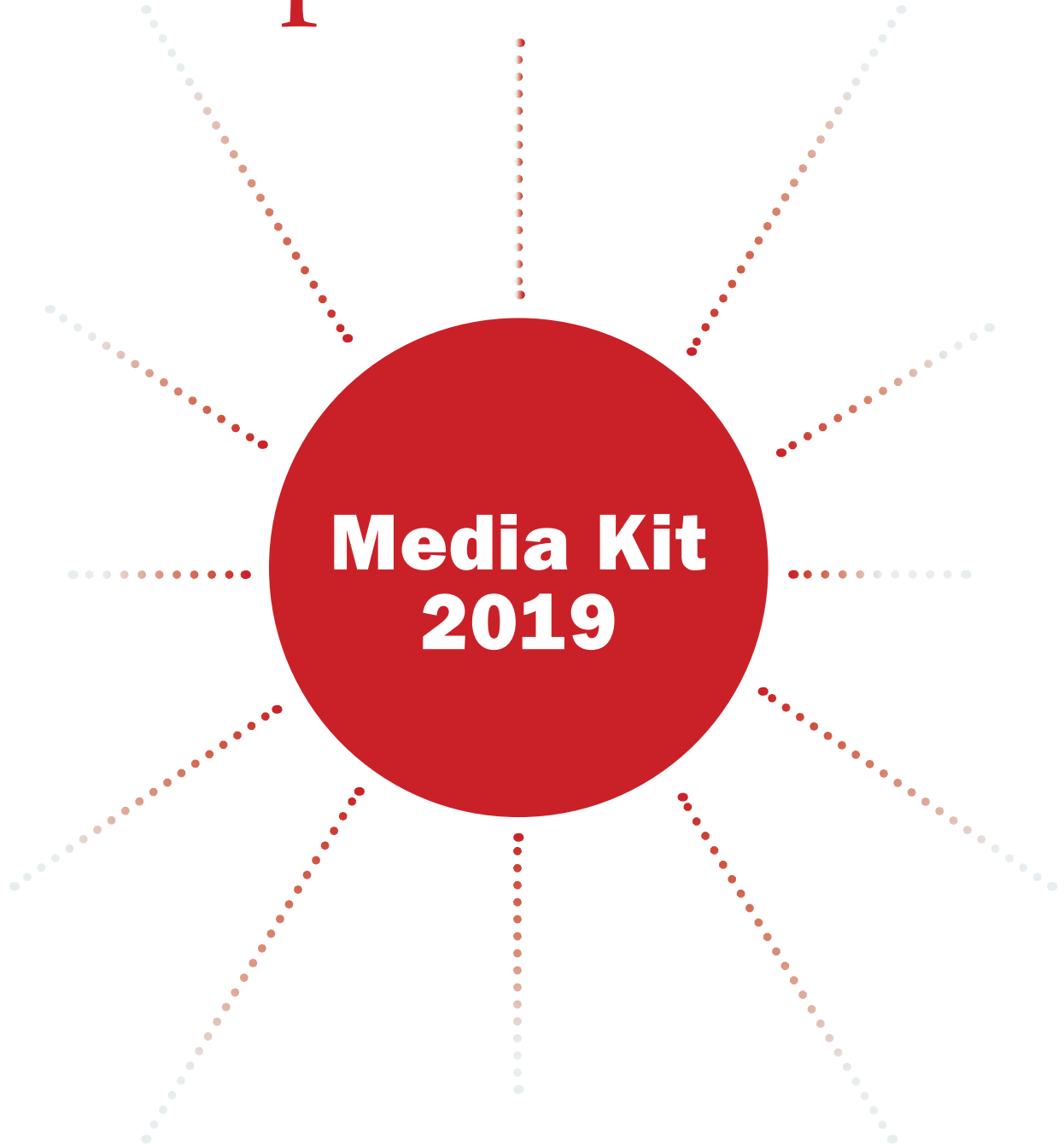


Adoptive Families



**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

2.

WEBSITE BANNERS

3.

MOBILE

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Adoptive Families Magazine

EDITORIAL OVERVIEW 2019

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 2018-2019

	SPACE CLOSING	MATERIAL DUE	ISSUE LIVE
NOVEMBER	10/1/2018	10/15/2018	11/15/2018
DECEMBER	11/1/2018	11/15/2018	12/15/2018
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



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