Moms and dads in more than 660,000 households credit us with helping them build stronger, healthier, and more God-honoring families.
“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.
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!
- Your ads will never be mixed in with unfiltered ads from ad networks or exchanges.

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®* is published 6 times a year at a minimum size of 52 pages. 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 a 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, *Adventures in Odyssey Clubhouse™* (for kids 8 to 12) and *Focus on the Family Clubhouse Jr.®* for 3- to 7-year-olds) have entertained children and helped parents pass on a thriving faith. As the most award-winning youth publications in the history of the Evangelical Press Association, Clubhouse and Club Jr. magazines are filled every month with stories, recipes, activities and jokes that draw families closer together . . . and closer to God.
## Ad Configurations

### Thriving Family® magazine

*Circulation:*
200,000 subscribers (see Rate Card for latest data)

**Available Configurations:**

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

### Focus on the Family Citizen® magazine

*Circulation:*
39,000 subscribers (see Rate Card for latest data)

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### Adventures in Odyssey Clubhouse™ magazine

*Circulation:*
60,000 subscribers (see Rate Card for latest data)

**Available Configurations:**

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### Focus on the Family Clubhouse Jr.® magazine

*Circulation:*
43,000 subscribers (see Rate Card for latest data)

**Available Configurations:**

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*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 five 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 DFP, 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

Send to our full list of almost 700,000 opt-in subscribers or choose your audience by demographic, psychographic or geographic segments. Our Eblasts are handled a little differently than most. Our team of Master writers will craft the message of contextual content around your ad. We do not mention your product or service so that our article will contain content that the subscribers requested. This feels more like an e-newsletter and increases our open rates. Your large 300x600 “football field” ads appears prominently alongside that content and can’t be missed. We also limit the number of times each name on our list will get marketed to two in any given month so your ad gets more attention. It is very different than a typical e-blast but extremely effective which is why we are sold out most of the time.

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. Well 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: 18-24: 20%, Age 25-34: 17%, Age 35-44: 21%, Age 45-54: 19%, Age >55: 10%, Male: 34%, Female: 66%

**AVAILABLE PROPERTIES:**

**Web:**

FocusOnTheFamily.com 1.7 million+ unique visitors monthly with over 5.1 million impressions served

**Focus on the Family e-Newsletter:**
(Weekly, Friday) over 245,000 subscribers

**Content:** Provides fresh, relevant parenting and relationship content from Focus on the Family® delivered weekly. This e-newsletter also features the ever popular Plugged In movie review and keeps subscribers up to date on upcoming events and broadcast schedules.

**Daly Focus e-Newsletter:**
(Weekly, Wednesday) over 170,000 subscribers

**Content:** Life is beautiful and imperfect, a source of wonder and a challenge so complex that it’s good to check our perspective and priorities against eternal truth from time to time. Jim Daly’s blog is full of insight and wisdom that promises to help readers navigate today’s culture. This e-newsletter highlights the blog’s most intriguing entry each week.

**Thriving Values e-Newsletter:**
(Weekly, Friday) over 110,000 subscribers

**Content:** Today’s culture is in desperate need of transformation from a biblical perspective. We want subscribers’ faith—faith and values—to thrive in this challenging climate. Our weekly e-newsletter provides timely updates on current social issues, and is designed to educate, inspire and equip them to be “salt and light” in the culture—and within their spheres of influence.

**Daily Broadcast Direct e-Newsletter (see page 9 for content description):**
(3-4 Times Weekly) over 20,000 subscribers

**Content:** This daily e-mail newsletter features up-to-date broadcast schedules, special offers, featured resources, and much more.
Plugged In® Online

Content: Plugged In 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: 10%, Age 25-34: 20%, Age 35-44: 31%, Age >45-54: 22%, >55: 15%, Male 36%, Female 64%; Married 46%

AVAILABLE PROPERTIES:

Web: PluggedIn.com Over 690,000 unique visitors monthly with over 3.6 million impressions served

Audience: Age <25: 10%, Age 25-34: 20%, Age 35-44: 31%, Age >45-54: 22%, Male 36%, Female 64%

Plugged In e-Newsletter: Weekly, Monday 95,000+ opt-in subscribers

Content: The Plugged In e-newsletter helps subscribers stay connected to the latest movie reviews and weekly features. They receive full access to Culture Clips, a weekly collection of quotes, stats, news and entertainment insights. (Special Note: Because Plugged In reviews and comments on secular entertainment, some content is not appropriate for children.)

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 Over 15,000 unique visitors monthly with nearly 150,000 impressions served
Boundless.org

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

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

AVAILABLE PROPERTIES:
Web:
Boundless.org

Blog:
Boundless.org/blog 90,000 unique visitors monthly

Boundless Weekly e-Newsletter: (Thursdays) 24,000+ opt-in subscribers

Content: An online community, Boundless.org is here to help young adults you grow up, own their faith, date with purpose and prepare for marriage and family. The latest Boundless content is just a click away with the e-newsletter and incudes overview of our most recent podcast plus current articles, blog posts and other resources and news of interest to young adults.
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 are among the most popular on 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.

“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

Focus on the Family Weekend

Content:
What keeps listeners tuning in Monday through Friday is now available every weekend too! Hosted by John Fuller, Weekend offers Saturday and Sunday audiences the very best of what’s been heard on the Focus on the Family broadcasts the preceding week. Available in two convenient formats (55:00 or 27:30), the program also offers the option of time for local spots, making it a favorite for affiliates. (See the clock below.)

Audience:
Broadcast on over 641 affiliate stations with an audience of 260,000* American families strong. 

Available Ad Properties:
30- or 60-second radio spots, 1st spot of each break, 2 breaks/show

Podcast 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.org 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 Martha Krienke and Anthony Ashley 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. We can guide and help you come alongside this audience and present your product or service in a safe and trusted environment. We’ve developed that trust with them 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
"Our partnership with Focus on the Family has yielded excellent results. We advertise in print, online and e-newsletters and are pleased with the response. Focus on the Family encourages and equips us to minister to the spiritual needs of families all around the world."

—Joy Fabry
Advertising and Promotions
Tyndale 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

"Focus on the Family is one of the better online media outlets for our marketing efforts. They have a consistently responsive audience that aligns well with our clients’ ministry and/or organizational purposes. Moreover, the staff involved on our account has been exceptionally helpful and attentive. Given an appropriate, relevant campaign initiative, we would highly recommend using Focus on the Family as a media partner."

—Charles Raines
Partner
WebDirectAdvertising/Jordan Media

"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.

"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