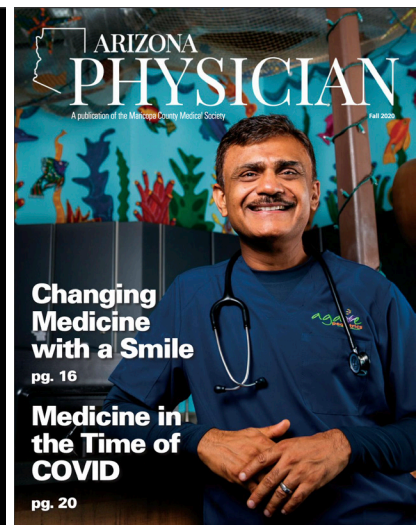


# ARIZONA PHYSICIAN

## 2021 MEDIA KIT



## Readership and Statistics

- ▶ **Over 12,600 Maricopa County physician readers**
- ▶ **51% are primary care physicians (PCPs)**
- ▶ **Average physician age:** 51 w/ 30% age 60+ up 4%
- ▶ **Average physician annual salary 2019:**  
\$243K up from \$237K
- ▶ **Average physician specialist salary 2019:**  
\$346K up from \$341K
- ▶ **50% of physicians have net worth > \$1M**
- ▶ **43% of physicians have net worth between \$1-5M**
- ▶ **7% of physicians have net worth < \$5M**

## Distribution and Circulation

**DISTRIBUTION** ▶ All currently practicing and retired physicians (MD's & DO's) in Maricopa County (Print), plus practice & office managers and non physician executives (Digital)

**CIRCULATION** ▶ Over 12,900 physicians, practice and office managers, and non physician executives.

# ARIZONA PHYSICIAN

2020 Media Kit



**Print and digital issues  
reach over 12,600  
physicians (MD's & DO's)  
in Maricopa County!**

## Print Magazine Advertising Rates

Reach every Maricopa County physician quarterly throughout the year;  
that's over 12,600 MD's and DO's!

4-COLOR	OPEN	2x	4x
Back Cover			\$2500
Inside Front	\$2,300	\$2,250	\$2,200
Inside Back	\$2,200	\$2,150	\$2,100
Full Page	\$1,950	\$1,850	\$1,750
1/2 Page	\$1,375	\$1,300	\$1,250
1/3 Page	\$1,150	\$1,100	\$1,000
1/4 Page	\$900	\$850	\$800

- ▶ No bleed charge.
- ▶ Prices are net.
- ▶ Unfulfilled contracts will be short-rated to the earned rate.  
Refer to Magazine Advertising Terms and Conditions for more information.
- ▶ Digital versions of Arizona Physician are available on [issuu.com](https://issuu.com/arizonaphysician) and [arizonaphysician.com](https://arizonaphysician.com).
- ▶ Complete ad specs are available on the last page.

### ISSUE HIGHLIGHTS / AD CLOSE / MATERIALS / MAILING

ISSUE	*ISSUE HIGHLIGHTS	SPACE RESERVATION DUE	MATERIALS DUE	DISTRIBUTION/MAIL DATE
Winter	Major Health Issues in Arizona	Friday 01/08/2021	Monday 01/18/2021	Monday 02/08/21
Spring	Diversity in Medicine	Friday 04/09/2021	Monday 04/19/21	Monday 05/10/21
Summer	Rural Health in Arizona	Friday 07/09/2021	Monday 07/19/21	Monday 08/09/21
Fall	Value Based Care	Friday 10/08/2021	Monday 10/18/21	Monday 11/08/21

\*Editorial subject to change. Please read and comply with Arizona Physician Terms and Conditions Statement.  
Arizona Physician usage statement available upon request.

# Audio and Digital Advertising



## PODCASTING ADVERTISING RATES

Reach physicians in Maricopa County through our bi-monthly podcasts.

AD AND SIZE	OPEN	12x	24x
60 Second Post Roll	\$10	\$120	\$240
10/15 Second Pre Roll	\$15	\$180	\$360

## AUDIO FILE AD SUMMISSIONS

- ▶ All audio files should be submitted in mp3, FLAC file formats.
- ▶ All audio files submitted by the customer are considered to be technically correct. Customer is responsible for all final advertising work provided.

## DIGITAL MAGAZINE ADVERTISING RATES

Reach even more physicians in Maricopa County through our digital magazine [arizonaphysician.com](http://arizonaphysician.com).

AD AND SIZE	3x	6x	9x	12x
Leaderboard (728 x90)	\$150	\$400	\$900	\$1,900
Strip Horizontal Banner to (1000 x 250) Front page	\$100	\$300	\$700	\$1,500
Footer Banner (400 x 100)	\$75	\$200	\$500	\$1,100

## DIGITAL AD SUMMISSIONS

- ▶ All digital files should be submitted in either JPG, PNG, SVG, or GIF file formats.
- ▶ All digital files submitted by the customer are considered to be technically correct. Customer is responsible for all final advertising work provided.

## E-MAIL MARKETING ADVERTISING RATES

Reach physicians and practice/office administration leadership in Maricopa County.

AD AND SIZE	3x	6x	9x	12x
E-Newsletter Banner Ad (600 x 250)	\$150	\$400	\$900	\$1,900



# ARIZONA PHYSICIAN

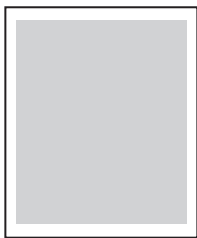
## 2020 Media Kit



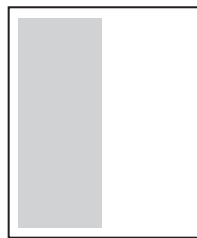
## Ad Specifications and Distribution Details

### DISPLAY ADVERTISING SPECS

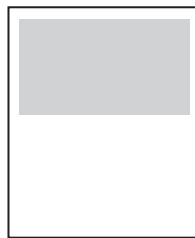
**TRIM** ▶ 8.375" x 10.875"    **BLEED** ▶ set bleed to .125"  
**LIVE AREA** ▶ 7.375" x 9.75" (keep all type and logos at least .5" from trim)



**Full Page (Non-bleed)**  
7.375"w x 10.875"h



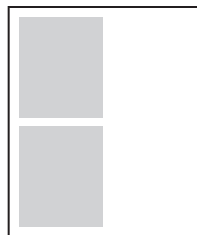
**1/2 Page Vertical**  
3.5625"w x 9.75"h



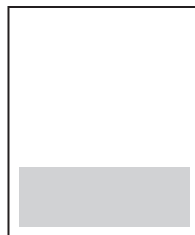
**1/2 Horizontal**  
7.375"w x 4.75"h



**Full Page (Bleed)**  
8.375"w x 10.875"h



**1/4 Page**  
3.5625"w x 4.75"h



**1/3 Horizontal**  
7.375"w x 3.083"h

**NOTE** ▶ Create PDF with an additional .125" bleed

### ADDITIONAL AD SPECS

- ▶ **Files should be submitted as Adobe Acrobat PDF.** Use PDF/X-1A settings and embed all fonts.
- ▶ Please submit in **exact ad size.**
- ▶ If artwork is not submitted in PDF format, all source data (fonts, photos, logos, etc.) must be submitted with the native file in the following formats: **InDesign** or **Illustrator Word, Publisher, or PowerPoint files WILL NOT BE ACCEPTED**
- ▶ If submitting a packaged file, linked images (photos, etc.) should be supplied in TIFF, JPG or EPS formats. NO WEB GRAPHICS. Vector EPS is best for logos. Photos must be saved at 300 dpi, or be placed with an effective PPI of at least 250.
- ▶ Please make sure all colors are converted to **CMYK PROCESS** — No RGB or PMS (spot) colors.
- ▶ Please **include crop marks** and **save PDF with BLEED** when necessary.
- ▶ **All non-bleed ads must have a border.** A border will be added to ads that do not have a border.
- ▶ The title of your file should include the company name and publication month. Please do not name your file "Arizona Physician" or "AP ad." Please include the name of your company, name of ad/creative, publication month, and name of client (agency only). IE: AP\_CompanyName\_Jan2021
- ▶ **All digital files submitted by the customer** are considered to be technically correct. Customer is responsible for all final advertising work provided.

## General Information

### ADDRESS

Arizona Physician Magazine  
326 E Coronado Rd, Suite 101  
Phoenix, AZ 85004

**PHONE** (602) 417-2303

**EMAIL** ads@arizonaphysician.com

**WEBSITE** arizonaphysician.com

 @AZPhysician

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Arizona Physician magazine is a publication of the Maricopa County Medical Society (MCMS) since 1955.