



2010
Snapshot



ABA SECTION OF FAMILY LAW
FAMILY ADVOCATE

Format: Magazine Frequency: 4 times per year – quarterly

Website: abanet.org/family/advocate

- Keywords: ■ Family Law ■ Litigation ■ Divorce ■ Children's Law
 ■ Forensic Accounting & Discovery ■ ADR / Collaborative Law
 ■ General Practice ■ Solo and Small Firm ■ Domestic Violence

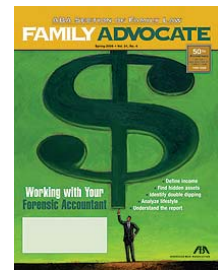
Family lawyers, judges, mental-health professionals, and their clients turn to *Family Advocate* for practical information and advice. Our quarterly issues present news and features about the practice of family law and offer analysis and insight geared to this community of interest. We present useful how-to articles that focus on the substantive issues, legal procedure and strategy, state trends, and federal mandates affecting family law.

Each year, *Family Advocate* creates a Handbook which our members share with their clients. These handbooks explore the divorce process, custody and time-sharing arrangements, the equitable division of property, divorce costs and fees, and reasonable expectations and outcomes. These very special issues are designed to assist our members in communicating effectively with their clients about the legal process and how it may impact their lives.



2010 Publishing Schedule

Winter 2010 [mails February '10]	Spring 2010 [mails April '10]	Summer 2010 [mails July '10]	Fall 2010 [mails September '10]
Same-Sex & Cohabitation Issue	Related Fields in Family Law Cases	Parenting Plans: A Client Manual	Issue topic to be determined
Ad Close: 11/12/2009 Materials: 12/01/2009	Ad Close: 2/23/2010 Materials: 3/04/2010	Ad Close: 5/13/2010 Materials: 5/27/2010	Ad Close: 8/05/2010 Materials: 8/19/2010



Circulation

Family Advocate Sworn Statement of Circulation

Average Total Circulation: 10,230	Total Subscribers	Non-Paid Subscribers	Paid Subscribers	Association Subscribers
6-Month Period Ended June 2009	10,476	3,440	7,036	10,476 (100%)

Issue Analysis: Spring 2009

Field Served: *Family Advocate* serves the members of the ABA Section of Family Law, the legal profession, and others allied to the field.

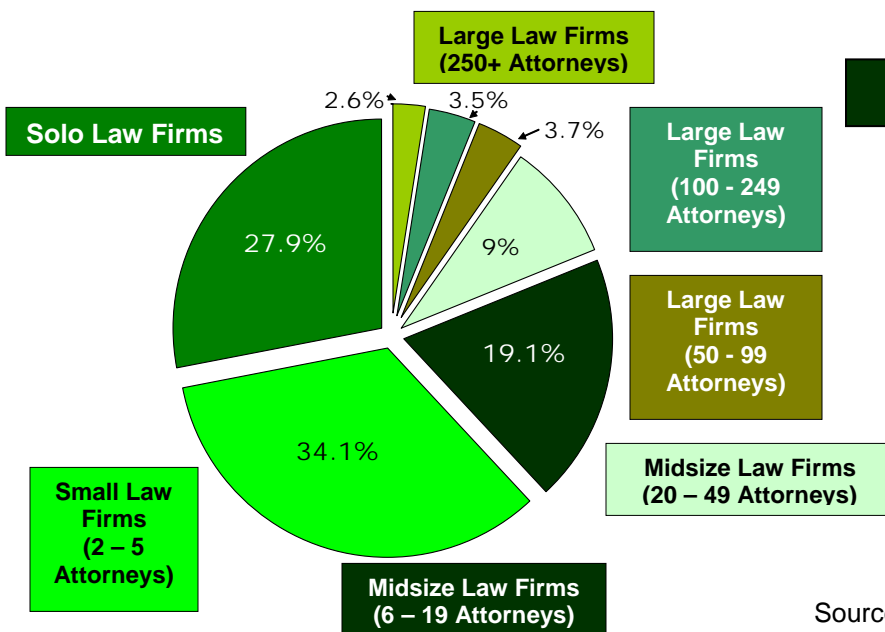
Definition of Recipient: Recipients are individuals who receive *Family Advocate* as a benefit of their membership status within the ABA Section of Family Law. Qualified recipients are lawyers (U.S. and foreign); legal assistants, legal administrators, law office managers, government business managers, and other Associate members of the American Bar Association; law students; law libraries; and other titled and non-titled personnel allied to the legal profession.

The ABA Section of Family Law: Membership Analysis

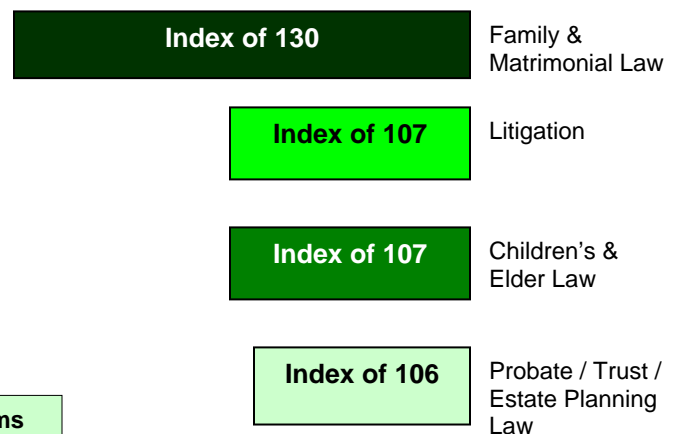
Practice Setting – as reported

Private Practice	In-House Counsel	Gov't	Legal Ed.	Judiciary	Others
83.6%	1.2%	3.2%	3.1%	3.0%	5.9%

Firm Size – as reported



Four Significant Practice Areas – as reported*



* Practice Area of Concentration Report – Self-Selected from 280 PACs, Multiple Mentions Allowed

Source: Publisher's Own Data, Membership Analysis, July 2009



Advertising Rates 2009-2010

Advertising Rate Card #27, effective 1 September 2009

Rates per Black & White Insertion, gross

Ad Unit	1x	4x	8x	12x	16x
1-Page	\$1,715	\$1,590	\$1,520	\$1,465	\$1,335
2/3-Page	\$1,400	\$1,330	\$1,250	\$1,200	\$1,080
1/2-Page Island	\$1,235	\$1,170	\$1,090	\$1,050	\$960
1/2-Page	\$1,125	\$1,050	\$1,000	\$950	\$865
1/3-Page	\$835	\$780	\$735	\$700	\$650
1/4-Page	\$670	\$620	\$580	\$555	\$515
1/6-Page	\$440	\$415	\$380	\$370	\$345

Rates per 2-Color (Process) Insertion, gross

Ad Unit	1x	4x	8x	12x	16x
1-Page	\$2,265	\$2,140	\$2,070	\$2,015	\$1,885
2/3-Page	\$1,950	\$1,880	\$1,800	\$1,750	\$1,630
1/2-Page Island	\$1,785	\$1,720	\$1,640	\$1,600	\$1,510
1/2-Page	\$1,675	\$1,600	\$1,550	\$1,500	\$1,415
1/3-Page	\$1,385	\$1,330	\$1,285	\$1,250	\$1,200
1/4-Page	\$1,220	\$1,170	\$1,130	\$1,105	\$1,065
1/6-Page	\$990	\$965	\$930	\$920	\$895

Matched or PMS Color: \$240 additional per page or fraction

Rates per 4-Color Insertion, gross

Ad Unit	1x	4x	8x	12x	16x
1-Page	\$2,865	\$2,740	\$2,670	\$2,615	\$2,485
2/3-Page	\$2,550	\$2,480	\$2,400	\$2,350	\$2,230
1/2-Page Island	\$2,385	\$2,320	\$2,240	\$2,200	\$2,110
1/2-Page	\$2,275	\$2,200	\$2,150	\$2,100	\$2,015
1/3-Page	\$1,985	\$1,930	\$1,885	\$1,850	\$1,800
1/4-Page	\$1,820	\$1,770	\$1,730	\$1,705	\$1,665

Rates for Cover Positions, gross – all cover positions are 4-Color

Ad Unit	1x	4x	8x	12x	18x
Back Cover / Cover 4	\$3,200	\$3,060	\$2,970	\$2,890	\$2,740
Inside Front Cover/ Cover 2	\$3,115	\$2,980	\$2,905	\$2,825	\$2,685
Inside Back Cover/ Cover 3	\$3,090	\$2,955	\$2,880	\$2,805	\$2,665

Bleed Charge, per page or fraction thereof, extra...10% of earned b/w space charges

Special Position, extra...15% of earned b/w space charges

Supplied Inserts and Special Advertising Units are quoted independently by ad sales



Mechanical Specifications, Dimensions, & File Formats

Mechanical Specifications

Trim Size	8-3/8" x 10-7/8"
Safe Area	7-7/8" x 10-3/8"
Format	3 Column - Standard
Cover	Sheetfed offset, 4/Color, Coated
Binding	Saddle Stitch

Ad Dimensions

Ad Size	Width	Depth
1-Page	6-15/16"	9-11/16"
1-Page Bleed	8-1/2"	11-1/8"
1/2-Page Island	4-5/8"	7-3/16"
1/2-Page (H)	6-15/16"	4-13/16"
1/3-Page (H)	4-5/8"	4-13/16"
1/4-Page (H)	4-5/8"	3-9/16"
1/4-Page (V)	2-1/8"	4-13/16"

Digital File Formats and Color Proofs

- ✓ High-resolution Adobe Acrobat® files (PDFs) are strongly preferred for ad materials submissions. Files may be submitted via email or FTP upload, or on a CD mailed in a trackable method. Digital advertising files may also be provided in QuarkXPress® (version 5.0 or higher), Adobe InDesign®, or Adobe Photoshop® (.eps or .tif), with all associated graphics and fonts.
- ✓ All graphics should be 300 dpi or higher resolution, in CMYK color (no RGB).
- ✓ Live matter should be kept 1/4" from each measurement. Spread pages should be created as two separate full pages.
- ✓ For availability of special or customized ad sizes contact ABA Ad Sales.

Contact ABA Publishing

To request an advertising proposal or for additional information about advertising, deadlines, standards, and author guidelines for the 2009 - 2010 issues of *Family Advocate*, please contact adsales@abanet.org or +1.312.988.6115