

Australian  
**Family Tree**  
*Connections*

*“helps family trees grow all over the world”*

**Media Kit 2017**

## Australian Family Tree Connections

was created in 1993 especially for Australians and New Zealanders who are researching their family history.

Published 11 times a year, Australian Family Tree Connections provides interesting and informative features for its readers.

The magazine's 64 pages are full of valuable hints, helpful articles and expert advice on genealogy, together with a wide variety of stories about Australian and New Zealand pioneers and early settlers.

### Australian Family Tree Connections

- Understands that tracing family history can be expensive and strives to ensure its costs are within the reach of everyone involved in this addictive pursuit
- Aims to put researchers tracing members of the same families in touch with each other
- Acknowledges and supports the invaluable local resource material compiled and recorded by the many dedicated, volunteer members of Family History, Genealogy and Historical organisations
- Aims to ensure its readers are aware of the full range of resource material available to assist them with their research
- Provides a platform for Family History, Genealogy and Historical organisations in Australia and New Zealand to showcase their events and collections, and to make their whereabouts known to an international audience

### Target audience

- the majority are aged 45+
- 60% are women, 40% are men
- actively researching their family history
- predominantly have UK, Irish and European ancestry
- network with other researchers
- regularly use online databases
- belong to Family History, Genealogy and Historical Societies
- plan to travel to an ancestor's country of origin.

### Content

Australian Family Tree Connections features personal stories written by readers tracing their ancestors and offers solutions for resolving research brickwalls plus advice from and articles written by leading genealogists.

Its regular features include details of genealogy and history events being held throughout Australia and New Zealand as well as reviews of the latest books, CDs and DVDs, websites and genealogy software.

### Availability

Australian Family Tree Connections is professionally distributed to newsagents throughout Australia and book stores in New Zealand. It is also available at many Family History, Genealogy and Historical Societies throughout Australia.

Australian Family Tree Connections is also privileged to have many thousands of subscribers comprising individual family historians, Genealogy and Historical Societies and Public Libraries throughout the world.

RRP Australia \$7.95  
RRP New Zealand \$8.95

## Advertising sizes and rates

	Casual	x 3*	x 6*	x 11*
8th Page (87mmW x 53mmD)	\$ 50.00	\$ 47.50	\$ 46.25	\$ 45.00
Qtr Page (87mmW x 118mmD)	\$ 80.00	\$ 76.00	\$ 74.00	\$ 72.00
Half Page horizontal (180mmW x 118mmD)	\$150.00	\$142.50	\$138.75	\$135.00
Half Page vertical (97mmW x 257mmD)	\$150.00	\$142.50	\$138.75	\$135.00
Full Page (180mmW x 245mmD)	\$300.00	\$285.00	\$277.50	\$270.00
Outside back cover (180mmW x 255mmD)	\$450.00	\$427.50	\$416.25	\$405.00

NB Sizes given are image size only – allow extra for trim and bleed

\* Bulk discounts only apply when advertisements are pre-paid in full

All prices quoted are in Australian dollars and do not include GST

## Why our rates are so low

With a combined population of about 27.5 million, the commercial genealogy scene in Australia and New Zealand is very small compared with, say, the UK and USA. The majority of genealogy service providers ‘down under’ are not for profit organisations and individuals. For these reasons our advertising rates are kept low so they are affordable by all, and do not reflect our circulation and readership.

## Issue dates and deadlines

Issue	Deadline*	On sale
Dec2016–Jan2017	1 November 2016	16 December 2016
February 2017	1 January 2017	27 January 2017
March 2017	1 February 2017	24 February 2017
April 2017	1 March 2017	31 March 2017
May 2017	1 April 2017	28 April 2017
June 2017	1 May 2017	26 May 2017
July 2017	1 June 2017	30 June 2017
August 2017	1 July 2017	28 July 2017
September 2017	1 August 2017	25 August 2017
October 2017	1 September 2017	29 September 2017
November 2017	1 October 2017	27 October 2017
Dec2017–Jan2018	1 November 2017	24 November 2017

\* deadline for ad bookings, receipt of artwork and payment

## Cancellation Policy

We regret that we cannot accept cancellations after the deadline for advertisement placement.

## Australian Family Tree Connections

welcomes enquiries about advertising in the magazine and can assist with the design and layout of your advertisement.

To obtain further details, or to place a booking for your advertisement, please contact  
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