

# Building Your Family

New Annual Publication!

## 2014-'15 Donor, Surrogacy, and Adoption Guide

### PRINT & ONLINE DISTRIBUTION & PROMOTION

### Wide distribution throughout the infertility world

#### 1 Print publication: *Building Your Family*

30,000 copies distributed throughout the year:

- Barnes & Noble super stores
- RESOLVE support groups
- RESOLVE regional and national conferences
- American Society of Reproductive Medicine (ASRM):
  - reproductive endocrinologists
  - ob-gyns
  - mental health professionals
- ASRM conferences
- AARTA: Assisted-reproduction attorneys
- AARTA conferences
- IVF Clinics
- ART Clinics and Centers
- ART Professionals
- Adoption Conferences
- Adoption Support Groups
- Adoption Agencies
- on BuildingYourFamily.com

#### 2 Online: NEW *Building Your Family* website

Professional listings searchable by state and services offered and promoted heavily via:

- Weekly email marketing
- Facebook advertising
- Facebook page
- Twitter
- Pinterest
- Prominent search boxes online
- Digital app available in:
  - iTunes
  - GooglePlay
  - Amazon store

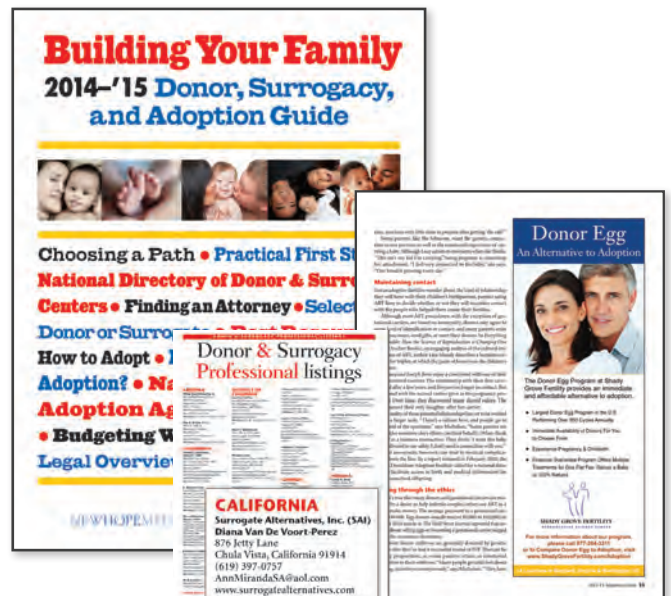
For further production details, space reservations, and more information contact  
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BuildingYourFamily.com

NEW!



Online Listing



Print Listing

Print Ad in the Print Guide