

Adoptive Families



**Media Kit
2018**

Adoptive Families

The How-to-Adopt and Adoption Parenting Network

Our digital magazine, content-rich sites, and online community provide support during every stage of adoption



BuildingYourFamily.com

In-depth information on all family building options, including donor, surrogacy, and adoption



AdoptiveFamilies.com

Comprehensive expert resources for families researching adoption, in the process, or raising adopted children
85,000 unique visitors/month



AdoptiveFamiliesCircle.com

A lively community of families sharing information and support, with photo contests and blogs



E-Newsletters

Featuring news updates, expert articles, and more in two formats: general (weekly) and pre-adopt (monthly).
Audience: 65,000 opt-in subscribers



National Directory

Searchable directory connecting prospective parents with the adoption and ART professionals they seek

**One Network.
Countless Resources.
One Trusted Brand.
Reaching 1.6 million
people/year**



E-Books + Free Downloads

Topic-specific tip sheets, resource guides, and e-books offering immediately actionable takeaways



Adoptive Families Digital Magazine

The nation's leading adoption magazine for over 40 years, *Adoptive Families* digital issues are available monthly in desktop, tablet, and mobile digital editions via browser and app platforms



Expert Webinars

Leading adoption experts answer personal questions and offer expert advice. 12 webinars/year, each with an average audience of 500+ through the live session and on-demand playback



Social Media

Connecting our community and offering support wherever they are—on Facebook, Twitter, Pinterest, and Google+

Contact Anne Mazza: anne@newhopemedia.com or 646.366.0844

New Hope Media · 108 West 39th Street, Suite 805 · New York, NY 10018

Adoptive Families Magazine

Advertise in Adoptive Families monthly digital issues!

Full year advertisers in *Adoptive Families* reach 1.6 million engaged visitors yearly—all of whom are intensely interested in how-to-adopt and adoption parenting topics.

Monthly advertising packages include editorial adjacency three ways:

1. Your banner advertising on all web articles associated with each issue
2. Your banner advertising on AdoptiveFamilies.com in the How-to-Adopt channels
3. Your banner advertising in mobile devices for each issue

1.

BANNERS IN ISSUE

The screenshot shows the desktop version of the Adoptive Families website. The main content area includes a 'Table of Contents: Spring 2016' and several featured articles. Three grey rectangular banners with the text 'YOUR AD HERE' are positioned in the left and right margins of the page, demonstrating editorial adjacency.

2.

WEBSITE BANNERS

The screenshot shows the desktop version of the website with a featured article titled 'The Reluctant Spouse'. A large grey rectangular banner with the text 'YOUR AD HERE' is overlaid on the right side of the article, demonstrating website banner placement.

3.

MOBILE

The screenshot shows the mobile app version of the website. A featured article titled 'Adoption Cost and Timing in 2014-2015: Introduction' is displayed. A grey rectangular banner with the text 'YOUR AD HERE' is overlaid at the bottom of the article, demonstrating mobile banner placement.

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Adoptive Families Magazine

EDITORIAL OVERVIEW 2017-18

Authoritative, practical pre-adoption and parenting information from both adoption professionals and parents.

2016 ISSUE THEMES

Each issue explores a number of themes in-depth. These are subject to change.

- **JANUARY**
Living in Open Adoption + Children's Health
- **FEBRUARY**
Special Needs Adoption + Travel
- **MARCH**
Adoption Cost & Timing
- **APRIL**
Transracial Adoption + Talking About Adoption
- **MAY**
Mother's Day + Birthfamilies
- **JUNE**
Father's Day + Heritage & Race
- **JULY**
Summer Reading + Family Relationships
- **AUGUST**
Adoptee Voices & Identity
- **SEPTEMBER**
School + Older Child Adoption
- **OCTOBER**
About Birth Parents + Talking About Adoption
- **NOVEMBER**
Celebrate Adoption + Foster Adoption + Cover Photo Contest
- **DECEMBER**
Rituals & Celebrations + Annual Gift Guide

ROTATING DEPARTMENTS

- **THE WAITING GAME:** A special section for families waiting to adopt.
- **PARENTING THE CHILD WHO WAITED:** Raising children adopted at older ages.
- **LIVING WITH DIVERSITY:** A personal perspective on transracial adoption.
- **BEEN THERE:** A column in which adults write about growing up adopted.
- **ABOUT BIRTH PARENTS:** A personal perspective on open adoption, by a birth parent or an adoptive parent.
- **PHOTO CONTEST WINNERS:** Themed online contests include Mommy & Me, Daddy & Me, Kids & Pets, Summer Fun, Holidays.
- **ASK THE DOCTOR:** Medical topics addressed by members of the American Academy of Pediatrics.
- **ASK AN ATTORNEY:** Leading adoption attorneys answer readers' questions.
- **NEWS AND NOTES:** Legislative and policy updates about adoption.
- **ASK AF:** Experts respond to readers' questions.
- **IN MY OPINION:** A timely op-ed piece.
- **AT HOME:** A personal essay.



ISSUE DATES 2017-2018

| | SPACE CLOSING | MATERIAL DUE | ISSUE LIVE |
|-----------|---------------|--------------|------------|
| AUGUST | 7/1/2017 | 7/15/2017 | 8/1/2017 |
| SEPTEMBER | 8/1/2017 | 8/15/2017 | 9/1/2017 |
| OCTOBER | 9/1/2017 | 9/15/2017 | 10/1/2017 |
| NOVEMBER | 10/1/2017 | 10/15/2017 | 11/1/2017 |
| DECEMBER | 11/1/2017 | 11/15/2017 | 12/1/2017 |
| JANUARY | 12/1/2017 | 12/15/2017 | 1/1/2018 |
| FEBRUARY | 1/1/2018 | 1/15/2018 | 2/1/2018 |
| MARCH | 2/1/2018 | 2/15/2018 | 3/1/2018 |
| APRIL | 3/1/2018 | 3/15/2018 | 4/1/2018 |
| MAY | 4/1/2018 | 4/15/2018 | 5/1/2018 |
| JUNE | 5/1/2018 | 5/15/2018 | 6/1/2018 |
| JULY | 6/1/2018 | 6/15/2018 | 7/1/2018 |

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