

Adoptive Families MAGAZINE

EDITORIAL MISSION

For more than thirty years, *Adoptive Families* magazine has served as the leading source of authoritative, trusted parenting information for families before and after adoption. Each issue contains an informative and well-written collection of personal, how-to, service, and special-interest articles selected for their appeal and universality for all adoptive families.

Adoptive Families readers relish the authentic, personal tone of the magazine's writing, a voice at once joyous and thoughtful. They consider the magazine a support group in print, a place where their families are understood and valued. Whatever their paths to adoption—domestic or international, infant or older child—AF readers share common experiences and concerns that make them a uniquely engaged community of readers.

Subjects of primary interest to *Adoptive Families* readers include: practical tips for raising children, first-person stories from fellow parents, adoption news and trends, advice from adoption and medical experts, articles on how to talk to children about adoption.



PLEASE CONTACT US:

Adoptive Families Magazine • Advertising Coordinator • 39 West 37th St., 15th Floor • New York, NY 10018
T 646.366.0830 F 646.366.0842 • www.adoptivefamilies.com • advertising@adoptivefamilies.com

Adoptive Families MAGAZINE

Each issue of *Adoptive Families* delivers authoritative and practical parenting information from both adoption professionals and parents.

EDITORIAL OVERVIEW

FEATURE TOPICS COVERED

IN EACH ISSUE: Preparing for adoption; traveling to adopt; health; school and education; family, friends and community; birthfamilies; talking about adoption; parenting tips.

ISSUE THEMES: Each issue includes a special group of in-depth features on a single theme as well as a number of other subjects. These are subject to change.

CALENDAR

- **January/February**
The process: timing, finances, & paperwork; talking about adoption; adoption health
- **March/April**
Scrapbooks, lifebooks, photography; Summer travel planning; choosing your adoption route
- **May/June**
Bonding & attachment; U.S. open adoption; health & learning; friends & family
- **July/August**
Adoption & family travel; transracial adoption; best adoption books
- **September/October**
Education & school; Heritage travel
- **November/December**
National Adoption Month; adopting from foster care; rituals & celebrations

DEPARTMENTS IN EVERY ISSUE

- **GROWING UP ADOPTED:** Age-specific developmental information including a regular column by adoption pediatricians, members of the American Academy of Pediatrics.
- **THE WAITING GAME:** A special section for families waiting to adopt.
- **PARENTING THE CHILD WHO WAITED:** Raising children who spent their earliest years without a permanent family.
- **ASK THE DOCTOR:** Adoption medical topics addressed by members of the American Academy of Pediatrics.
- **ASK AN ATTORNEY:** Leading adoption attorneys answer readers' questions.
- **CALENDAR:** Parent support groups and family events around the country.
- **BOOK REVIEWS:** New books reviewed by knowledgeable parents and experts in the field.
- **BEEN THERE:** A column in which adults write about growing up adopted.
- **ADOPTION NEWS AND NOTES:** Legislative and policy updates.
- **ASK AF:** Experts respond to readers' questions..
- **IN MY OPINION:** A controversial subject.
- **AT HOME:** A personal essay.

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Circulation is growing rapidly and renewal rates are twice that of most parenting titles.

CIRCULATION



“*Adoptive Families* magazine is a must-have for every adoptive family, an excellent source of information, encouragement, practical advice and inspiration. Long after the adoption is finalized, *Adoptive Families* magazine delivers real answers about adoption to parents and their children.”

—SUSAN SOON-KEUM COX,
Vice President of Public Policy and External Affairs, Holt
International Children’s Services, Eugene, Oregon

AUDIENCE

- 125,000 Readers Per Issue
- Frequency: Bi-monthly (6 issues per year)
- 400,000 Page Views Per Month on www.adoptivefamilies.com

RETAIL SALES

- In major book stores nationwide
- Cover Price: \$6.95
- Among the strongest titles in the parenting category at Barnes & Noble

SUBSCRIPTIONS

- Premium Subscription Price: \$24.95/year
- 100% of subscriptions sold at full price
- Subscriptions sold primarily as a result of recommendation by adoption professionals

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Adoptive Families readers are well-educated and affluent parents who are intensely involved in adoption and family life.

READER PROFILE

EDUCATION:

College graduate	88%
Post-graduate degree	40%

HOUSEHOLD INCOME:

Less than \$35,000	7%
\$35,000 - \$60,000	27%
\$60,000 - \$85,000	23%
\$85,000 - \$110,000	25%
Above \$110,000	18%
Median	\$85,352

GENDER/MARITAL STATUS:

Female	97%
Currently married	81%
Single	10%

ADOPTION STATUS:

Waiting to adopt	23%
Planning second adoption	61%
Adopted within the last year	18%
Adoptive parent	88%
Adoption professional	6%

AGE OF CHILDREN IN THE HOUSEHOLD:

Birth to age 1	26%
Age 1 - 2	56%
Ages 3 - 5	30%
Ages 6 - 8	24%
Ages 9 - 12	9%
Ages 13 +	3%

READERS' ADOPTIONS:

Adopted an infant	72%
Adopted a toddler	26%
Adopted a child over age three	3%
Adopted internationally	54%
Adopted transracially	28%

INVOLVEMENT WITH ADOPTIVE FAMILIES MAGAZINE:

Extremely/Very satisfied	88%
Recommend magazine to others	95%
Save their issues	80%

SOURCE: 2009 ADOPTIVE FAMILIES READER SURVEY

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The audience for adoption information is a powerful and growing segment within the parenting category.

ADOPTION AUDIENCE

“Adoptive Families articles are universal and adaptable. Running the gamut from psychological concerns to practical solutions, the blend is both helpful and stimulating. Filled with the voices of parents and children, the magazine adds a personal touch that resonates as well. Adoptive Families connects with its audience in a professional and caring manner—a model for all such focused publishing endeavors.”

—YVONNE COLEMAN, for the Parent’s Choice Foundation, 2002.

“Adoptive Families magazine has been a valuable, even critical, resource for many, many families. When families adopt, the magazine quickly becomes one of their most trusted friends and a source of independent, thoughtful information to guide them through the many challenges of raising their children.”

—MADELYN FREUNDLICH, author, *Ethics in Adoption Series*, Child Welfare League of America, Evan B. Donaldson Adoption Institute

LARGE

- Over 10 million families have considered adoption.
- Approximately 1 million families are actively seeking to adopt at any given time.
- The U.S. Census Bureau estimates that more than 2 million adopted children under age 18 live in the US today.

GROWING

- International adoptions have more than doubled in the last decade.
- Single parent adoption has increased from 2% of adoptions prior to 1990 to as much as 25% today.
- Adoptions from foster care have more than doubled since 1990.

INVOLVED, COMMITTED PARENTS

- Adoptive parents actively seek parenthood.
- Most have waited years for a child.
- Up to 25% of couples with impaired fertility pursue adoption.

POSITIVE

- A 2002 public opinion survey conducted by the Dave Thomas Foundation found that two-thirds of Americans hold a favorable opinion of adoption, up from just over half of Americans only five years ago.

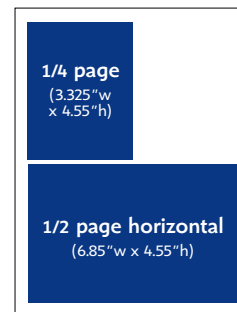
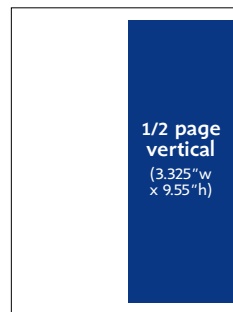
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ADVERTISING SPECIFICATIONS

AD SIZE	DIMENSIONS
full pg	live: 7.75 x 10.25, trim: 8 x 10.5 bleed (full pg only): 8.25 x 10.75
1/2 pg horizontal	6.85 x 4.55
1/2 pg vertical	3.325 x 9.55
1/4 pg	3.325 x 4.55



- *Adoptive Families* is printed on 40 lb. coated stock and saddle stitched.
- Ads are accepted in QuarkExpress (preferred), Adobe Illustrator, or Adobe Photoshop. Ads created in other programs (e.g. Pagemaker or Publisher) must be converted to a PDF, EPS, or TIFF file format at 300 dpi.
- Please include all fonts and scans. Scans must be at least 300 dpi. A \$50 production charge may be applied to ads that are not ready to place and print, missing fonts or raw files, or do not meet size specs.
- All ads must be accompanied by a printed hard copy; four-color ads must be accompanied by a hard copy proof; no PMS (Pantone) colors may be used. Accepted colors are CMYK: Black(K), Cyan(C), Magenta(M), and Yellow(Y).
- *Adoptive Families* designers are available at cost to design ads for new advertisers. Rates are \$40 per hour plus \$30 per scan. Please contact the advertising coordinator to discuss this option.
- Ad materials and ad changes must be received by the advertising materials date (see schedule below) or the previous issue's ad will be published.
- Minor text changes can be made to existing ads in digital format at \$40 per hour. We cannot make changes to ads originally sent in PDF, EPS, or TIFF formats.

ADDITIONAL ADVERTISING NOTES

- In addition to frequency discounts, advertisers who prepay a 6-insertion (one year) contract receive a 5% discount and protection against future advertising price increases.
- Invoices, advertiser tear sheets, and complimentary copies will be mailed on publication. Terms are net 30 days with the exception of first-time and Resources & Services advertising for which prepayment is required.
- Cancellation of reserved advertising space is accepted only if received by each issue's space reservation date. Ads previously published will be rebilled at the rate that reflects actual frequency after contract cancellation.
- Complimentary Copies: Paid advertisers receive complimentary copies of the magazine.

ADVERTISING DEADLINES		
Issue Date	Space Reservation	Ad Materials Due
Jan/Feb 2010	Nov. 4, 2009	Nov. 27, 2009
Mar/Apr 2010	Jan. 5, 2010	Jan. 29, 2010
May/June 2010	Feb. 22, 2010	Mar. 19, 2010
July/Aug 2010	Apr. 26, 2010	May 21, 2010
Sep/Oct 2010	June 21, 2010	July 16, 2010
Nov/Dec 2010	Aug. 23, 2010	Sep. 24, 2010
Ads received after the deadline will be placed in the next available issue.		

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