



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 20-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, e-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.**

Read on for:

- ~ Environment
- ~ Demographics
 - ~ Interests
- ~ Readership
- ~ Placement
- ~ Dimensions
 - ~ Pricing
 - ~ Packages
- ~ Sponsorships
 - ~ Contacts

Grow with API!

API is a respected and successful organization. It is also a growing organization, with a growing membership, readership, 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. Several years ago, API shifted the image of its publications to reach more parents, appealing to readers of other popular parenting magazines and find itself welcome in more healthcare waiting rooms, with its important message for parents to trust their instincts. 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 API's Eight Principles of Parenting, and may be at any stage along a continuum of experience with attachment parenting, from seeking to seasoned.



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
- ~ Pinterest Followers
- ~ Instagram Followers
- ~ Google + Followers

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.

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 five. Most are mothers who make decisions for household purchases. Most parents have higher than average education levels.

Among our e-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 five

years old, and almost 25% have children ages five 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 (2009 API Survey). 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 24,600 members, receiving its regular publications, including *The Attached Family*, more than 60 support group meetings attended by an estimated 10,000 families directly and in person annually, 130 accredited Leaders, 70 staff and volunteers, 6,272 API Forum subscribers and more than 18,000 forum viewers, nearly 50,000 Facebook fans, 10,000 Twitter followers, 50,000 unique website monthly visitors, 200,000 monthly page views, and a growing network of affiliated professionals and organizations.

The Attached Family is collected and shared, e-newsletters have open and click-thru rates triple the industry averages, and each e-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*, POD and Digital

- Ranges from a 16- to 32-page highly anticipated quarterly print on demand and digital magazine, color advertising available; special large annual New Baby issue. Magazine available through API membership (free) to more than 21,000 members and their families, and professionals and clients. Sign up to view the magazine
- Extends to an ezine version (<http://theattachedfamily.com/>) of *TheAttachedFamily.com*, updated weekly at minimum, and promoted in social media

E-Newsletters—Weekly and Monthly options

- **API Links Newsletter**—Monthly to 15,000+ subscribers, features links to AP news and resources <http://www.attachmentparenting.org/links/apilinks.php>
- **Parent Compass**—Bi-monthly, expert in-depth information. Very popular, cofounder written publication
- **Parenting This Week**—Weekly to 16,000+ subscribers, features articles linked to *The Attached Family* Online magazine, API Forum, and *APTly Said* public blog

Website Advertising

- **Website pages** www.attachmentparenting.org
Average of 200,000 monthly page views
- **Website Principles pages**—API's popular web pages <http://www.attachmentparenting.org/principles/principles.php>
- **APTly Said 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 thousands of daily page views
- **API Facebook page**—Reaches more than 49,000 active fans 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/>
Periodic 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.salsalabs.com/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 and auction donations accepted too
- **Conferences** <http://www.attachmentparenting.org/API%20Sponsorships>
Sponsorships now available for API's 2014 Pathways to Child Flourishing International Conference in South Bend, Indiana-University of Notre Dame.
- **Brochures** <http://attachmentparenting.org/infantsleepsafety/>
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

Schedule, Dimensions, Details

2014 *The Attached Family* Magazine Schedule

Upcoming and available in 2014:

- Spring 2014: AP Month 2013 Parenting Creatively
- Summer 2014: Siblings:
- Fall 2014: Teaching World Peace
- Winter 2015: Cherishing Parents/20th Anniversary Best Of API Issue
- Winter 2015: Journal of Attachment Parenting 2014

Please contact advertising@attachmentparenting.org for ad deadlines and to reserve your ad space.

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>APTly Said</i> Blog (each post highlighted on Facebook page)	160 x 600	\$55	\$150
	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:			
<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

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.

Custom package discounts are available.


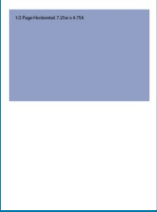


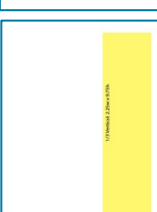
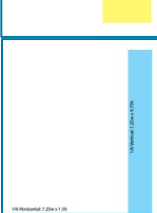

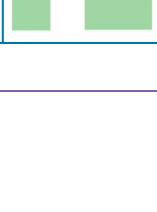

Contact us about AP Month, Special Publications, Conference or Teleseminar sponsorship.

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.

Contact us at advertising@attachmentparenting.org or 800-850-8320 for more information.

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 reinforced message. To celebrate API's 20th anniversary, all sponsorship packages below include advertising benefits at the [2014 Pathways to Child Flourishing conference](#) and AP Month sponsorship. Contact Advertising Manager for details or see link above for full listing of benefits. All sponsorship packages include, in addition to advertising space listed below, recognition on the conference website, pre-conference email communications, name and logo in publicity materials including programs, and online and print advertising benefits including bonus advertisements associated with AP Month 2014 and more. Premium Packages include premium recognition as an AP Month sponsor on the AP Month webpage, press releases, API promotions and email blasts about the event, during and post follow up of the event, as well as *The Attached Family* magazine and partner announcements. Sponsorship packages are also available for API Live Teleseminars and other events and special publications. Please contact advertising@attachmentparenting.org or 800-850-8320, to have a package tailored.

Each package features savings and bonus elements not available in the a la carte pricing, including eNewsletter exclusivity and Sponsor webpage recognition, and for the Nourish level, editor's letter logo placement and special recognition at the Conference. Some packages include inserts in conference tote bags, special signage at the Conference, and your organization's name printed on tote bags or lanyards.

Nourish –Premium Sponsor \$10,000

Sponsorship full of balanced presence and sustained connection in the AP family:

- Full page interior ad and half page ad in The Attached Family POD and digital 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 AP Month sponsor banner ad on API homepage for 60 days
- 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

Nurture—Premium Sponsor \$7,000

A wonderful blend of online and print advertising, designed to make an impression:

- Two ½ page full color ads in The Attached Family POD and digital 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

Cherish—Premium Sponsor \$5,000

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 POD and digital
- 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
- Two issues with ads in API Links newsletter
- AP Spotlight feature in The Attached Family online

Provide - \$3,000

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

Support - \$1,000

- 1/6 page ad in 2 issues of The Attached Family POD and digital
- 60-day banner ad in The Attached Family online
- Ad on API Principles webpage for 30 days
- API Marketplace ad listing for 6 months
- APTly Said blog 30-day ad

Care - \$500

- 1/6 page ad in The Attached Family POD and digital
- Ad on API Principles webpage for 30 days
- 30 day Banner ad on The Attached Family Online
- API Marketplace ad listing for 6 months
- APTly Said blog 30-day ad

API Community - \$125

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