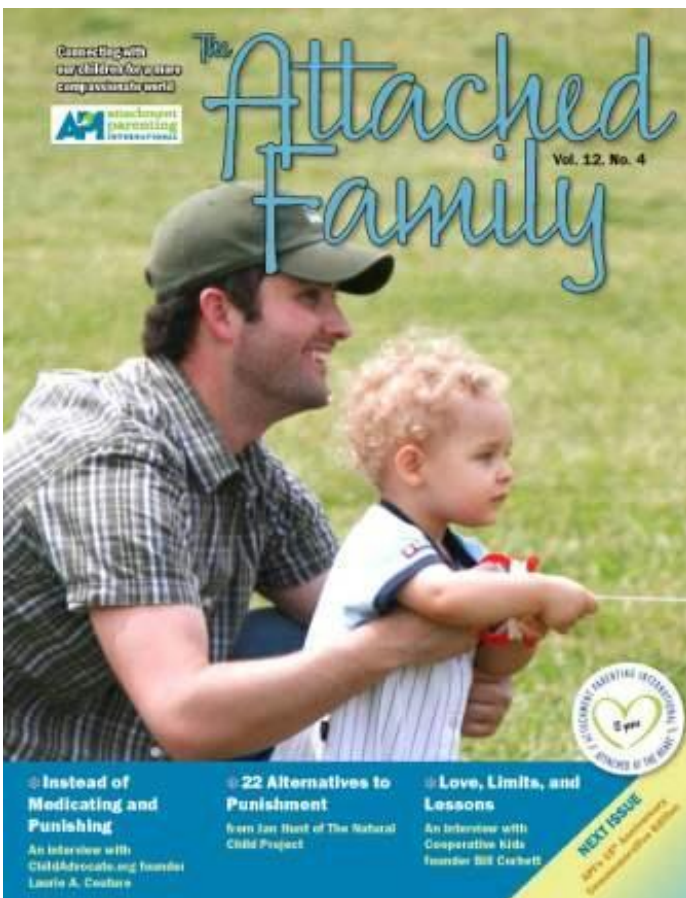




nurturing children for a compassionate world

The Attachment Parenting Community and marketing your product



Attachment Parenting families appreciate being connected to resources, products, events, and services that support their parenting style.

Attachment Parenting International (API) is pleased to facilitate member introductions to AP-friendly companies and organizations and, as a nonprofit, to also ensure with this financial support, its long-term sustainability to provide important information to families worldwide.

API

API is a 16-year-old nonprofit organization with a mission to educate with evidenced-based research, and support all parents in raising secure, joyful, and empathic children in order to strengthen families and create a more compassionate world.

As part of its mission, API publishes print and online education and support resources for members, subscribers, group attendees, and online visitors,

including a magazine, brochures, website, blog, newsletters, forum, and more. API resources encompass the gamut of parenting and are the go-to guides for AP parents seeking products and information not otherwise found assembled together. **We invite you to do well and good by advertising with API and supporting an important cause.**

Grow with API!

API is a respected and successful organization. It is also a growing organization, with a growing membership, circulation, and network. It has strong brand recognition and is known for professionalism, reliability, and integrity.

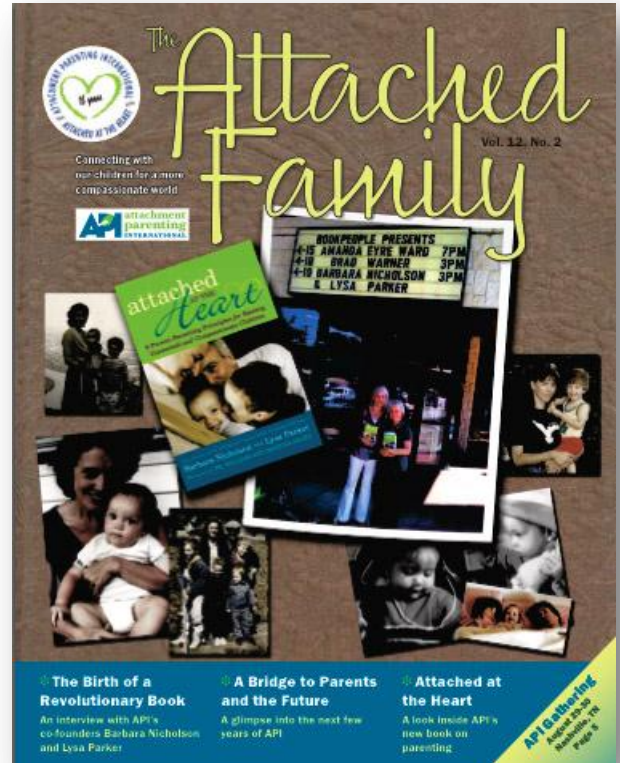
Within the AP niche of parenting, API is already the trusted resource, unwavering from its mission. API is shifting the image of its publications to reach more parents with its important message for parents to trust their instincts. In 2009, API changed the name and look of its magazine, *The Attached Family*, to appeal to readers of other popular parenting magazines and find itself welcome in more healthcare waiting rooms. API is determined to bring parents of all walks of life to a new way of thinking about parenting.

API's readers share in common The Eight Principles of Parenting, and may be at any stage along a continuum of experience with attachment parenting, from seeking to seasoned.

With a bond in the Principles and a desire to parent with compassion, there is great variety in API families, from small families to large representing diverse faiths, conservative to liberal, unschooling to homeschooling to public schooling, middle income to very high income yet also serving families in need and public institutions—
API is a big umbrella of loving families.

API serves several communities of parent populations:

- ~ API Leaders
- ~ Parents who attend API Meetings
- ~ API Members
- ~ API Professionals
- ~ API newsletter subscribers
- ~ API Forum subscribers
- ~ API Volunteers
- ~ Students and researchers
- ~ Website visitors
- ~ Facebook friends
- ~ Twitter followers
- ~ Linked-In network



Because of API's focus on forming early secure attachment, the majority of readers and visitors are parents of young children, under the age of 10, dispersed across the United States and present in more than 160 countries. Many API parents do have children who are older, and our API family is growing up with us.

API serves and knows the Attachment Parenting community. Your messages reach the market you want, and your commitment to this network is recognized by individuals loyal to quality and authenticity. API is characterized by long-term relationships and partnerships and wants to see the success of all those supporting Attachment Parenting and raising the overall numbers of attached parents, so its prices and generosity reflect that it is more than a means of advertising. It's a good time to start a relationship with API!

Attached to Families

API values the trust and connection it has with its network of families, and is devoted to providing them with important, valuable information.

API has just begun collecting aggregate data on its meeting attendees to better help serve attachment parenting families. Preliminary information tells us that an estimated 96% of attendees are middle to high income. More than 84% have children under the age of 5. Most are mothers who make decisions for household purchases. Most parents have higher than average education levels.

Among our newsletter network, 56% have one child and almost 30% have two children, representing many new families. More than 57% of respondents have children under the age of 5 years old, and almost 25% have children ages 5 to 10, the balance with teenage children. More than 70% are married and almost 10% are single parents. Most parents are between 24

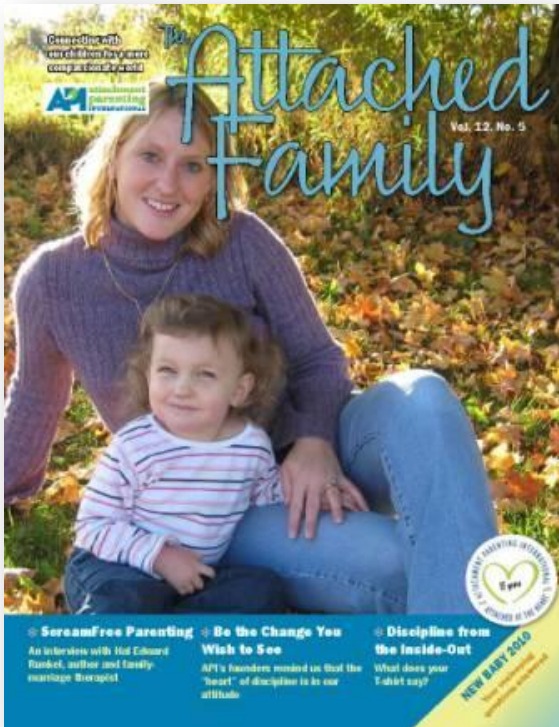
and 49 with 56% having a graduate degree or higher, and more than 62% with an annual income greater than \$45,000. API parents are new mothers, fathers, and grandparents, as well as seasoned attachment parenting parents. Attachment parenting experts, researchers, authors, health educators, and organizations participate in API's Professional Affiliates programs. API families are overwhelmingly located in the United States, with growing communities in 160 countries.

Their parenting concerns include attachment parenting, sleep, cosleeping, feeding, breastfeeding, discipline, babywearing, criticism, balance, separation, pregnancy, birth, crying, anger, childcare, siblings, and schooling.

The AP community is interested in supportive resources, including books, CDs, DVDs, authors, conferences, children's products and apparel, babywearing, breastfeeding and apparel, safe toys, games, family time products, pregnancy and apparel, cosleeping products, healthy food choices, safe cleaning products, family vacations, and your product!

API has 10,000 newsletter subscribers, more than 1,000 member families and *The Attached Family* circulation, more than 60 support group meetings attended by an estimated 5,000 families annually, 130 accredited Leaders, 60 staff and volunteers, 3,600 API Forum subscribers and more than 10,000 viewers, 9,000 Facebook friends, 3,400 Twitter followers, 18,000 unique website monthly visitors, 94,000 monthly page views, and a growing network of affiliated professionals and organizations. This is just a snapshot—these figures are all growing rapidly.

The Attached Family is collected and shared, newsletters have open and click-thru rates triple the industry averages, and each newsletter is forwarded regularly, so API is touching many families every day.



Advertising Opportunities

API's publications' primary mission is to communicate education and support on attachment parenting. It is not a catalog of advertisers, and as such, the few ads accepted receive high visibility. API offers personal, customized support and will walk you through the options and make recommendations based on your needs and budget, taking advantage of the synergy of API's publications. API's commitment to affordability means there are excellent options for small businesses, long-term advertising, and tribute, memoriam, and personal recognitions.

Magazine—*The Attached Family*, Print and Online

- Ranges from a 16- to 32-page highly anticipated quarterly magazine, color cover and back cover color advertising available; also published electronically, special large annual New Baby issue. See a sample at http://www.attachmentparenting.org/attachedattheheart/journal_aat_h.pdf
- Extends to an ezine version (<http://theattachedfamily.com/>) of *The Attached Family*, public-accessible with advertising opportunities

E-Newsletters—Weekly and Monthly options

- *API Links* Newsletter—Monthly to 10,000 subscribers, features links to AP news and resources. (<http://www.attachmentparenting.org/links/apilinks.php>)
- *Parent Compass*—Members-Only monthly, expert in-depth information
- *Parenting This Week*—Weekly to 10,000 subscribers, features articles linked to *The Attached Family* Online magazine, API Forum, and *API Speaks* public blog

Website Advertising

- Website homepage (www.attachmentparenting.org)—More than 50,000 monthly page views
- Website Principles pages—API's popular web pages (<http://www.attachmentparenting.org/principles/principles.php>)—
- *API Speaks* Blog (<http://attachmentparenting.org/blog/>)—Popular blog updated daily, linked to Facebook networks, promoted, product reviews
- API Forum (<http://www.attachmentparenting.org/forums/>)—Banner ads viewed by subscribers and viewers, with 1,000 daily page views
- API Facebook page and group—Viewed by 9,000 active members worldwide and growing (<http://www.facebook.com/AttachmentParenting?ref=ts>)
- API Marketplace (<http://attachmentparenting.org/advertising/apimarketplace.php>)—The place to browse API advertisers, economical rates

Sponsor Programs, Services, and Events

- API Live Teleseminars (<http://ask.attachmentparenting.org/>)—Monthly live expert interviews, associated with dedicated promotions and recording sales; contact API's advertising manager for the current schedule of guests
- API Store (https://org2.democracynaction.org/o/5590/shop/shop.jsp?storefront_KEY=209)—Donations approved and accepted for sale to benefit to API, product is promoted at no cost, inquire to learn more
- Attachment Parenting Month (<http://apmonth.attachmentparenting.org/>)—Sponsorships available for this major AP event held annually in October, contest product donations accepted too
- Conferences—Sponsorships accepted for API's 2011 Professionals Conference and Parent Seminars
- Brochures (<http://www.attachmentparenting.org/safeinfantsleep/>)—API Principles of Parenting Brochure series sponsorships available, widely distributed
- Educational Materials Grant Program—Sponsor copies of *The Attached Family* for distribution in healthcare and public outlets

I so enjoy the API newsletter...

T. Brennan, Mexico

It is wonderful to meet people who "get" the vital importance of parents fully engaging with their children!

E. Rempe, Ohio

Attachment Parenting resources and supports like yours have shaped my birthing and mothering experiences...

S. Fagan, Ontario, CA

I am a mother of two, and all of your parenting information is extremely useful for me and my family.

F. Basladua, Argentina

*I'm really enjoying the new format of *The Attached Family* and the articles you've been publishing. It's a great read.*

S. Fehrer, Texas

Deadline, Dimensions, Details

2011 *The Attached Family* Deadlines:

| | |
|------------------------|-------------|
| Issue 1—New Baby: | February 1 |
| Issue 2 | May 1 |
| Issue 3—Growing Child: | September 1 |
| Issue 4 | December 1 |

Please contact advertising@attachmentparenting.org or 800-850-8320 for more information.

***The Journal of API* deadline May 15**

Online Advertising prices/sizes

| Web Banners: | Size | X1 | X3 |
|--|-----------|-------|-------|
| Website Homepage | 160 x 600 | \$135 | \$350 |
| | 180 x 150 | \$105 | \$270 |
| Principles Pages | 160 x 600 | \$135 | \$350 |
| | 180 x 150 | \$105 | \$270 |
| API Forum | 160 x 600 | \$135 | \$350 |
| | 180 x 150 | \$105 | \$270 |
| <i>API Speaks</i> Blog | 160 x 600 | \$55 | \$150 |
| (each post highlighted on Facebook page) | 180 x 150 | \$45 | \$120 |
| <i>The Attached Family</i> Online homepage | 160 x 600 | \$55 | \$150 |
| | 180 x 150 | \$45 | \$120 |
| API Marketplace | 100 x 100 | \$25 | \$65 |

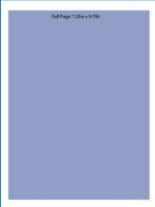



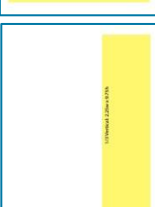
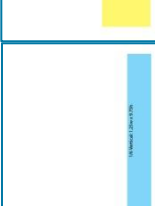



| eNewsletters: | Size | X1 | X3 |
|----------------------------|-----------|-------|-------|
| <i>Parenting This Week</i> | 180 x 150 | \$210 | \$535 |
| <i>API Links</i> | 180 x 150 | \$210 | \$535 |
| <i>Parent Compass</i> | 180 x 150 | \$150 | \$385 |

Custom package discounts are available.
 Print ads are required in CMYK, 300 dpi, high resolution, black and white or grayscale .jpg.
 Full or half page back cover ads should be in color.
 Design services are available.

We reserve the right to accept, reject or edit ads based upon the Principles of Attachment Parenting International.

Rates and renewal rates are subject to change.

The Attached Family magazine pricing/sizes

| X1 | X4 | Dimensions: | |
|-------|--------|---|---|
| \$175 | \$595 |  | Full page: 7.25" w x 9.75" h |
| \$375 | \$1275 |  | Full color full back page |
| \$100 | \$340 |  | Half page horizontal: 7.25" w x 4.75" h |
| \$275 | \$935 |  | Full color half page |
| \$100 | \$340 |  | Half page vertical: 3.5" w x 9.75" h |
| \$75 | \$255 |  | Third page horizontal: 7.25" w x 3.25" h |
| \$75 | \$255 |  | Third page vertical: 2.25" w x 9.75" h |
| \$50 | \$170 |  | 1/6 page horizontal: 7.25" w x 1.5" h |
| \$50 | \$170 |  | 1/6 page vertical: 1.25" w x 9.75" h |
| \$35 | \$120 | | 1/4 page: 3.25" w x 4.75" h |
| \$25 | \$85 | | Bus. Card Horizontal: 2.5" w x 2" h |
| \$25 | \$85 | | Bus. Card Vertical: 2" w x 2.5" h |

Sponsorships and Packages

API wants to help you have the most success with your advertising and offers these special packages to give your organization greatest exposure and a consistent message. Sponsorship packages are also available for API Live Teleseminars, Attachment Parenting Month, conferences, and contests.

Please contact advertising@attachmentparenting.org or 800-850-8320, to have a package tailored for your needs.

API Sustaining Principles Sponsor - \$3,000

Sponsorship full of balanced presence and sustained connection in the AP family (one available):

- Full page interior or color back page ad in The Attached Family magazine
- Live link to your website in the electronic version of The Attached Family
- 60-day sponsor banner ad in The Attached Family online
- Feature ad in 6 issues of Parenting This Week newsletter, with links to your site
- Feature ad in API forum 30 days
- API Marketplace full year ad listing
- Two issues with ads in API Links newsletter
- AP Spotlight feature in The Attached Family online

API Support Sponsor - \$2,000

A wonderful blend of online and print advertising, designed to make an impression (two available):

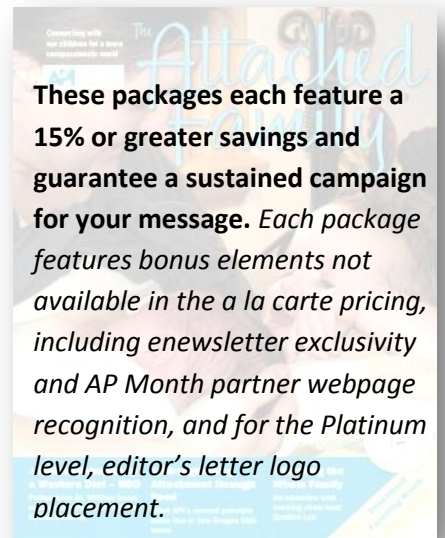
- Full page ad in The Attached Family magazine
- Live link to your website in the electronic version of The Attached Family
- 60-day sponsor banner ad in The Attached Family online
- Feature ad in API forum 30 days
- API homepage for 60 days
- Ad on Marketplace for 8 months
- Two issues with ads in API Links newsletter
- AP Spotlight feature in The Attached Family online

API Education Package - \$1,500

Offers a strong presence and attention to your product or service, reaching AP families looking for support:

- 1/3 page ad in two issues of The Attached Family
- Live link to your website in the electronic version of The Attached Family
- 60-day banner ad in The Attached Family online
- Logo and website link in 1 Parent Compass issue.

- Feature ad in API forum 30 days
- Feature sponsor banner ad on API homepage for 60 days
- Ad on API Marketplace for 8 months
- 60-day AP Month sponsor banner ad in API Links newsletter
- AP Spotlight feature in The Attached Family online



API Research and Advocacy - \$850

Perfect for those just starting out or those with a small budget but growing aspirations:

- 1/4 page ad in 2 issues of The Attached Family
- Logo and website link in 1 Parent Compass issue
- Ad on API Principles webpage for 30 days
- API Marketplace ad listing for 8 months
- API Speaks blog 30-day ad

API Founders - \$500

- 1/6 page ad in The Attached Family
- Ad on API Principles webpage for 30 days
- API Marketplace ad listing for 6 months
- API Speaks blog 30-day ad

Attached at the Heart - \$250

- 1/6 page ad in The Attached Family
- 30-day banner ad in The Attached Family online
- Ad on API Principles webpage for 30 days
- API Marketplace ad listing for 6 months
- API Speaks blog 30-day ad

API Community - \$125

- 1/6 page ad in The Attached Family
- 30-day banner ad in The Attached Family online
- API Marketplace ad listing for 3 months

API Marketplace Listing - \$25

- 30 days in the API Marketplace



Attachment Parenting International is a nonprofit organization with a mission to educate and support all parents in raising secure, joyful and empathic children in order to strengthen families and create a more compassionate world.