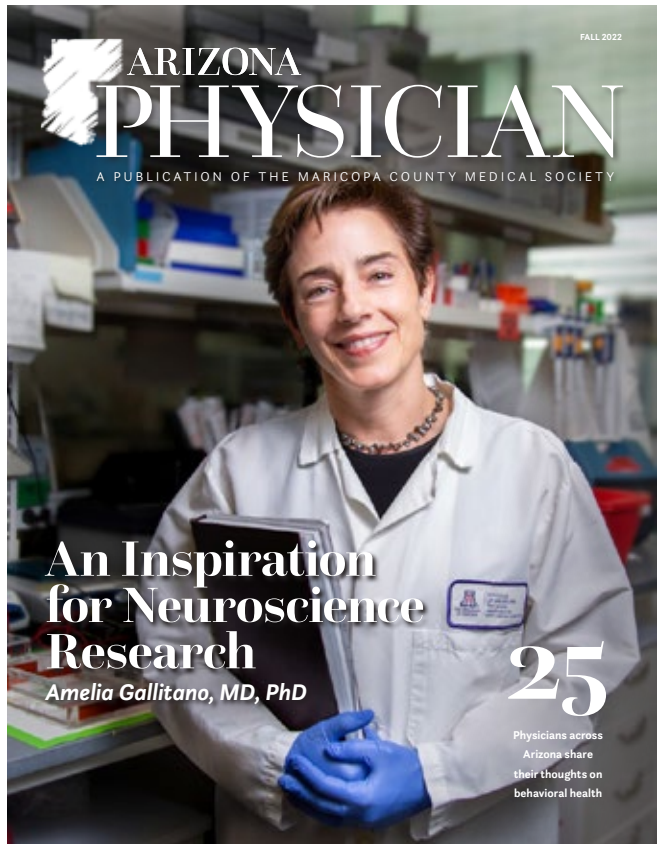


# ARIZONA PHYSICIAN

A multi-media platform of the Maricopa County Medical Society (MCMS)



## 2023 MEDIA KIT



# Readership, Listener-ship, and Statistics

Over  
**15,000**  
physicians across Arizona

# 42%

## are primary care physicians (PCPs)

Family Medicine • Pediatrics • Geriatrics •  
Obstetrics & Gynecology • Internal Medicine

# 58%

## are specialists

Emergency Medicine • Anesthesiology • Psychiatry •  
Cardiology • Orthopedics • Ophthalmology • Oncology  
• Gastroenterology • Neurology • Dermatology •  
and many more.

**AVERAGE PHYSICIAN AGE:** 48 w/ 38% age 60+

**Average primary care physician  
annual salary 2022:**

**\$260K**

**Average physician specialist  
salary 2022:**

**\$368K**

**HIGHEST EARNING SPECIALTIES:** Highest: \$576K | Lowest \$243K

## Highest Earning Specialties

Cardiology  
Gastroenterology  
Radiology  
Urology  
Otolaryngology  
Dermatology

Anesthesiology  
Oncology  
Ophthalmology  
Orthopedics  
Plastic Surgery  
General Surgery

# 2023 Print Issue Schedule

**ISSUE**

SPRING

**THEME**

**Graduate  
Medical Education**

**MATERIALS DUE DATE**

Friday  
**February 3, 2023**

**DISTRIBUTION MAIL DATE**

Week of  
**March 6 – 10, 2023**

**ISSUE**

SUMMER

**THEME**

**Big Data  
in Medicine**

**MATERIALS DUE DATE**

Friday  
**May 5, 2023**

**DISTRIBUTION MAIL DATE**

Week of  
**June 5 – 9, 2023**

**ISSUE**

FALL

**THEME**

**Integrative  
Medicine**

**MATERIALS DUE DATE**

Friday  
**August 4, 2023**

**DISTRIBUTION MAIL DATE**

Week of  
**September 4 – 8, 2023**

**ISSUE**

WINTER

**THEME**

**Future of  
Primary Care**

**MATERIALS DUE DATE**

Friday  
**November 3, 2023**

**DISTRIBUTION MAIL DATE**

Week of  
**December 4 – 8, 2023**



## Distribution and Circulation

**DISTRIBUTION** ▶

All currently practicing and retired physicians (MDs and DOs) in Maricopa County

**CIRCULATION** ▶

Over 12,600 physicians in Maricopa County, physicians outside of Maricopa County, Practice & Office Managers, and non physician executives.

\*Editorial subject to change. Please read and comply with Arizona Physician Terms and Conditions Statement on [arizonaphysician.com/AZP-terms-conditions](http://arizonaphysician.com/AZP-terms-conditions). Arizona Physician usage statement available upon request.

# Print Magazine Advertising Rates

Reach every Maricopa County physician quarterly throughout the year. That's over 12,600 physicians!

4-COLOR	OPEN	2x	4x
Back Cover			<b>SOLD OUT</b> \$2,800
Inside Front	\$2520	\$2430	\$2340
Inside Back	\$2340	\$2295	\$2250
Full Page	\$1980	\$1935	\$1890
1/2 Page	\$1568	\$1520	\$1425
1/3 Page	\$1330	\$1283	\$1235

## LET'S GET CREATIVE

Contact us to discuss various advertising package options. Ask us how you can bundle print, digital and audio advertising.



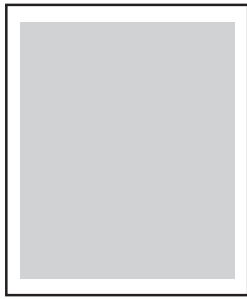
- ▶ Prices are net.
- ▶ No bleed charge.
- ▶ Unfulfilled contracts will be short-rated to the earned rate. Refer to Magazine Advertising Terms and Conditions for more information.
- ▶ Digital print version of Arizona Physician is available on [issuu.com](https://www.issuu.com) and print articles are available at [arizonaphysician.com](https://www.arizonaphysician.com).

# Print Ad Specifications

**TRIM** ▶ 8.375" x 10.875"

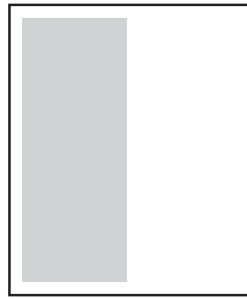
**BLEED** ▶ set bleed to .125"

**LIVE AREA** ▶ 7.375" x 9.75" (keep all type and logos at least .35" from trim)



**Full Page (Non-bleed)**

7.375"w x 9.75"h



**1/2 Page Vertical**

3.6"w x 9.75"h



**1/2 Horizontal**

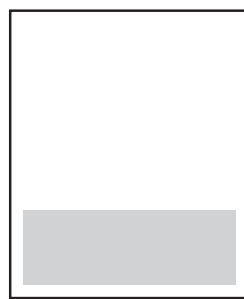
7.375"w x 4.75"h



**Full Page (Bleed)**

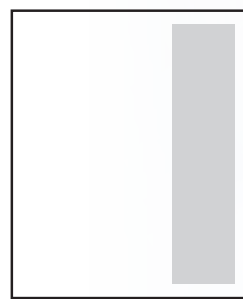
8.375"w x 10.875"h

(plus .125" bleed on all sides)



**1/3 Horizontal**

7.375"w x 3.14"h



**1/3 Vertical**

2.67"w x 9.75"h

▶ **All digital files submitted by the customer are considered to be technically correct.**

Customer is responsible for all final advertising work provided.

▶ **Files should be submitted as Adobe Acrobat PDF.** Use PDF/X-1A settings and embed all fonts.

▶ Please submit in **exact ad size. Include crop marks. Save PDF with additional .125" BLEED** for full page ads.

▶ If artwork is not submitted in PDF format, submit packaged native files with all source data included (fonts, photos, logos, etc.)  
**InDesign or Illustrator accepted.**  
*Word, Publisher, or PowerPoint files WILL NOT BE ACCEPTED.*

▶ If submitting a packaged file, all images (photos, logos, etc.) should be supplied in TIFF, JPG, PSD or EPS formats. Vector EPS or SVG is best for logos. Photos must be saved at 300 dpi and be used with an **effective PPI (at size of print) of at least 250ppi.**

▶ Please make sure all colors are **CMYK PROCESS** — *No RGB or PMS or spot colors.*

▶ **All non-bleed ads must have a border.**  
A border will be added to ads that do not have a border.

▶ **Name your submitted file as below:**  
Name of advertiser\_Publication issue\_AgencyName  
IE: XYZCompanyName\_Winter2023\_XYZAgency

# Audio Advertising



## PODCASTING ADVERTISING RATES

Reach physicians across Arizona twice a month through Arizona Physician’s podcast. The podcast highlights physicians and healthcare across the state.

AD AND SIZE	3 months (6 episodes)	6 months (12 episodes)	9 months (18 episodes)	12 months (24 episodes)
15 Second Pre Roll	\$400	\$745	\$1,075	\$1,450
30 Second Mid/Post Roll	\$250	\$475	\$700	\$950
60 Second Mid/Post Roll	\$175	\$300	\$475	\$625
<b>Additional \$100</b> if voice over for ad is needed				

## AUDIO FILE AD SUBMISSIONS

- ▶ **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 Banner Advertising Rates

Reach physicians across Arizona through our digital magazine, [arizonaphysician.com](http://arizonaphysician.com).

AD AND SIZE	3 Months	6 Months	9 Months	12 Months
Educational Advertorial with Banner Ad (1000x250)	\$689	\$1259	\$1829	\$2228
Strip Horizontal Banner Front page (1000 x 250)	\$618	\$1140	\$1663	\$2025
Strip Horizontal Banner Featured Articles (1000 x 250)	\$404	\$784	\$1093	\$1350


# Email Marketing Advertising Rates

Reach over 6,000 physicians and practice/office administration leaders throughout Maricopa County and across Arizona.

AD AND SIZE	3 Months	6 Months	9 Months	12 Months
Email Banner Ad (1000 x 250)	\$665	\$1212	\$1758	\$2352

## DIGITAL AD SUBMISSIONS

- ▶ **All digital files** should be submitted in either JPG, PNG, or SVG file formats.
- ▶ **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](mailto:ads@arizonaphysician.com)

**WEBSITE** [ArizonaPhysician.com](http://ArizonaPhysician.com)

 [@AZPhysician](https://twitter.com/AZPhysician)

 [ArizonaPhysician](https://www.facebook.com/ArizonaPhysician)

 [AZ\\_Physician](https://www.instagram.com/AZ_Physician)

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 ARIZONA  
PHYSICIAN