AdoptiveFamilies

Media Kit 2020

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



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



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



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



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



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









Social Media

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

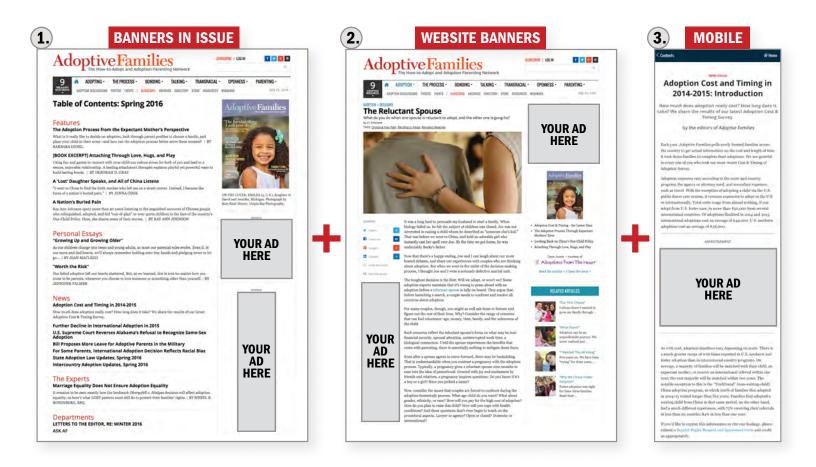
Adoptive Families Magazine

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



Adoptive Families Magazine EDITORIAL OVERVIEW 2020

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 2020

	SPACE CLOSING	MATERIAL DUE	ISSUE LIVE	
JANUARY	12/1/2019	12/15/2019	1/15/2020	
FEBRUARY	1/1/2020	1/15/2020	2/15/2020	
MARCH	2/1/2020	2/15/2020	3/15/2020	
APRIL	3/1/2020	3/15/2020	4/15/2020	
MAY	4/1/2020	4/15/2020	5/15/2020	
JUNE	5/1/2020	5/15/2020	6/15/2020	
JULY	6/1/2020	6/15/2020	7/15/2020	
AUGUST	7/1/2020	7/15/2020	8/15/2020	
SEPTEMBER	8/1/2020	8/15/2020	9/15/2020	
OCTOBER	9/1/2020	9/15/2020	10/15/2020	
NOVEMBER	10/1/2020	10/15/2020	11/15/2020	
DECEMBER	11/1/2020	11/15/2020	12/15/2020	