext. 246 · [lnini@cfpc.ca](mailto:lnini@cfpc.ca)

# Tarifs des annonces classées en 2025 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\$

**1/8 page HORIZONTALE**  
3-1/4" x 2-1/4"  
555\$

**1/4 page HORIZONTALE**  
6-5/8" x 2-1/4"  
1 015\$

**1/2 page VERTICALE**  
3-1/4" x 9-3/8"  
1 920\$

**1/4 page VERTICALE**  
3-1/4" x 4-5/8"  
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\$

**2/3 page VERTICALE**  
4-3/8" x 9-3/8"  
2 510\$

**1/3 page VERTICALE**  
2-1/8" x 9-3/8"  
1 305\$

**1/6 page VERTICALE**  
2-1/8" x 4-5/8"  
695\$

**1/3 ÎLOT**  
4-3/8" x 4-3/8"  
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

**POUR LES SPÉCIFICATIONS TECHNIQUES, LES DATES ET D'AUTRES INFORMATIONS, VEUILLEZ CONTACTER**

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

**Lucy Nini, Gestionnaire de la publicité**  
905 629-0900 ext. 246.  
lnini@cfpc.ca



## 2025 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** \$90/M ad impressions

**SKYSCRAPER 160 X 600 IMU** \$90/M ad impressions

**BIG BOX 300 X 250 IMU** \$90/M ad impressions

- 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** \$2,500  
 Delivered to approx 32K Canadian family physicians **Middle banner** \$2,330  
 (a gated service – PAAB rules for ads to physicians apply) **Lower banner** \$1,245

**DIGITAL EDITION (eCFP)** **Top banner only** \$2,330  
 Announcement of publication of the digital edition of CFP (eCFP), delivered to approx 34K Canadian family physicians

**CFP MAINPRO+®** **Top banner only** \$2,330  
 Announcement of new CFP Mainpro+® articles in CFP delivered to approx 34K Canadian family physicians

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