

www.physicianonfire.com  
Leif Dahleen, MD

# *Physician on Fire*

Financial Independence. Retire Early.



INVESTING · TAXES · RETIREMENT · TRAVEL

## 2020 MEDIA KIT

# Physician on Fire

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Physician on Fire was founded by Leif Dahleen, MD, in January 2016 with a goal of reaching physicians with an interest in personal finance and searching for a different path in life. It quickly became one of the most popular blogs for physician specific personal finance and investing information. In March 2017 Physician on Fire joined the White Coat Investor Network, partnering with the most widely read, physician specific, personal finance and investing website in the world. Physician on Fire was a 2017 Plutus Award finalist for the Best FIRE Blog and finalist for Best New Personal Finance Blog. In 2018 PoF was the Plutus Award Finalist for Blog of the Year and a speaker at FinCon.

## *Blog Stats*

**227K+**

Average number of  
monthly pageviews

**99K+**

Average number of unique  
monthly visitors

**10K+**

Email Subscribers

## *Social Stats*



23K Physicians in PoF Group  
14K members in FatFIRE Group



17.2K followers

## *Editor*

**DR. LEIF DAHLEEN**

blogger and anesthesiologist

Dr. Dahleen attained financial independence at the age of 39. He is a family man, a traveler, writer, and aspiring philanthropist. He created the Physician on Fire blog with a charitable mission. He donates half of his profits to charities, largely via his donor advised fund. He seeks sites sponsors whose services can be beneficial to physicians and want to contribute to this charitable mission.

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*Featured In:*

THE WALL STREET JOURNAL.

Kiplinger

doximity

BUSINESS  
INSIDER

MarketWatch

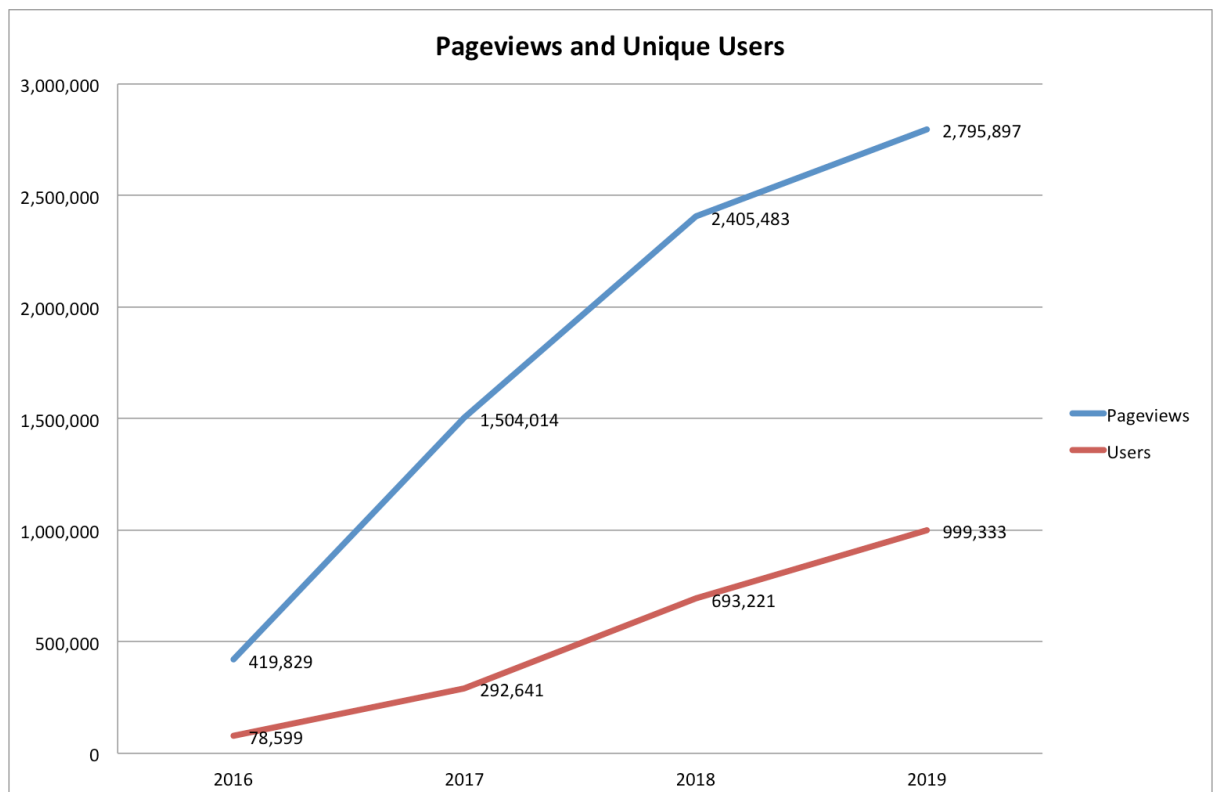
USA TODAY

Physician's  
MONEY  
DIGEST®

MEDPAGE TODAY'S  
KevinMD.com  
Social media's leading physician voice



## Total Pageviews and Users



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## ADVERTISING

If you think your company or website would be a good fit with this blog, consider purchasing an ad on the site. The audience for this site consists of fellow physicians and other people who may have similar circumstances (high-income, late start, educational debt, etc...). Placement of an ad here allows you to focus on this “high-yield” audience. I limit advertisers to companies that I do not hesitate to recommend to my colleagues. Approved advertisers provide services and products that I believe can be helpful in my readers’ quest for financial independence and/or enjoyment of an early retirement. One of my goals is to build up a sizable donor advised fund, and half of all revenue from this site will be diverted to charitable causes. Advertisers help me with this purpose.

## Advertising Opportunities

### In-content Display Ads

- Above the Fold Ads - 1/month
- Below the Fold Ads - 2/month
- 250x250, 300x250, or 728x90 images placed in all new and previously published posts throughout the site.

### Email Ads

- Top Email Ad - 1/month
- Bottom Email Ad - 1/month
- 250x250, 300x250, or 728x90 images along with 50 words of text sent to our email subscriber list 4x/wk



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## ADVERTISING

## Advertising Opportunities

### Leaderboard Banner Ad

- 728x90 Banner Ad
- Sold in 6-12 month increments
- Displayed on every page of the blog



### Physician on Fire Facebook Group Sponsorship

- 1 sponsor/month
- 250x250 banner ad in the header
- Two Facebook posts, through out the month bumping your posts to the top at least weekly. 1 introductory one and 1 of your choosing, about 200 words each.
- It is a physicians only group, you won't be able to participate in the group but PoF will promote you in the group during that month.

### FatFire Facebook Group Sponsorship

- 1 sponsor/month
- 250x250 banner ad in the header
- Two Facebook posts, through out the month bumping your posts to the top at least weekly. 1 introductory one and 1 of your choosing, about 200 words each.
- Participation in the group for the month sponsoring to interact with group members and answer questions.

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## ADVERTISING

## Advertising Opportunities

### Single Page Banner Ad

- 250x250 Banner Ad
- Sold in 6-12 month increments
- Displayed on individual pages of the blog
- Can be purchased as a package with multiple pages



### Recommendation Pages

- Financial Advisors (limit 10)
- Insurance Agents (limit 10)
- Physician Mortgage Loan Officers
- Contract Review and Negotiation

### Affiliate Partner Relationship

We are open to affiliate partnerships. If you feel that your company would be a good fit for an affiliate relationship please contact us. We promote affiliate partners on the blog, through social media, and email.

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## ADVERTISING

## Examples

### In-content Display Ads Single Page Banner Ads

#### Working Worldwide with the WoWs — Financial Independence and Volunteering

[Edit Post](#)

Today's blog post comes from Mrs. Waffles on Wednesday, an occupational therapist with a penchant for travel and volunteering.

In just a few years, she has found ways to venture into far-off places to offer help where it's needed most. We heard about some of the adventures she and Mr. WoW have had when [we cruised to Cuba](#) together in the fall of 2018.

I asked if she would be willing to write up a guest post that spoke to their future plans with medical missions and how they're intertwined with the financial independence that they are rapidly approaching.

Not only did she agree to write the post that follows, but she also offered to join us when [my family returns to Honduras in May of 2019](#).

[Have there any other adventures? Thank you, Mrs. Waffles on Wednesday for taking our call!](#)

250x250

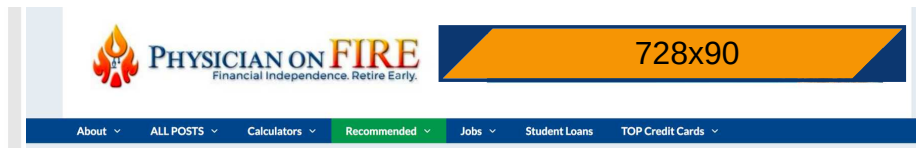
### Email Ads

The following two sponsors help support my site's [charitable mission](#).

250x250

50 words of text

### Leaderboard Banner Ad



### Facebook Groups Sponsorship



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## Ready to Get Started?

Contact my business manager at  
[cindy@physicianonfire.com](mailto:cindy@physicianonfire.com)  
for current availability and prices.

We look forward to working with you. Thank you.