

www.physicianonfire.com
Leif Dahleen, MD

Physician on Fire

Financial Independence. Retire Early.



INVESTING · TAXES · RETIREMENT · TRAVEL

2022 MEDIA KIT

Physician on Fire

Financial Independence. Retire Early.

INVESTING · TAXES · RETIREMENT · TRAVEL

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

269K+

Average number of
monthly pageviews

131K+

Average number of unique
monthly visitors

14K+

Email Subscribers

Social Stats



33.3K Physicians in PoF Group
21.7K members in FatFIRE Group



19K 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 a substantial portion of the revenue from this site to charitable causes, 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.

Physician on Fire

Financial Independence. Retire Early.

INVESTING · TAXES · RETIREMENT · TRAVEL

Featured In:

THE WALL STREET JOURNAL.

Kiplinger

doximity

BUSINESS
INSIDER

MarketWatch

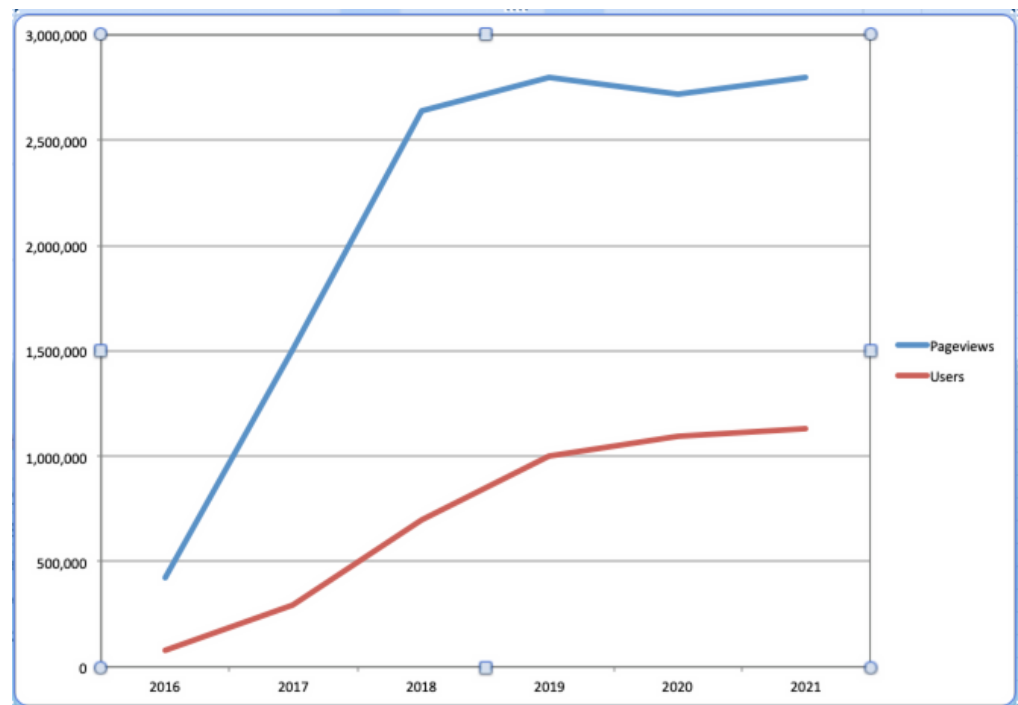
USA TODAY

Physician's
MONEY
DIGEST®

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



Total Pageviews and Users



Physician on Fire

Financial Independence. Retire Early.

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 a substantial portion of the revenue from this site will be diverted to charitable causes. Advertisers help me with this purpose.

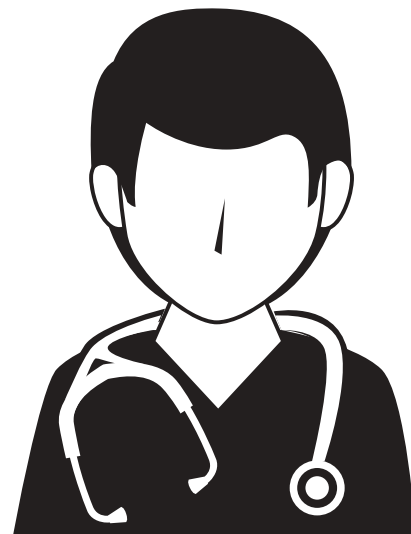
Advertising Opportunities

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



Physician on Fire

Financial Independence. Retire Early.

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

- 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

- 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.

Physician on Fire

Financial Independence. Retire Early.

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

Partner Pages

- Financial Advisors (limit 10)
- Insurance Agents (limit 10)
- Physician Mortgage Loan Officers
- Contract Review and Negotiation
- Tax Strategists
- Business Retirement Account Specialists



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.

Physician on Fire

Financial Independence. Retire Early.

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 ever been any bloggers? Thank you, Mrs. Waffles on Wednesday, for both your selfless](#)

250x250

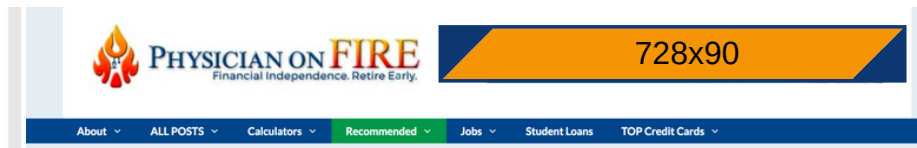
Email Ads

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

250x250

50 words of text

Leaderboard Banner Ad



Facebook Groups Sponsorship



Physician on Fire

Financial Independence. Retire Early.

INVESTING · TAXES · RETIREMENT · TRAVEL

Ready to Get Started?

Contact my business manager at
cindy@physicianonfire.com
for current availability and prices.

We look forward to working with you. Thank you.