discover, preserve and celebrate your family history

2014 Media Planner

<familytreemagazine.com>
TARGETING FAMILY HISTORY HOBBYISTS

*Family Tree Magazine* serves a highly targeted segment of the genealogy community—active, passionate family history hobbyists—with how-to content that empowers them to discover their roots and enjoy their hobby.

**Editorial Mission**

*Family Tree Magazine* is a source of information, inspiration and community for those who want to discover, preserve and celebrate their roots. It covers all areas of potential interest to family history enthusiasts, reaching beyond strict genealogy research to include ethnic heritage, family reunions, memoirs, oral history, archival preservation, historical travel and other ways that families connect with their pasts. *Family Tree Magazine* strives to provide engaging, easy-to-understand instruction that empowers readers to take the next steps in the quest for their pasts—with a beginner-friendly approach that makes genealogy a hobby anyone can do.

**THE FAMILY TREE PORTFOLIO**

- *Family Tree Magazine* (print and digital)
- Weekly email newsletter
- Website and blogs
- Monthly podcast
- *Family Tree University* online courses, webinars, workshops and Virtual Genealogy Conferences
- Online videos
- CDs and downloads of digital issues and articles
- *Family Tree Books* imprint
- ShopFamilyTree.com online store
- *Family Tree eBooks* online library
- *Family Tree Magazine Plus*, a subscription service offering online access to the *Family Tree Magazine* article archive

**WHY GENEALOGY?**

- **92%** of *Family Tree Magazine* readers want to learn about their ancestors’ lives
- **85%** want to record their tree for posterity
- **82%** aim to trace their family tree back as many generations as possible

Source: 2011 reader survey
FAMILY TREE MAGAZINE’S AUDIENCE

*Family Tree Magazine* reaches the widest audience of family history enthusiasts of any publication.
- **73,235** total distribution
- **53,945** paid print circulation
- **25,020** newsstand distribution
- **2,083** digital subscriptions
- **80,000** opt-in email subscribers
- **59,000** unique monthly web visitors
- **162,000** monthly page views
- **6,500** monthly podcast downloads

*Family Tree Magazine* readers are passionate about the past.
- **63%** consider themselves intermediate genealogists; **19%** are beginners.
- Magazine readers have been researching for an average of **19 years**, and spend an average of **10 hours and 54 minutes** each week on genealogy activities.
- **92%** stay informed about genealogy by reading magazine articles and ads.

*Family Tree Magazine*’s audience reflects the trend of doing genealogy online.
- Readers spend **8 hours and 12 minutes** per week on online genealogy.
- **75%** of their total genealogy time is spent on the internet.

*Family Tree Magazine*’s audience spends on their hobby.
- Readers spend an average of **$513 per year** on genealogy.
- **49%** of their genealogy spending is online.
- **76%** have purchased a genealogy product or service in the past year as a result of reading *Family Tree Magazine*.

*Family Tree Magazine*’s audience reflects the trend of doing genealogy online.
- Readers spend **8 hours and 12 minutes** per week on online genealogy.
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Source: 2011 reader survey
### 2014 Magazine Editorial Calendar

<table>
<thead>
<tr>
<th>Month</th>
<th>Technology &amp; Trends</th>
<th>Research &amp; Records</th>
<th>Preserving &amp; Celebrating Your Past</th>
<th>Heritage Spotlight</th>
<th>Pullout</th>
<th>Ad Close</th>
<th>Materials Due</th>
<th>Editorial Deadline</th>
<th>On Sale</th>
</tr>
</thead>
<tbody>
<tr>
<td>March/April</td>
<td>cheat sheets for top genealogy sites</td>
<td>digitized newspapers and books</td>
<td>top 40 genealogy blogs, Facebook and Pinterest pages, Twitter feeds and YouTube channels to follow</td>
<td>German genealogy</td>
<td>clip-and-save guide to online research</td>
<td>January 7, 2014</td>
<td>January 14, 2014</td>
<td>October 31, 2014</td>
<td>March 11, 2014</td>
</tr>
<tr>
<td>July/August</td>
<td>10 best websites for WWI genealogy; DNA success stories</td>
<td>researching WWI women</td>
<td>summer road trip guide to the top five genealogy destinations</td>
<td>Romanian and Bulgarian genealogy</td>
<td>Workbook: US census records</td>
<td>April 22, 2014</td>
<td>April 29, 2014</td>
<td>February 14, 2014</td>
<td>June 24, 2014</td>
</tr>
<tr>
<td>October/November</td>
<td>10 tools to avoid tech overload</td>
<td>genealogy habits to start or break</td>
<td>photo preservation in the digital age</td>
<td>tracing immigrants in border-crossing records</td>
<td>Workbook: military pensions</td>
<td>August 5, 2014</td>
<td>August 12, 2014</td>
<td>May 31, 2014</td>
<td>September 30, 2014</td>
</tr>
<tr>
<td>December</td>
<td>75 Best State Websites</td>
<td>divorce records</td>
<td>best practices for digitizing and organizing genealogy files</td>
<td>Workbook: directories</td>
<td></td>
<td>September 23, 2014</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Materials Due:**
- **November 12, 2013:** January 14, 2014
- **March 4, 2014:** April 29, 2014
- **April 22, 2014:** June 24, 2014
- **June 17, 2014:** August 12, 2014
- **August 5, 2014:** September 30, 2014

**Editorial Deadline:**
- **August 31, 2014:** October 31, 2014
- **January 2, 2014:** February 14, 2014
- **March 31, 2014:** May 31, 2014
- **July 14, 2014:** November 25, 2014

**On Sale:**
- **January 7, 2014:** March 11, 2014
- **April 29, 2014:** June 24, 2014
- **August 19, 2014:** October 7, 2014
- **November 25, 2014:**
## 2014 Podcast Editorial Calendar

<table>
<thead>
<tr>
<th>Episode Theme</th>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
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<tbody>
<tr>
<td></td>
<td>175th Anniversary of Photography</td>
<td>High-Tech Research Tools</td>
<td>Genealogy Solutions</td>
<td>Saving Family Stories</td>
<td>Summer Road Trip Planning Tips</td>
<td>Tracing Military Ancestors</td>
</tr>
<tr>
<td><strong>Top Tips</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>identifying and preserving daguerreotypes</td>
<td>sneak peek at Genealogy Websites issue</td>
<td>hints from Family Tree German Genealogy Guide author James M. Beidler</td>
<td>ideas from Stories for My Grandchild author Susan Adcox</td>
<td>top genealogy research trip destinations</td>
<td>tracing World War I women</td>
<td></td>
</tr>
<tr>
<td><strong>101 Best Web Sites</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>What Was There</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>What’s new at FamilySearch.org</td>
<td>Digital Public Library of America</td>
<td>Library of Congress</td>
<td>Evernote mobile tips</td>
<td>Fold3.com</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Sponsorship Deadline</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Episode Posted</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>July</th>
<th>August</th>
<th>September</th>
<th>October</th>
<th>November</th>
<th>December</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Episode Theme</strong></td>
<td>Ancestry.com Tips and Tricks</td>
<td>101 Best Genealogy Websites of 2014</td>
<td>Your Genealogy Preparedness Plan</td>
<td>Haunting Ancestral Cemeteries</td>
<td></td>
</tr>
<tr>
<td><strong>Top Tips</strong></td>
<td>insider tips from the new Unofficial Guide</td>
<td>15 years of 101 Best Websites</td>
<td>disaster preparation and salvage tips</td>
<td>hints for analyzing tombstones</td>
<td></td>
</tr>
<tr>
<td><strong>101 Best Web Sites</strong></td>
<td></td>
<td>BackupMyTree</td>
<td>American Battle Monuments Commission</td>
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</tbody>
</table>

Editorial subject to change without notice.
2014 WEBINAR TOPICS

<table>
<thead>
<tr>
<th>Month</th>
<th>Topics</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>• 10 Simple Strategies for Using Ancestry.com</td>
</tr>
<tr>
<td></td>
<td>• German Genealogy Crash Course</td>
</tr>
<tr>
<td>February</td>
<td>• Photo Editing and Retouching</td>
</tr>
<tr>
<td></td>
<td>• Genealogy Problem Solving</td>
</tr>
<tr>
<td>March</td>
<td>• Making Evernote Effortless</td>
</tr>
<tr>
<td></td>
<td>• Female Ancestors and the Law</td>
</tr>
<tr>
<td></td>
<td>• Using DNA to Solve Family Mysteries</td>
</tr>
<tr>
<td>April</td>
<td>• 10 Simple Strategies for Using FamilySearch.org</td>
</tr>
<tr>
<td></td>
<td>• Polish Genealogy Crash Course</td>
</tr>
<tr>
<td>May</td>
<td>• Tricks for Reading Old Handwriting</td>
</tr>
<tr>
<td></td>
<td>• Scottish Genealogy Crash Course</td>
</tr>
<tr>
<td></td>
<td>• Making MyHeritage Work for You</td>
</tr>
<tr>
<td>June</td>
<td>• Copyrights and Wrongs</td>
</tr>
<tr>
<td></td>
<td>• Native American Genealogy Crash Course</td>
</tr>
<tr>
<td>July</td>
<td>• Irish Genealogy Crash Course</td>
</tr>
<tr>
<td></td>
<td>• 10 Free Tech Tools You Can’t Live Without</td>
</tr>
<tr>
<td>August</td>
<td>• Cloud Genealogy</td>
</tr>
<tr>
<td></td>
<td>• Norwegian Genealogy Crash Course</td>
</tr>
<tr>
<td>September</td>
<td>• Weekend Genealogy Breakthroughs</td>
</tr>
<tr>
<td>October</td>
<td>• Conquer Court Records</td>
</tr>
<tr>
<td></td>
<td>• Using Online Family Trees</td>
</tr>
<tr>
<td>November</td>
<td>• Get Organized With Research Logs</td>
</tr>
<tr>
<td></td>
<td>• Czech and Slovak Genealogy Crash Course</td>
</tr>
<tr>
<td>December</td>
<td>• Simple Strategies for Googling Your Genealogy</td>
</tr>
<tr>
<td></td>
<td>• Swedish Genealogy Crash Course</td>
</tr>
</tbody>
</table>

STUDENT RAVES

“I have enjoyed your webinars very much. All downloads worked like clockwork.”

“Picked up many new hints to help my genealogy.”

“I liked that you could ask questions and get answered.”

“The presenters were really good. I teach beginning classes all the time and love to see how the information is presented by others. I always learn so much.”

Jill Ruesch
ADVERTISING REPRESENTATIVE
(800) 726-9966, ext. 13223
Jill.Ruesch@fwmedia.com
# Magazine Advertising: rates

## National Display Rates

<table>
<thead>
<tr>
<th></th>
<th>1X</th>
<th>3X</th>
<th>7X</th>
</tr>
</thead>
<tbody>
<tr>
<td>full page</td>
<td>$4,125</td>
<td>$3,836</td>
<td>$3,300</td>
</tr>
<tr>
<td>2/3 page</td>
<td>$3,094</td>
<td>$2,877</td>
<td>$2,475</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$2,475</td>
<td>$2,302</td>
<td>$1,980</td>
</tr>
<tr>
<td>1/3 page</td>
<td>$1,856</td>
<td>$1,726</td>
<td>$1,485</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$1,485</td>
<td>$1,381</td>
<td>$1,188</td>
</tr>
<tr>
<td>1/6 page</td>
<td>$1,114</td>
<td>$1,036</td>
<td>$891</td>
</tr>
<tr>
<td>1/6 back of book</td>
<td>$613</td>
<td>$570</td>
<td>$490</td>
</tr>
<tr>
<td>1/12 page</td>
<td>$368</td>
<td>$342</td>
<td>$250</td>
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</tbody>
</table>

## Covers

<table>
<thead>
<tr>
<th></th>
<th>1X</th>
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<th>7X</th>
</tr>
</thead>
<tbody>
<tr>
<td>cover 2</td>
<td>$4,538</td>
<td>$4,220</td>
<td>$3,630</td>
</tr>
<tr>
<td>cover 3</td>
<td>$4,331</td>
<td>$4,028</td>
<td>$3,465</td>
</tr>
<tr>
<td>cover 4</td>
<td>$4,950</td>
<td>$4,604</td>
<td>$3,960</td>
</tr>
</tbody>
</table>

## Inserts

Reply cards must be accompanied by an adjacent full page ad. Furnished inserts charged at the following rates:

<table>
<thead>
<tr>
<th></th>
<th>1X</th>
<th>3X</th>
<th>7X</th>
</tr>
</thead>
<tbody>
<tr>
<td>reply cards</td>
<td>$3,035</td>
<td>$2,632</td>
<td>$2,140</td>
</tr>
<tr>
<td>2 pages</td>
<td>$9,713</td>
<td>$8,420</td>
<td>$6,847</td>
</tr>
<tr>
<td>4 pages</td>
<td>$16,997</td>
<td>$14,735</td>
<td>$11,984</td>
</tr>
<tr>
<td>8 pages</td>
<td>$33,994</td>
<td>$29,470</td>
<td>$23,967</td>
</tr>
</tbody>
</table>

## Multiple Page Discounts

Available to advertisers who run two or more full pages in the same issue:

<table>
<thead>
<tr>
<th></th>
<th></th>
<th>10%</th>
<th>15%</th>
<th>20%</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-3 pages</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4-5 pages</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>6+ pages</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## Special Positions

Page 1 or opposite TOC +10%

See page 16 for additional discounts.

## Commissions and Terms

- No cash discount.
- Payments must be made within 30 days of invoice date. A 1.5% carrying charge will be added to delinquent accounts. 15% of gross billing allowed on space, color and position to recognized advertising agencies (must have a current listing in the Standard Directory of Advertising Agencies/The Agency Redbook) submitting digital art to Family Tree Magazine’s specification, provided invoice is paid within terms.
- Creative production work is payable and non-commissionable.

All rates include the cost of four-color; no discount for black-and-white.
# Magazine Advertising: Sizes

## AD PAGE DIMENSIONS
Ads of different sizes may be combined to earn frequency discounts, provided the smaller unit is at least half the size of the larger unit.

<table>
<thead>
<tr>
<th>Format</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-page spread (live area)</td>
<td>14.75” x 10”</td>
</tr>
<tr>
<td>with full bleed</td>
<td>15.75” x 11”</td>
</tr>
<tr>
<td>trim</td>
<td>15.5” x 10.75”</td>
</tr>
<tr>
<td>full page (live area)</td>
<td>7” x 10”</td>
</tr>
<tr>
<td>with bleed</td>
<td>8” x 11”</td>
</tr>
<tr>
<td>½ page</td>
<td>4.43” x 9.875”</td>
</tr>
<tr>
<td>½ page island</td>
<td>4.43” x 7.35”</td>
</tr>
<tr>
<td>½ page horizontal</td>
<td>7” x 4.75”</td>
</tr>
<tr>
<td>¼ page vertical</td>
<td>2.0625” x 9.875”</td>
</tr>
<tr>
<td>¼ page square</td>
<td>4.43” x 4.75”</td>
</tr>
<tr>
<td>¼ page</td>
<td>3.25” x 4.75”</td>
</tr>
<tr>
<td>⅙ page vertical</td>
<td>2.0625” x 4.75”</td>
</tr>
<tr>
<td>⅙ page horizontal</td>
<td>4.43” x 2.16”</td>
</tr>
<tr>
<td>⅙ page</td>
<td>2.0625” x 2.25”</td>
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</tbody>
</table>
Magazine Advertising: deadlines and specs

<table>
<thead>
<tr>
<th>Issue</th>
<th>Ad Close</th>
<th>Materials Due</th>
<th>On Sale</th>
</tr>
</thead>
<tbody>
<tr>
<td>May/June 2014</td>
<td>February 26, 2014</td>
<td>March 5, 2014</td>
<td>April 30, 2014</td>
</tr>
<tr>
<td>September 2014</td>
<td>June 18, 2014</td>
<td>June 25, 2014</td>
<td>August 20, 2014</td>
</tr>
<tr>
<td>October/November 2014</td>
<td>August 6, 2014</td>
<td>August 13, 2014</td>
<td>October 8, 2014</td>
</tr>
<tr>
<td>December 2014</td>
<td>September 24, 2014</td>
<td>October 1, 2014</td>
<td>November 26, 2014</td>
</tr>
</tbody>
</table>

Print Production Guidelines
- Printed web offset, four-color process only (cyan, yellow, magenta, black). Additional cost for a fifth color is available upon request. Binding method is saddle-wire.
- All furnished materials should conform to SWOP: Specifications for Web Offset Printing. Ad materials are due by the materials due date and will be kept on hand for 12 months after issue date. Materials that do not conform to stated requirements will incur additional production costs.

Digital Advertising Specifications
- Acceptable software programs: InDesign CS, Photoshop CS, Illustrator CS. All files must be composite page layouts ready for output. You may save your file in PDF format. Be sure to include all fonts and QC steps and reports.
- Proofs: A final 100%-size proof with crop marks must accompany all supplied ad files. Color ads must be submitted with a SWOP-accepted, digital contract proof in CMYK format.
- Artwork: Minimum resolution: 300 dpi photo scans at final size; 1200 dpi line art. File formats: EPS or TIFF.
- Fonts: All fonts must be PostScript compatible. No TrueType fonts may be used. Include screen and printer fonts.
- Discs: DVD, CD-ROM accepted.

Submitting Files: Natives and PDF
- A final PDF and all supporting elements (photos, links, fonts, and any other design elements) must be included. When creating a PDF, use the PDF/X-1a setting or Press Quality option. All PDFs need to be version 1.3. If postscripting the file, use Acrobat Distiller to create the PDF; these PDFs are most compatible with printers.
- Contact mary.lutz@fwmedia.com for instructions to submit materials via FTP or email.

Jill Ruesch
Advertising Representative
(800) 726-9966, ext. 13223
Jill.Ruesch@fwmedia.com

ETHNIC HERITAGE
Family Tree Magazine readers’ ancestral heritage interests
71% English
68% German
63% Irish
44% Scottish
37% Scandinavian
34% Canadian
**EMAIL ADVERTISING: DEDICATED ADVERTISER EMAIL BLASTS**

*Family Tree Magazine* dedicated email blasts are sent directly to 80,000 opt-in subscribers.

**Rates**
$2,260 per broadcast  
targeted interest segment: $50 CPM (10,000 minimum) per broadcast

*See page 16 for additional discounts.*

**Specifications**
- HTML version
- Maximum file size: 50K
- Maximum width: 600 pixels
- Subject: 80 characters maximum, no exclamation points or all caps.
- No Flash, Java, JavaScript, Active X, or automatic downloads.
- Images must be .gif or .jpg.
- All images must be served from the advertiser’s server.
- HTML emails using CSS must have the styles embedded in the HTML. Do not link to an external style sheet.

**Timeline**
- Completed HTML and text files will be delivered to F+W Media no later than one week before the mailing date.

- Advertisers wishing F+W Media to design and create the HTML version need to have all materials to F+W Media no later than two weeks before the mailing date. Materials should include items such as copy, product images and company logo. Once a proof of the design has been sent to the advertiser, a response is needed within 48 hours. The response should indicate either approval of the design or a reasonable list of changes.

- Advertiser will receive a test version of the mailing for final approval. Final approval is needed no later than 24 hours after receiving the test email.

**Tracking**
- If the advertiser does not provide tracking links in the emails, F+W Media will replace the provided links with tracking links. All mailings will have opens tracked and will be tracked up to 30 days.
Email Advertising: Email Newsletter

The Genealogy Insider e-newsletter is sent directly to 60,000 opt-in subscribers every Thursday.

<table>
<thead>
<tr>
<th>Ads</th>
<th>Size</th>
<th>1x</th>
<th>6x</th>
<th>13x</th>
<th>26x</th>
<th>52x</th>
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</thead>
<tbody>
<tr>
<td>banner</td>
<td>468 x 60</td>
<td>$300</td>
<td>$270</td>
<td>$255</td>
<td>$240</td>
<td>$225</td>
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<tr>
<td>scraper</td>
<td>120 x 600</td>
<td>$300</td>
<td>$270</td>
<td>$255</td>
<td>$240</td>
<td>$225</td>
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<tr>
<td>in-text ad</td>
<td>50 words text + logo/image</td>
<td>$250</td>
<td>$225</td>
<td>$212</td>
<td>$200</td>
<td>$187</td>
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<tr>
<td>half-scraper</td>
<td>120 x 240</td>
<td>$250</td>
<td>$225</td>
<td>$212</td>
<td>$200</td>
<td>$187</td>
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<tr>
<td>classifieds</td>
<td>150 characters w/URL</td>
<td>$100</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

See page 16 for additional discounts.

Classifieds appear at the end of the newsletter.

Email Subscribers

Spend an average of $558 annually on genealogy

78% have clicked an advertiser’s link, looked up an advertised product or bought an advertised product as a result of reading the newsletter.

Jill Ruesch
Advertising Representative
(800) 726-9966, ext. 13223
Jill.Ruesch@fwmedia.com

Email Advertising: Email Newsletter

Positions and rates

Classifieds appear at the end of the newsletter.

See page 16 for additional discounts.

Classifieds appear at the end of the newsletter.
Online Advertising

FamilyTreeMagazine.com is an active online community for genealogists, receiving 162,000 page views and 59,000 unique visitors a month. Advertisers receive verified banner statistics on impressions and click-throughs to their websites (traffic measured by Google Analytics and Burst Media).

Rates

Run of site display ads
• $1,500 per month for 100,000 impressions

Website roadblock
• $1,000 per week

Blog Sponsorships

Opportunity to reach a targeted segment of our most highly engaged web visitors.
• Genealogy Insider blog, offering news and tips for family history
• Photo Detective blog, featuring photo-identification advice from expert photo historian Maureen A. Taylor
• 39,000 page views per month
• $750 per month

See page 16 for additional discounts.
The **Family Tree Magazine Podcast** is a free online radio show featuring interviews with *Family Tree Magazine*’s editors and contributors, as well as members of the genealogy industry and community. Sponsorships build excitement about your product or service among a highly engaged segment of the genealogy community.

**Fast Facts**
- New episodes published monthly
- Each episode lasts at least 30 minutes
- Hosted by Lisa Louise Cooke
- 1,200 RSS subscribers
- 6,500 episode downloads a month

**Promotion**
- Available on iTunes and all major RSS readers
- Each new episode featured on
  - *Family Tree Magazine* e-newsletter
  - Genealogy Insider blog
  - Facebook (13,000 followers) and Twitter (15,000 followers)
- Podcast web page in top 10 Google results for “genealogy podcast”
- Highlighted in every *Family Tree Magazine* table of contents and in occasional magazine advertising

**BASIC PACKAGE**
- 30-second intro and closing spots read by podcast host or magazine editor (public-radio style)
- Your message is first and last listeners hear
- Episodes available forever—be discovered by new listeners
- Sponsor logo and link on the episode show notes page
- “Sponsored by” message on FamilyTreeMagazine.com home page

**Rates**
- Single episode: $300
- Six months: $1,600
- Full-year: $2,700

**PREMIUM PACKAGE**
- 30-second intro and closing spots (public-radio style)
- Three-minute advertorial segment within the show: host interviews a sponsor-selected representative about the product
- Sponsor logo and link on podcast landing page
- Sponsor logo and link the episode show notes page
- Segment recap in show notes
- “Sponsored by” message on FamilyTreeMagazine.com home page
- Leaderboard or box ad on podcast landing page with six-month commitment

**Rates**
- Single episode: $500
- Three months: $1,350
- Six months: $2,400
- Full-year: $4,500

See page 16 for additional discounts.
FAMILY TREE UNIVERSITY SPONSORSHIPS

Family Tree University is the fast-growing online education program from Family Tree Magazine. FTU features online courses (ranging from one to eight weeks), live webinars, workshops and virtual conferences that take place entirely online. Students pay up to $200 for FTU programs—allowing sponsors to reach dedicated, high-spending customers.

Fast Facts
• 40+ online courses
• two webinars per month
• two virtual conferences per year
• Expert instructors and presenters include D. Joshua Taylor, Lisa Louise Cooke, Lisa A. Alzo, James M. Beidler, Diana Crisman Smith and many more

Promotion
• Biweekly e-newsletter with 28,000 opt-in subscribers
• Biweekly promotional emails
• All programs featured in the Family Tree Magazine e-newsletter and on the Genealogy Insider blog
• In top 10 Google results for “genealogy classes”
• Advertising in every magazine issue

COURSE SPONSORSHIPS
• sponsor logo and link on course description and registration pages
• logo and link in at least two FTU promotional emails to 70,000
• sponsor recognition, logo and link in FTU editorial newsletters
• sponsor product listed in recommended course supplies

Rates
• one course, one monthly session: $2,000
• one course, six monthly sessions: $1,500 per session
• one course, full year: $1,000 per session

VIRTUAL CONFERENCE SPONSORSHIPS
• branding on conference pages on FamilyTreeUniversity.com and within the conference
• logo and live link in all conference registration email blasts
• sponsor acknowledgment in editorial writeups in email newsletters and on Family Tree Magazine blogs
• co-branding on conference handouts
• exhibitor space and opportunity to host a live chat on topic of sponsor's choosing to engage attendees

Rate
• $3,000
• Booth spaces and sponsored chats available for $200-$500.

Winter Virtual Conference: February 28-March 2, 2014
Fall Virtual Conference: September 19-21, 2014

See page 16 for additional discounts.
WEBINAR SPONSORSHIPS

LIVE WEBINAR
Engage personally with potential customers with a live demonstration or discussion where you direct the content—or reach customers at the right time in their buying cycle with a recorded presentation.

- 60-minute presentation broadcast live or recorded via web and phone conference
- Host shares applications, including slides, video or desktop
- Audience can ask questions, answer polls and receive answers at the host’s discretion
- *Family Tree Magazine* specialist coordinates in-event logistics
- six weeks hosting for on-demand webinars

Marketing and Promotion
- one dedicated e-mail broadcast before the event ($2,260 value)
- editorial promotion in e-newsletter, blogs and website
- one e-mail follow-up to attendees after the event

Rate
$4,000
- add $1,000 to receive a copy of the recording for your own marketing
- option to buy qualified leads for $18 each

BRANDED WEBINAR
Align your brand with a powerful editorial topic and the *Family Tree Magazine* voice by sponsoring a 60-minute Family Tree University editorial webinar.

- Your company billed as the primary sponsor in all marketing and promotion
- Host presents a slide with your logo and message at the beginning and end of the webinar
- live link in PDF of slides sent to attendees after webinar

Marketing and Promotion
- Logo and live link in promotional e-mail broadcasts and website promotions
- Sponsor association on the registration page and in follow-up e-mail to paying registrants
- Opportunity to include special offer for attendees during webinar to encourage direct response

Rate
$2,000

WHAT MAKES FTU WEBINARS UNIQUE?
- participants receive lifetime access in a downloadable format
- downloadable copy of slides provided
- each webinar comes with bonus handouts or ebook from *ShopFamilyTree*
- quality how-to content developed by genealogy experts, vetted by professional editors and presented in an attractive, easy to follow format

See page 16 for additional discounts.

*Jill Ruesch*
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**Frequency and Package Discounts**

Persistent and continued exposure is key to advertising success. Because we value your success, *Family Tree Magazine* offers the best rates when you combine multiple channels with frequency. The more you market to the *Family Tree Magazine* audience, the more discounts you receive—and the more your business will benefit.

Ask Jill Ruesch for details on these additional options for integrated marketing packages:

**Video Sponsorship**
Direct association of editorial video on site with your sponsorship and brand

**Advertorial Video Hosting**
Informative video content provided with client voice, message and content

**Interactive Sweepstakes**
Sponsorship and ownership of a promotional page; consumers must answer questions in response to the promotional message before being entered in the drawing to win the prize offered

**SPECIAL CATEGORY DISCOUNTS**
- nonprofit organizations: 25%
- Association of Professional Genealogists members: 50%
- government tourism bureaus: 25%

**Sponsored Links**
Pervasive and clickable links on all site pages linking to the sponsor’s website

**Sponsored Content**
Content produced by the advertiser and presented through editorial channels

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Jill Ruesch
Advertising Representative
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1. All advertising orders are accepted subject to the terms and provisions of the current rate card. Orders are accepted subject to change in rates upon notice from the publisher. However, contracts may be cancelled at the time the change in rates becomes effective without incurring a short-rate adjustment, provided the contract rate has been earned up to the date of the cancellation.

2. Orders containing incorrect rates will be regarded as clerical errors and insertions will be billed at current rates.

3. The contract year is 12 consecutive months. Contracts must be completed in one year from date of first insertion.

4. Advertisers not on contract will be charged the one-time rate and will be credited for the difference in frequency rates as earned by subsequent insertions. A contract ad may be cancelled by notifying the publisher in writing before the space reservation date, and the short-time rate paid for the ads already run.

5. The publisher reserves the right, without liability, to reject, omit or exclude any advertisement for any reason at any time with or without notice to the advertiser or advertising agency, and whether or not such advertisement was previously acknowledged, accepted or published.

6. The word “advertisement” shall be printed at the top of advertisements that, in the opinion of the publisher, might be confused with editorial pages.

7. Publisher will not be bound by any conditions, printed or otherwise, appearing on contracts, insertion orders or copy instructions when such conditions conflict with the regulations set forth in this rate card. Contracts, insertion orders or copy changes will not be accepted without written confirmation. Insertion orders must specifically state issues and space to be used.

8. Orders for specific positions are accepted as requests. The publisher shall not be bound by such requests and has the right to determine the actual position.

9. Family Tree Magazine is not responsible for errors in key numbers or other typesetting done by the publisher.

10. Advertisers and their agencies are liable for all contents of advertisements printed and are also responsible for any claim arising therefrom against Family Tree Magazine.

11. Publisher reserves the right to hold an advertiser and/or its agency jointly and severally liable for such monies as are due and payable to the publisher.
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Family Tree Magazine is an imprint of F+W Media, a leading special-interest publisher of media—from print to digital to video—for highly passionate enthusiast communities including:
» Adams Media
» Antiques & Collectibles
» Automotive
» Construction/Trade
» Crafts
» Design
» Digital Book World
» Fine Art
» Firearms & Knives
» Horticulture
» Numismatics
» Outdoors
» Sports
» Woodworking
» Writing