

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 and ART professionals and parents.

EDITORIAL OVERVIEW 2014

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

■ Winter

The process: timing, finances, & paperwork; talking about adoption; adoption health, open adoption birthparents

■ Spring

Scrapbooks, lifebooks, photography; Summer travel planning; heritage

■ Summer

Summer reading, back-to-school, heritage exploration

■ Fall

National Adoption Month; adopting from foster care; rituals & celebrations; annual cover photo contest

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:** Medical topics addressed by members of the American Academy of Pediatrics.

■ **ASK AN ATTORNEY:** Leading adoption and ART attorneys answer readers' questions.

■ **BEEN THERE:** A column in which adults write about growing up adopted.

■ **NEWS AND NOTES:** Legislative and policy updates about adoption and ART.

■ **ASK AF:** Experts respond to readers' questions..

■ **IN MY OPINION:** A controversial subject.

■ **AT HOME:** A personal essay.

ISSUE DATES 2014

	Space Closing	Material Due	Mailed
Winter	9/11/2013	12/02/2013	1/03/2014
Spring	2/03/2014	2/24/2014	3/28/2014
Summer	4/28/2014	5/19/2014	6/20/2014
Fall/Holiday	7/28/2014	8/18/2014	9/19/2014

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Circulation is growing 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: Quarterly (4 issues per year)
- 150,000 Page Views Per Month on AdoptiveFamilies.com
165,000 Page Views Per Month on AdoptiveFamiliesCircle.com
- Mailed to subscribers, distributed at major adoption conferences and adoption professionals
- Available to subscribers in digital and mobile editions
- See us on: [f](#) [t](#) [p](#) [+](#)

SUBSCRIPTIONS

- 90% subscription
- 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: 2012 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.

IN GOOD COMPANY

- Research shows that more than 90% of Americans support adoption and that 64% report a personal connection to adoption.

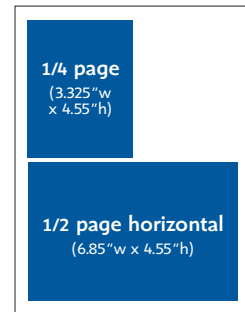
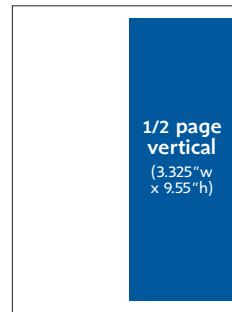
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ADVERTISING SPECIFICATIONS

AD SIZE	DIMENSIONS
full pg	live: 7.5 x 10, 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 Adobe PDF (preferred format), Quark Express InDesign, Adobe Illustrator, or Adobe Photoshop. Ads created in other programs (e.g. Pagemaker or Publisher) must be converted to a PDF (preferred format), EPS, or TIFF file format at 300 dpi. Lower resolution images than 300 dpi will result in poor reproduction in both the print and digital editions. This includes bitmap images digitally adjusted to 300 dpi from a lower resolution file.
- Please include all fonts and images with ads not submitted in PDF. Images **must** be at least 300 dpi (see above). A \$75 production charge may be applied to ads that are not ready to print, missing fonts or raw files, or sized incorrectly.
- 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 \$75 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 \$75 per hour.

ADDITIONAL ADVERTISING NOTES

- 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 and Professional Listings 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.
- Paid advertisers receive a tear-sheet of their advertisement.

ADVERTISING DEADLINES			
Issue Date	Space Reservation	Ad Materials Due	Publishing Date
Winter 2014	Nov. 11, 2013	Dec. 2, 2013	Jan. 11, 2014
Spring 2014	Feb. 3, 2014	Feb. 24, 2014	April 5, 2014
Summer 2014	April 28, 2014	May 19, 2014	June 28, 2014
Fall/Holiday 2014	July 28, 2014	Aug. 18, 2014	Sep. 27, 2014
Ads received after the deadline will be placed in the next available issue.			

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