Advertise with **AAP Daily Briefing**

- **44,000** U.S. Circulation
- **46%** Gross Open Rate
- **77%** Monthly Open Rate
- **60%** Mobile Open Rate
- **99.92%** Delivery Rate

**ABOUT**

**AAP Daily Briefing** is the official briefing of the American Academy of Pediatrics (AAP). A highly valued member benefit, **AAP Daily Briefing** is delivered Monday through Friday by 8 a.m. EST. The briefing includes the latest pediatric news, including coverage of *Pediatric Practice*, *Health Policy & Regulation*, and *Pharmaceutical Updates*. The AAP membership represents the vast majority of practicing pediatricians in the United States and is the leading voice in advocating for the health of all children.
BENEFITS OF ADVERTISING

- Exclusive Delivery to 100% Qualified Audience
- AAP Association Branded
- Responsive Email Design Across All Platforms
- 20% Minimum SOV
- ISI and/or Black Box Ad Solutions
- List Match & Geo-Targeting Available

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<th>FREQUENCY</th>
<th>VOL. DISCOUNT</th>
<th>COST/DROP</th>
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For advertising placement, contact advertise@bulletinhealthcare.com

KEY AAP MEMBERSHIP STATISTICS

Membership Length
- Less than 1 Year: 4%
- 1–5 Years: 19%
- 6–10 Years: 17%
- 11–15 Years: 15%
- 15+ Years: 45%

Professional Description
- General Pediatrician: 71%
- Subspecialist: 22%
- In-Training: 4%
- Other: 3%

Primary Area of Specialization
- Neonatology: 35%
- Emergency: 11%
- Critical Care: 10%
- Infectious Disease: 8%
- Cardiology: 7%
- Hem/Onc: 6%
- Other: 24%

Primary Practice Type
- Pediatric Group: 23%
- Hospital/Clinic: 22%
- Medical School: 22%
- Multi-Specialty Group: 14%
- Self Employed: 5%
- Two-Physician Practice: 4%
- Other: 10%

*Statistics based on AAP member survey. Ad targeting based on these percentages not available.