



YOUR MESSAGE MEANS MORE *with us*

FOCUS ON THE FAMILY
MEDIA KIT

WITHOUT THE
right audience,
A MESSAGE LOSES MEANING

That's as true in ministry as it is in advertising. Values, life stage, age, etc.—all of it plays a part in how a message is received. We understand your need for **targeted media** and have opportunities to make it possible...

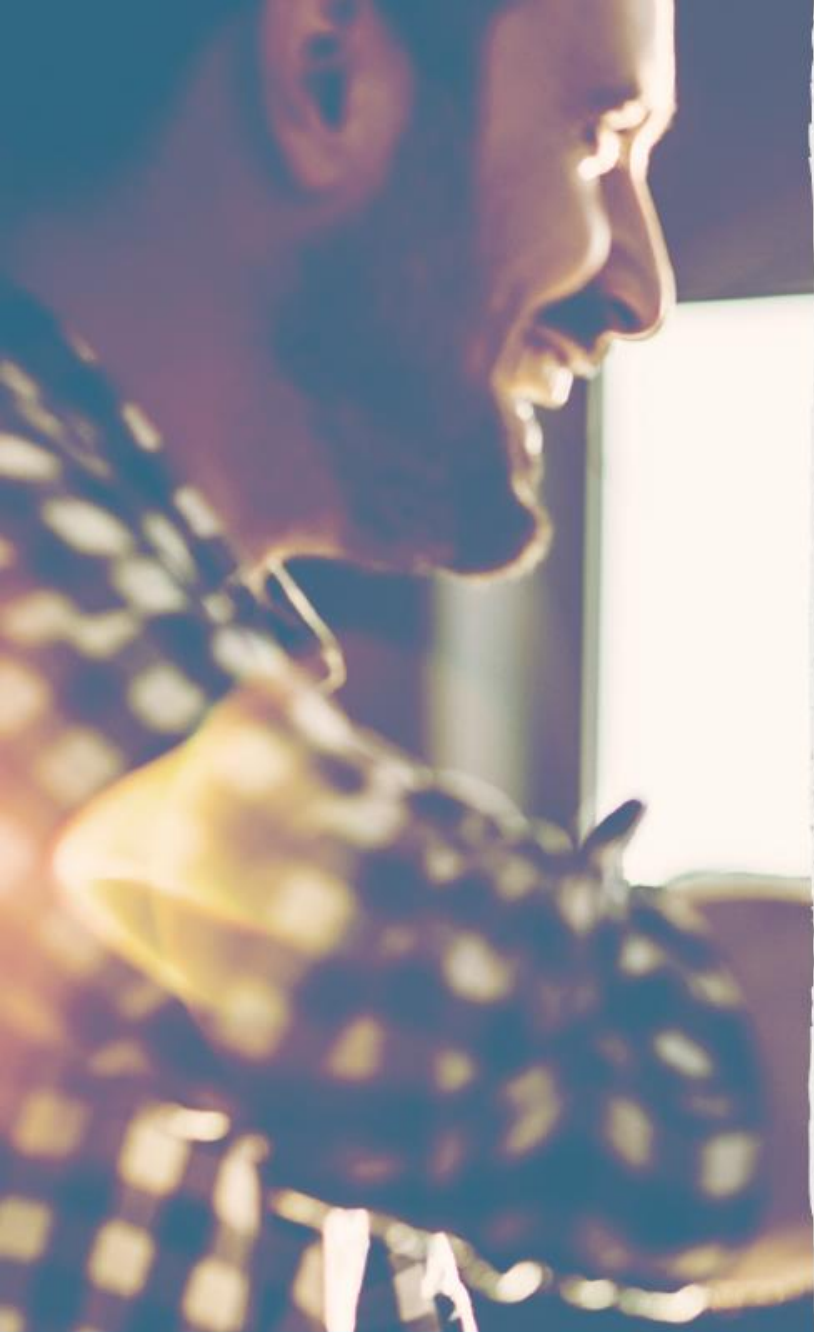


WE'VE BUILT MEANINGFUL
RELATIONSHIPS THAT SPAN
every age and life stage

Focus on the Family has been faithfully earning the trust of families worldwide for decades. We engage with our audiences through relevant, award-winning resources that help families thrive.

A photograph of two men in a professional setting. On the left, a man with a beard and glasses, wearing a patterned shirt, is shaking hands with another man on the right. The man on the right is smiling broadly, has short brown hair, and is wearing a grey sweater. They are standing in front of a large laptop screen. The background is softly blurred, showing what appears to be an office or meeting room with warm lighting.

WE TREAT OUR MEDIA
PARTNERS LIKE *family*



Whether short-term or long-term, we make sure that your strategic goals can be achieved through a custom plan.

Limited advertising-to-content ratio,
so your ad stands out

Cross-channel opportunities,
to reinforce your message

Intentional matches with media savvy,
conservative households

Trusted advertisement filter,
no distracting or dishonest ads

—“—

“Our partnership with Focus on the Family has yielded **excellent results.**”

—Tyndale House Publishers

“They have a **consistently responsive audience** that aligns well with our client’s ministry...”

—WebDirectAdvertising

“The staff is **easy to work with** and the **pricing is fair.**”

—Merkle Inc.

—”—

OUR CHANNELS

5

Print

6

Web

5

E-newsletter

7

Audio

We have over **23 CHANNELS** for your message as we help families thrive.



Print

FOCUS ON THE FAMILY®

FOCUS ON THE FAMILY
CITIZEN®

BRIO®

FOCUS ON THE FAMILY
CLUBHOUSE™

FOCUS ON THE FAMILY
CLUBHOUSE JR.®

Print

*Average monthly circulation (2017)



207,217*

Focus on the Family® magazine helps families thrive in Christ—offering time-tested solutions, personal profiles, interesting tips and advice for **parents and married couples**.



37,814*

Focus on the Family Citizen® magazine inspires **adults of all ages** to be Kingdom citizens in culture with relevant, in-depth analysis on topics including: marriage, life, sexuality and religious freedom.



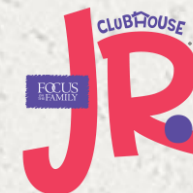
48,687*

Teenage girls find the fuel to energize their life with the exciting life stories, fashion tips and biblical insights on relationship and identity that *Brio*® magazine provides.



71,611*

Focus on the Family Clubhouse™ magazine mixes intrigue and entertainment with hands-on activities, puzzles and stories that reinforce Christian values and promote positive family relationships in **kids ages 8–12**.



45,164*

Kids ages 3–7 can learn, laugh and grow closer to God with the creative games, crafts and stories that can be found in the bright and colorful *Focus on the Family Clubhouse Jr*® magazine.



Web

FOCUS ON THE FAMILY®

PLUGGED IN®

BOUNDLESS®

THE TRUTH PROJECT®

DALY FOCUS™

Web

**Unique impressions (2017)*



1,080,796*

Focus on the Family's homepage is the launching pad and main source of resources for **families and individuals** of all ages seeking guidance in marriage, parenting, advocacy, culture and evangelism.

FocusOnTheFamily.com



697,724*

Plugged In® provides trusted reviews to guide **parents and young adults** through everyday media decisions on movies, videos, popular music, TV, games and books.

PluggedIn.com



101,757*

Young adults (25–35) can navigate faith, relationships and adulthood with biblical wisdom and intention through *Boundless*® articles, podcasts and community interaction.

Boundless.org



6,972*

The Truth Project® DVD series examines the truths of Christianity relative to the world's perspective—this website is a central hub to empower **adult-aged trainers and students** of the curriculum.

TheTruthProject.org



47,699*

Couples, parents and grandparents find even more wise guidance on our ministry priorities and a “pro-family perspective” in culture with the blog of Focus on the Family President, Jim Daly.

FocusOnTheFamily.com/JimDaly



E-Newsletter

FOCUS ON THE FAMILY®

PLUGGED IN®

THRIVING VALUES™

BOUNDLESS®

DAILY FOCUS™

E-Newsletter

*Average weekly subscribers (2017)



428,129*

Families and individuals of all ages stay informed on all things culture, parenting, relationship, movie reviews, events and broadcast schedules with weekly updates from *Focus on the Family*.



58,000*

Parents and young adults know what to expect each week from newly released movies, videos, popular music, TV, games and books with trusted *Plugged In*® reviews.



125,000*

Thriving Values™ e-newsletter provides weekly analysis on current social issues and is designed to educate and inspire **adults of all ages** to be “salt and light” in the culture and community.



12,000*

Young adults (25–35) receive a weekly “roundup” of the top *Boundless*® content, news, advice and relevant resources to help them navigate the areas of faith, relationship and adulthood.



119,189*

Jim Daly, Focus on the Family President, equips **couples, parents and grandparents** with his weekly, pro-family perspective on topics around our five ministry priorities and current issues.



Audio

FOCUS ON THE FAMILY®
WEEKEND

FOCUS ON THE FAMILY®
BROADCAST

FOCUS ON THE FAMILY®
MARRIAGE PODCAST

ADVENTURES IN ODYSSEY®

PLUGGED IN®

THE BOUNDLESS SHOW®

Audio RADIO

**average impressions per spot*

FOCUS
ON THE FAMILY®
WEEKEND

208,200* (first half-hour),
182,500* (second half-hour)

Focus on the Family® Weekend
recaps the best of what's been heard
across Focus on the Family by **adults**
of all ages—in just one meaningful
hour of listening.



Audio PODCASTS

*Average streams per week (2018)



200,000*

For over 40 years running, **adults of all ages** have received daily encouragement to help their family thrive with the engaging, 30-minute episodes featuring President Jim Daly and co-host John Fuller.



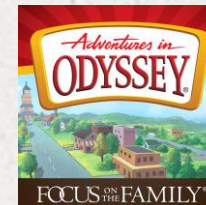
30,000*

Married couples build healthy, godly relationship with the relatable advice and guest speaker stories shared 1-2 times a week on the *Focus on the Family® Marriage Podcast*.



21,000*

Parents of all ages find helpful guidance for raising their kids with the tried-and-true parenting advice of the *Focus on the Family® Parenting Podcast* shared 1-2 times a week.



31,000*

The 30-minute, bi-monthly *Adventures in Odyssey®* audio dramas combine lessons on faith with the characters and stories **kids ages 8–12 love**, plus fan questions and behind-the-scenes content.



5,500*

The *Plugged In™* podcast keeps **parents and young adults** informed on newly released movies, videos, popular music, TV, games and books with 60-second, trusted reviews.



7,500*

The Boundless Show™ navigates relevant topics on faith, relationship and adulthood for **young adults (25–35)** through entertaining conversation in-depth analysis and encouragement for daily life.

Whether you want to BUILD AWARENESS,
GENERATE LEADS, DRIVE TRAFFIC, or LIFT SALES,
we can create a customized plan that fits you.

Let's talk.

Xxx-xxx-xxxx

Adsales@fotf.org

FocusOnTheFamily.com



Helping Families Thrive™

FocusOnTheFamily.com

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