



**FOCUS ON THE FAMILY®**  
2013 MEDIA KIT

## FOCUS ON THE FAMILY 2013 MEDIA KIT

*“The results have been fantastic! We have mainly been advertising on the Focus on the Family Web site, and when our banner ad is up and running, we have seen an increase in our click-through rate of close to 40%. That is amazing. Phone calls are up as well.”*

**—Bryan London**  
Vice President of Marketing  
America's Christian Credit Union®

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### Who is Focus on the Family?

For over 30 years, Focus on the Family® has helped families thrive across America and around the globe—with time-tested and trusted advice on marriage and relationships, parenting, media discernment and family development. Focus on the Family's loyal audience has grown over the years. The *Focus on the Family* daily radio show now has 220 million listeners in 155 nations! Since its inception in 1977, Focus on the Family has helped hundreds of thousands of families, and we continue to see new generations coming to us for assistance with life's many challenges.

From an advertiser's standpoint, Focus on the Family is more than a collection of magazines, Web sites, radio shows and newsletters. It's a community of "traditional" families who seek stronger relationships and a better society.

The trust our audience has placed in us implicitly transfers to our advertisers because they know that we are very discerning about who we expose them to. This relationship can be carefully leveraged within our channels, and for many, the results have been outstanding. Our audience is highly educated, prosperous, engaged and *loyal*.

We can offer these proven, repeatable benefits to our advertisers:

- An ability to develop qualified leads month over month. We work carefully to match our advertisers with our best audience segments. And when a product or service clicks with our audience, they typically respond with vigor.
- We can actually increase brand awareness for many of our advertisers who may not ordinarily have opportunities for exposure in media savvy, conservative households.
- Our ratio of advertising to editorial content is much lower than what is typically available. This allows our advertisers to really stand out and get noticed!

Let us help you reach out and connect with our audience in a manner that will bring you success. We provide unparalleled, cost-effective opportunities to maximize visibility in an optimal setting in order to build your brand awareness, generate qualified leads, drive traffic to your offer and lift sales. Opportunity is knocking at your door!



## Print Properties

**Thriving Family**® (formerly **Focus on the Family**® magazine) is geared to families with children in the home. With a focus on parenting and relationships, media, faith, and people making news—it's a great place to be seen and a great audience to reach.

**Focus on the Family Citizen**® magazine is a veritable treasure trove of “insider information” about the latest goings on in Washington, D.C. and our state capitols. Its audience skews slightly older and wealthier, with time to be actively involved in matters that impact the institution of the family. *Citizen* is published 10 times/year at a minimum size of 32 pages. If you're seeking an affluent, engaged and mobilized audience, this is where you want to be!

For more than 25 years, **Focus on the Family Clubhouse**® magazine has entertained children (ages 8 to 12) and helped parents pass on a thriving faith. A seven-time winner of the Evangelical Press Association's Award of Merit for Youth Publications, *Clubhouse* magazine is filled with stories, activities and games that over 70,000 readers enjoy every month.

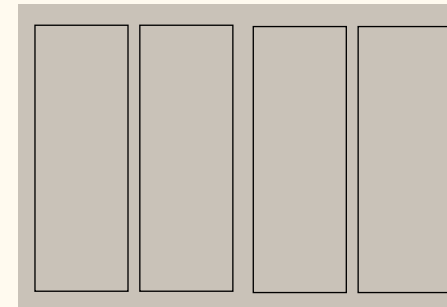


## Ad Configurations



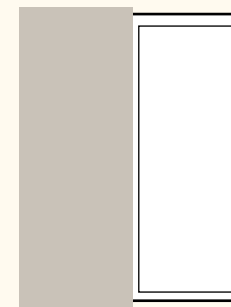
### Full Page

Trim: 7 3/4" W x 10 1/2" H  
Bleed\*: 1/8"



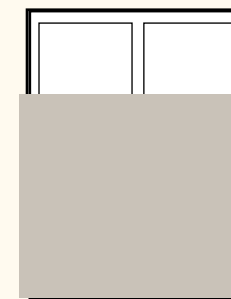
### 2-Page Spread

Trim: 15 1/2" W x 10 1/2" H  
Bleed\*: 1/8"



### 1/2 Page (Vertical)

Trim: 3 7/8" W x 10 1/2" H  
Bleed\*: 1/8"



### 2/3-Page (Horizontal)

Trim: 7 3/4" W x 7 1/4" H  
Bleed\*: 1/8"

## Thriving Family™ magazine

### Circulation:

**300,000 subscribers** (see Rate Card for latest data)

### Available Configurations:

- 4 Full Page
- 1 2/3-Page Back Cover
- 1 2-Page Spread
- 1 1/2-Page (Vertical)

## Focus on the Family Citizen® magazine

### Circulation:

**44,000 subscribers** (see Rate Card for latest data)

### Available Configurations:

- 4 Full Page
- 1 2/3-Page Back Cover
- 1 2-Page Spread
- 1 1/2-Page (Vertical)

\*Note: All bleed specs include 1/5" on each side of ad. Keep live copy area 1/4" from trim.



**Focus on the Family Web Banner Ads**

Currently, we offer IAB standard-sized banners across six of our most popular Web sites, including FocusOnTheFamily.com and our Media Player popup page (on which our daily radio broadcast and other shows are available for downloading and streaming). Banner ads are served via 24/7 OAS, giving you industry standard options for segmenting, tracking and delivering your campaign.

Our sites, on average, deliver a combined 7 million impressions and over 1.5 million unique visitors every month (see Rate Card for latest user data). With increasing numbers of people choosing to interact with us online, banner ads offer another great, cost-effective way to be seen by an audience that will appreciate your support of family ministries!

**Focus on the Family e-Blasts and e-Newsletters**

**Focus on the Family HTML e-Blasts**

Trackable e-mail advertising allows you to gauge and analyze campaign performance and accurately assess your ROI. Send to our full list of almost 700,000 opt-in subscribers or choose your audience by geography or psychographic segments.

**Focus on the Family e-Newsletters**

We currently offer exclusive banner ad placements in six subscription e-Newsletters that each deliver a different, strongly-defined and engaged Focus audience segment. Carefully matched advertising offers will find a very receptive audience in these e-Newsletters.

*"I just wanted to let you know how much I appreciate Focus on the Family. Last year I pledged through the Combined Federal Campaign to donate to your organization. I believe in what you stand for and I'm with you 100 percent. Thanks again for all you do!"*

**—D.K., Virginia**

**Focus on the Family Online**

**Content:**

For over 30 years, Focus on the Family has come alongside families across America and around the world with practical, biblically-based marriage and parenting advice to help families thrive at every life stage.

**Overall Audience:**

Age: 25-34: 16%, Age 35-44: 37%, Age 45-54: 25%, Age >55: 14%  
Male: 40%, Female: 60%

**Available Properties:**

**Web:**

**FocusOnTheFamily.com** 800,000+ unique visitors monthly with over 2.5 million impressions served

**e-Newsletter:**

(Weekly, Friday) Focus on the Family e-Newsletter, over 215,000 subscribers

**e-Blast:**

Nearly 700,000 available sends; segmentable to varied audience criteria

**Plugged In® Online**

**Content:**

PluggedIn reviews of movies, TV, popular music and video games equip parents, youth leaders and young adults with essential tools to navigate the complex culture in which we live.

**Audience:**

Age <25: 14%, Age 25-34: 18%, Age 35-44: 39%, Age >45: 29%  
Male 36%, Female 64%; 46% married

**Available Properties:**

**Web:**

**PluggedIn.com** Over 500,000 unique visitors monthly with over 2.25 million impressions served

**e-Newsletter:**

(Weekly, Thursday) 65,000+ opt-in subscribers; 32% avg open rate



**Focus on the Family Online**

**Web:**

Home Page/Site Wide: 728 x 90  
Radio Home: 300 x 250  
Media Center: 160 x 60

**e-Newsletter:**

Left Sidebar: 160 x 240  
Bottom Banner: 680 x 100

**e-Blast:**

Contact us for more details.



**Plugged In**

**Web:**

Home Page - Bottom Right: 300 x 250  
Area Pages - Right: 180 x 150  
Review Pages - Right: 160 x 600  
Family Room - Bottom: 468 x 60

**e-Newsletter:**

Top Banner: 468 x 60



**ThrivingFamily.com**

**Web:**

All Pages - Right Banner: 180 x 150



**Boundless & Boundless blog**

**Web:**

Home - Top Banner: 728 x 90  
Home - Left Sidebar: 300 x 250

**e-Newsletter:**

Top Banner: 615 x 86

**ThrivingFamily.com**

**Content:**

The online complement to our bimonthly printed magazine, which together focus on helping young families thrive with time-tested parenting solutions and reliable, biblically-based advice on marriage and relationships.

**Audience:**

Parents with children <18 living at home, including single parents, blended families and extended families. In the future we'll address military, adoptive and special-needs families, as well.

**Boundless.org and The Boundless blog**

**Content:**

Boundless® Webzine offers mature twenty-something's fresh perspectives on timeless topics of faith, friendship and dating, pop culture, career, calling and more. The Boundless blog engages Christian singles with thought-provoking commentary and enables conversations on a broad range of current topics relevant to young adults today.

**Webzine Audience:**

Age 18-24: 32%; Age 25-34: 49%; Age 35-44: 11%; Age >45: 8%  
Male: 30%, Female: 70%; 80% single

**The Boundless Blog Audience:**

Age 25-34: 34%; Age 35-44: 45%; Age 45-54: 21%;  
Male: 34%, Female: 66%.

**Available Properties:**

**Webzine:**

[Boundless.org](http://Boundless.org)

**Blog:**

[BoundlessLine.org](http://BoundlessLine.org) 90,000 unique visitors monthly

**Boundless blog e-Newsletter:** (Thursdays) 29,000+ opt-in subscribers

**Focus on the Family's The Truth Project®**

**Content:**

Members only Web site for trainers and students of The Truth Project, the powerful small-group DVD series that examines Christianity's truth claims relative to other worldviews. A potentially powerful context for an advertiser to connect with a strongly faith-grounded audience.

**Audience:**

98% age 35 and up; Male: 45%, Female: 55%  
70% married with children.

**Available Properties:**

**Web:**

[TheTruthProject.org](http://TheTruthProject.org) Over 25,000 unique visitors monthly with nearly 150,000 impressions served

**e-Newsletter:**

(Biweekly, every other Tuesday) 80,500+ opt-in subscribers

**Thriving Pastor Connection™**

**Content:**

Weekly e-Newsletter specifically for pastors. An opt in e-mail that is for the purpose of encouraging and uplifting pastors in their specific roll within the church and their community.

**Audience:**

Pastors/Ministry leaders

**Available Properties:**

**e-Newsletter:**

(Weekly) 21,000 opt in subscribers.

**Focus on the Family Daily Broadcast Direct™**

**Content:**

This daily e-mail newsletter features up-to-date broadcast schedules, special offers, featured resources, and much more.

**Audience:**

Age: 25-34: 15%, Age 35-54: 47%, Age 55-64: 17%;  
78% married; 58% have children <Age 18 in the home.

**Available Properties:**

**e-Newsletter:**

(Daily, Monday through Friday) 20,000+ subscribers.



**Focus on the Family's The Truth Project®**

**Web:**

Home - Bottom Banner : 780 x 118

**e-Newsletter:**

Right Sidebar Top: 160 x 600



**Thriving Pastor Connection**

Top Banner : 700 x 65



**Daily Radio Digest**

**e-Newsletter:**

Top Banner: 783 x 86  
Right Sidebar: 140 x 140  
Mid Content Banner: 728 x 90



## Broadcast & Podcast Properties

Focus on the Family has a long-standing reputation for quality broadcasting—one that has evolved over three decades to embrace new media along with the lifestyles and changing needs of today’s increasingly diverse families.

Focus on the Family shows in which advertising is currently accepted reach 600,000+ on TV and 35,000+ on the radio every day, plus 30,000+ downloads of any of our award-winning podcasts—which continue to top the iTunes® charts in the Christian category!

With our ever expanding multimedia offerings available online 24/7, advertisers have many potential contact points with our audience. And the way they’ll look at it, your company will be part of the help and hope that Focus on the Family brings to families in need.

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*“My husband and I attended your Focus on Marriage simulcast. While we’ve been married for over 15 years, I have to admit that we’ve put forth very little effort into keeping our marriage strong. I know this is fairly common, but I’ve always desired the uncommon—I wanted something better than what I observed in so many marriages. This is all the more reason why I was grateful to attend your conference. What an outstanding event! My husband and I not only enjoyed the advice and instruction offered, but we also appreciated the transparency of many of the speakers. I feel as though I’m reconnecting with God in ways that I haven’t in a long time. Thank you so very much!”*

—S.G., Colorado

## Radio

### Weekend® Magazine

**Content:**

*Weekend Magazine* is a weekly 42-minute show that features interviews with people in the news, topical discussions, plus time-tested advice and information for today’s Christian families seeking the “God things” in life.

**Audience:**

Broadcast on over 104 affiliate stations with an audience of 60,000+ American families strong.

**Available Ad Properties:**

**30- or 60-second** radio spots, 1st spot of each break, 3 breaks/show

## Television

### Focus on the Family TV Network

**Network ONE:**

*Focus on the Family with Dr. Bill Maier™* airs 3x/week on network affiliates across the south and west United States. In return, we get to run internal Focus promos OR we can offer these coveted slots to Focus advertisers!

**Audience:**

±45 Fox®, CBS®, NBC® and ABC® affiliates; average viewers per spot of 335,000. For a current list of stations and updated ratings, please ask us!

**Available Ad Properties:**

**:30 spots, 3x weekly/13x monthly;** days/times vary **Monday-Friday;** rotator window: **5:30 a.m. to 10:00 p.m.**

**Network TWO:**

Our *Plugged In TV Feature™* is similarly bartered for ad space on a mostly Christian, mostly cable/satellite “network” platform.

**Audience:**

Gospel Music Channel®; SkyAngel IPTV®; NRB Network; CBS® Lexington, KY affiliate; potential audience of 46 million Christian family homes.

**Available Ad Properties:**

**:30 spots, 1x weekly;** days/times vary **Monday-Friday;** rotator window: **5:30 a.m. to 10:00 p.m.**

### Weekend Magazine specs

Pre-produced :30 or :60 spots; MP3 or WMA formats preferred\*

### TV “Network” specs

Pre-produced broadcast quality :30 TV spots; XD-CAM format preferred\*

\*Focus on the Family reserves the right to final approval on both content and quality.

**Plugged In®****Content:**

Each week, Focus on the Family's award-winning *Plugged In Online* team guides discerning families through the latest entertainment offerings and pop culture news. Currently averaging around 5,000 downloads per show. For updated listenership, please contact us.

**Available:**

**Sole Sponsorship** includes opening and closing mentions with call to action

**TV & Radio**

Spots are due 4-6 weeks prior to requested air dates.

**Podcast & Webcast Sponsorship**

Podcasts are recorded Tuesdays for airing on Thursdays of same week. Scripts of 20-25 words or less are due by Friday to air on the following week's podcasts.

**The Boundless Show™****Content:**

*The Boundless Show* is a 30- to 60-minute weekly podcast based on our *Boundless Webzine* content with brand-new episodes posted online every Wednesday. Its goal is to build a sense of community among young adults that is engaging and fun while simultaneously tackling heady issues such as relationships, culture, worldview and faith. Hosted by Focus on the Family's Lisa Anderson and featuring the unique perspectives of the Boundless crew Steve and Candice Watters, Motte Brown and Ted Slater plus a wide range of guests, *The Boundless Show* brings a clear voice to the interests and concerns of today's 20- and young 30-somethings.

**Available:**

**Sole Sponsorship** includes opening and closing mentions with call to action

**Podcast Specs**

Sponsorship copy is read by radio host at beginning and end of each podcast.

Copy must be **25 words** or less and submitted in Word document (.doc) or Rich Text Format (.rtf)

**Focus on the Family Advertising Sales Consultants**

Great content, great advertisers and a great audience—does Ad Sales get any better than this? Actually, it *does*.

It continues with our heart for **customer service**, which is ingrained in the culture at Focus on the Family. We collaborate closely with our advertisers to fully understand their needs. We're then able to match their offers to deliverable Focus audience segments to maximize the success of their ad campaigns.

We know our audience well and respect the many things that make them special. As an advertiser, we can guide and help you to come alongside them and present your product or service in a safe and trusted environment. We've developed that **trust** with our audience over 33 years, and as an advertiser with Focus on the Family, you can share in it!

Our advertisers' success is essential, so we also provide state-of-the-industry reporting to help track and measure campaign **performance**.

But of all the factors that contribute to repeat business, **customer satisfaction** is #1. When we do our jobs well, we know that we'll have created "win-win" situations and developed long-term relationships. That's our ultimate goal. We look forward to getting to know you better and showing you how special it can be helping families thrive with Focus on the Family!

e-mail: [adsales@fotf.org](mailto:adsales@fotf.org)

## Testimonials

*“Christian families want to know who they can trust... They trust Focus on the Family to be able to steer them in the right direction. (They are) great to work with and have done a good job about keeping in touch and making sure the job is done right.”*

**—Bryan London**

*Vice President of Marketing  
America's Christian Credit Union®*

*“I've appreciated working with Focus on the Family. I believe they have our best interest at heart and care about the success of the products we advertise. They are responsive to my inquiries and consistently communicate information related to advertising that helps inform me what the best options would be for a specific campaign.”*

**—Abby Van Wormer**

*Marketing Specialist  
Harvest House Publishers*

*“Cedarville University seeks to reach an audience that believes a high academic standard and a transforming Christian faith are equally important and worthy pursuits. We have traditionally advertised in print. Tapping into the reputation and online audience of Focus provided an affordable way for the Cedarville Academy to be noticed worldwide. Thank you for introducing us to your audience!”*

**—John Davis**

*Director of Public Relations  
Cedarville University*

*“Our client has a direct response element to much of the advertising and has seen a strong response to those ads. Focus on the Family is a great vehicle for the audience we are trying to find: loyal and responsive readers. In addition, the staff is easy to work with and the pricing is fair.”*

**—Betsy Coffey**

*Media Planner  
Merkle, Inc.*



