

# ARIZONA PHYSICIAN

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



## 2025 MEDIA KIT



Arizona Physician consists of a print publication, digital magazine website, and email marketing.

Readership, listener-ship,  
and statistics across our  
platforms in Arizona

There are **19,952**  
physicians across Arizona  
and we reach **75%** of them

**47%**

**are primary care physicians (PCPs)**

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

**53%**

**are specialists**

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

**AVERAGE PHYSICIAN AGE:** 51.9 w/ 48% age 55+

Average primary care physician  
salary 2024:

**\$242K**

Average physician hospitalist  
salary 2024:

**\$264K**

Average physician in  
private practice salary 2024:

**\$275K**

**HIGHEST EARNING SPECIALTIES:** Highest: \$788K | Lowest \$218K

### Highest Earning Specialties

Cardiology  
Gastroenterology  
Radiology  
Urology  
Otolaryngology  
Dermatology

Neuro Surgery  
Oncology  
Ophthalmology  
Orthopedics  
Plastic Surgery  
General Surgery



# 2025 Magazine Schedule

## ISSUE

### SPRING

#### **MATERIALS DUE:**

Friday, **April 4**

#### **DIGITALLY AVAILABLE:**

Friday, **April 18**

#### **PRINT AVAILABLE:**

Tuesday, **April 22**

## ISSUE

### SUMMER

#### **MATERIALS DUE:**

Friday, **August 1**

#### **DIGITALLY AVAILABLE:**

Friday, **August 15**

#### **PRINT AVAILABLE:**

Tuesday, **August 19**

## ISSUE

### WINTER

#### **MATERIALS DUE:**

Friday, **November 21**

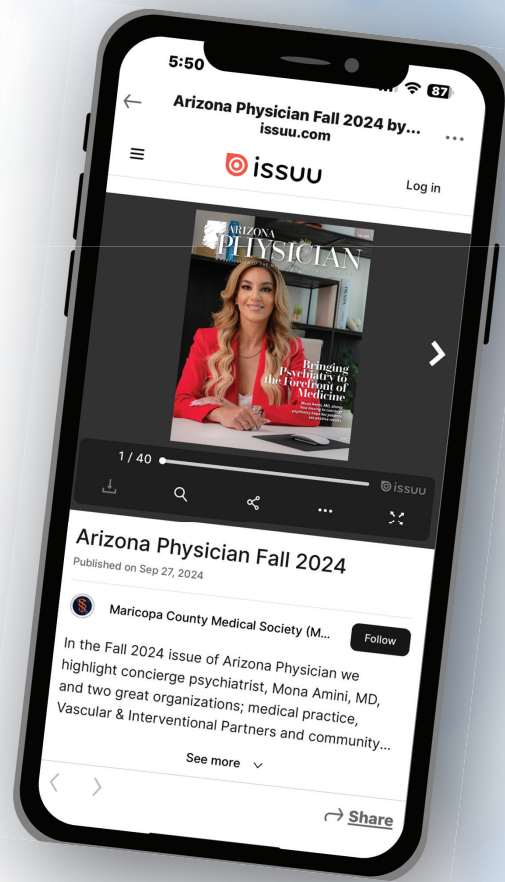
#### **DIGITALLY AVAILABLE:**

Friday, **December 12**

#### **PRINT AVAILABLE:**

Tuesday, **December 16**

\*Editorial can be 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.



## Distribution and Circulation

### ► **DISTRIBUTION**

All MDs and DOs that are currently members of the Maricopa County Medical Society (MCMS)

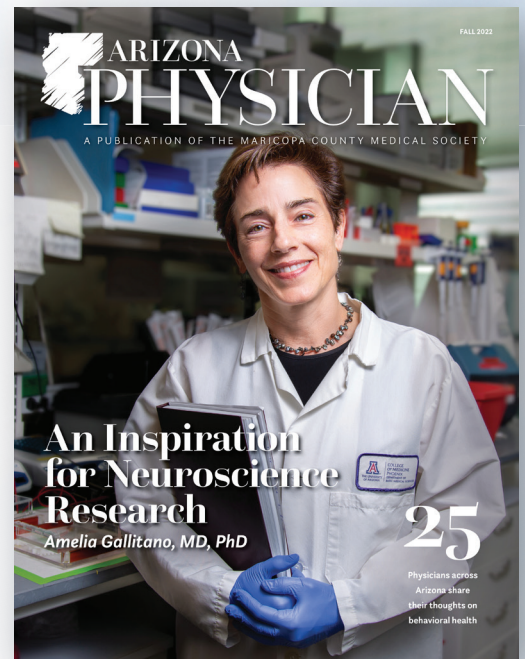
### ► **CIRCULATION**

Over 17,000 physicians, Practice & Office Managers, non physicians executives, and healthcare professionals across Arizona.

# Digital Magazine Advertising Rates

Reach over 17,000 physicians, practice & office managers, non-physician executives and medical professionals.

LOCATION	OPEN	2x	3x
Back Cover			<b>SOLD OUT</b> \$2,380
Inside Front	\$1,998	\$1,966	\$1,913
Inside Back	\$1,889	\$1,851	\$1,807
Full Page	\$1,683	\$1,645	\$1,607
1/2 Page	\$1,332	\$1,292	\$1,212
1/3 Page	\$1,130	\$1,091	\$1,050
MCMS Member 1/4 Page Practice Directory Ad	\$300	\$200	\$100
Non MCMS Member 1/4 Page Practice Directory Ad	\$400	\$300	\$200



- ▶ 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.
- ▶ Arizona Physician's digital magazine is available on **issuu.com**.

## BUNDLE UP!

Ask us how you can bundle print, digital and audio advertising.

# Magazine Ad Specifications

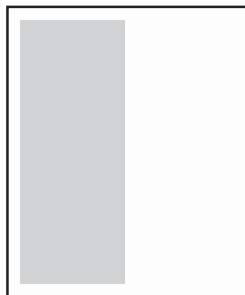
**TRIM** ▶ 8.375" x 10.875"      **BLEED** ▶ set bleed to .125"

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



**Full Page**

8.375"w x 10.875"h



**1/2 Vertical**

3.6"w x 9.75"h



**1/2 Horizontal**

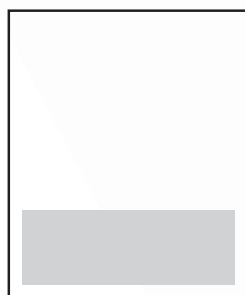
7.375"w x 4.75"h



**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

- ▶ **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 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 for print ads*
- ▶ **All non-bleed ads must have a border.**  
A border will be added to ads that do not have a border.
- ▶ **All digital files submitted by the customer are considered to be technically correct.** Customer is responsible for all final advertising work provided.





# ArizonaPhysician.com Advertising Rates

As an extension of the digital magazine, ArizonaPhysician.com can help you reach an additional 2,000 - 3,000 physicians across Arizona monthly.

AD AND SIZE	3 Months	6 Months	9 Months	12 Months
Educational Advertorial with Banner Ad (1000x250)	\$620	\$1,133	\$1,646	\$2,005
Strip Horizontal Banner Front page (1000 x 250)	\$556	\$1,026	\$1,496	\$1,822
Strip Horizontal Banner Featured Articles (1000 x 250)	\$364	\$706	\$984	\$1,215

# Email Marketing Advertising Rates

Reach over 13,000 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)	\$599	\$1,091	\$1,582	\$2,117
	x1	x2	x3	x4
Dedicated Email with Banner Ad*	\$300	\$600	\$900	\$1,200

\* Customer provides script, imagery, and banner ad (1000 x 250)

## 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

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