

Adoptive Families



**Media Kit
2019**

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



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



National Directory

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



E-Books + Free Downloads

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



Expert Webinars

Leading adoption experts answer personal questions and offer expert advice. Average audience of 500+ each the live session and on-demand playback



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



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

Adoptive Families
The How-to-Adopt and Adoption Parenting Network

9 MONTHS | 100+ PAGES | 100+ PHOTOS | 100+ VIDEOS

ADOPTING • THE PROCESS • BONDING • TALKING • TRANSRACIAL • OPENNESS • PARENTING

Table of Contents: Spring 2016

Features
The Adoption Process from the Expectant Mother's Perspective
What is it really like to decide on adoption, back through parent classes to choose a family, and place your child in their arms—and how just the adoption process better serves those women? | BY BARBARA KERRICK

[BOOK EXCERPT] Attaching Through Love, Hugs, and Play
Using love and games to connect with your child can reduce stress for both of you and lead to a secure, enjoyable relationship. A leading attachment therapist explains playful yet powerful ways to build lasting bonds. | BY ERICOLINI D. GRAY

A Lost Daughter Speaks, and All of China Listens
"I went to China to find the birth mother who left me on a street corner. Instead, I became the face of a nation's buried pain." | BY JENNA DODD

A Nation's Buried Pain
Key Ann Johnson spent more than 40 years learning to the acquainted accounts of Chinese people who relinquished, adopted, and hid "out-of-plan" or even spare children in the face of the country's One-Child Policy. Here, she shares some of their stories. | BY KAT ANNA JOHNSON

Personal Essays
"Growing up and Growing Older"
As our children change into teens and young adults, so must our parental roles evolve. Even if, in our minds and our hearts, we'll always remember looking onto their heads and playing cover to be... | BY JANE MACKENZIE

"Worth the Risk"
Our failed adoption fell and hearts shattered. But, as we healed, this is how to realize how you stand to be parents, whenever you choose to live someone or something other than yourself. | BY JENNIFER PALMER

News
Adoption Cost and Timing in 2014-2015
How much does adoption really cost? How long does it take? We share the results of our latest Adoption Cost & Timing Survey.

Further Decline in International Adoption in 2015
U.S. Supreme Court Reverses Alabama's Refusal to Recognize Same-Sex Adoption
Bill Proposes More Leave for Adoptive Parents in the Military
For Some Parents, International Adoption Decision Reflects Racial Bias
State Adoption Law Updates, Spring 2016
Intercountry Adoption Updates, Spring 2016

The Experts
Marriage Equality Does Not Ensure Adoption Equality
It remains to be seen exactly how the landmark Obergefell v. Hodges decision will affect adoption equality, as here's what LGBT parents must still do to protect their families' rights. | BY NEDEEN B. BONDURSKI, MSW

Departments
LETTERS TO THE EDITOR, RE: WINTER 2016
ASK AF

2. WEBSITE BANNERS

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9 MONTHS | 100+ PAGES | 100+ PHOTOS | 100+ VIDEOS

ADOPTING • THE PROCESS • BONDING • TALKING • TRANSRACIAL • OPENNESS • PARENTING

ADOPTION • ISSUES
The Reluctant Spouse
What do you do when one spouse is reluctant to adopt, and the other one is gung-ho? | BY LINDSEY
7499 Comments | 240 | 100% Positive | 100% Positive

It was a long hard to persuade my husband to start a family. When he finally relented, he felt the subject of children was closed. I was not interested in raising a child whom he described as "someone else's kid." That was before we went to China, and had an adorable girl who instantly had her spell over me. By the time we got home, he was suddenly Rocky's father.

Now that there's a happy ending, I'm and I can laugh about our more heated debates, and share our experiences with couples who are thinking about adoption, but whose wives are in the end of the decision-making process. I thought I was and I was a seriously defective marital unit.

The toughest decision is the final: Will we adopt, or won't we? Some adoption experts maintain that it's wrong to press ahead with an adoption before a reluctant spouse is fully on board. They argue that, before launching a search, a couple needs to confront and resolve all concerns about adoption.

For many couples, though, you might as well ask them to divorce and figure out the rest of their lives. Why? Consider the range of concerns that can fuel reluctance: age, money, time, family, and the unknowns of the child.

Each situation reflects the reluctant spouse's focus on what step he feels financial security, spousal emotion, uninterrupted work time, a biological connection. Child the spouse experiences the benefits that come with parenting, there is essentially nothing to mitigate those fears.

Even after a spouse agrees to move forward, there may be hiccups. That is understandable when you contrast a pregnancy with the adoption process. Typically, a pregnancy gives a reluctant spouse nice results to see in the line of progression. Connected with joy and excitement for friends and relatives, a pregnancy inspires questions: Do you know if it's a boy or a girl? How you picked a name?

Now, consider the issues that couples are faced to confront during the adoption home study process. What age child do you want? What about gender, ethnicity, or race? How will you pay for the high cost of adoption? How do you plan to raise the child? How will you cope with health conditions? And these questions don't even begin to touch on the procedural aspects: Lawyer or agency? Open or closed? Domestic or international?

YOUR AD HERE

YOUR AD HERE

3. MOBILE

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ADOPTING • THE PROCESS • BONDING • TALKING • TRANSRACIAL • OPENNESS • PARENTING

ADOPTION • ISSUES
Adoption Cost and Timing in 2014-2015: Introduction
How much does adoption really cost? How long does it take? We share the results of our latest Adoption Cost & Timing Survey.
by the editors of Adoptive Families

Each year, *Adoptive Families* gets lovely feedback from families across the country to get actual information on the cost and length of time it took them to complete their adoption. We are grateful to every one of you who took our most recent Cost & Timing of Adoption Survey.

Adoption expenses vary according to the state and country program, the agency or attorney used, and associated expenses, such as travel. With the exception of adopting a child via the U.S. public foster care system, it remains expensive to adopt in the U.S. or internationally. Total costs range from almost nothing, if you adopt from U.S. foster care, to more than \$50,000 from several international countries. Of adoptions finalized in 2014 and 2015, international adoptions had an average of \$42,000. U.S. domestic adoptions cost an average of \$4,000.

YOUR AD HERE

Adoptive Families Magazine

EDITORIAL OVERVIEW 2019

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

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 2019

	SPACE CLOSING	MATERIAL DUE	ISSUE LIVE
JANUARY	12/1/2018	12/15/2018	1/15/2019
FEBRUARY	1/1/2019	1/15/2019	2/15/2019
MARCH	2/1/2019	2/15/2019	3/15/2019
APRIL	3/1/2019	3/15/2019	4/15/2019
MAY	4/1/2019	4/15/2019	5/15/2019
JUNE	5/1/2019	5/15/2019	6/15/2019
JULY	6/1/2019	6/15/2019	7/15/2019
AUGUST	7/1/2019	7/15/2019	8/15/2019
SEPTEMBER	8/1/2019	8/15/2019	9/15/2019
OCTOBER	9/1/2019	9/15/2019	10/15/2019
NOVEMBER	10/1/2019	10/15/2019	11/15/2019
DECEMBER	11/1/2019	11/15/2019	12/15/2019



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