

# Ancestor



*Quarterly Journal of The Genealogical Society of Victoria Inc.*

## Media Kit 2019

*The Eastern Market from top of Whittington  
Tavern [Pictures Collection, State Library of  
Victoria, H1560, lithograph by J. B. Philp, 1861]*



*Discover a world of family history*

# *Ancestor* – Quarterly Journal of The Genealogical Society of Victoria Inc.

The journal of the Genealogical Society of Victoria (GSV) brings some 75 plus years of experience in research and education in genealogy. This places *Ancestor* amongst the most credible and successful journals in the growing area of family research in Australia. *Ancestor* is widely used and is a reference point for researchers and enthusiasts. The Genealogical Society of Victoria Inc (GSV) is one of the leading educational associations in its field in Australia with connections across Australia and overseas. Multi award winning *Ancestor* is an important part of this story. Published quarterly, the journal communicates not just to members but to others through many libraries and affiliated member societies. It acts as a reference point

and communication medium for a much wider audience.

All GSV Members have access to a permanent digitised version of *Ancestor* on the GSV website [www.gsv.org.au](http://www.gsv.org.au) as well as the printed version of the magazine mailed out to them. New members can access past copies on the special members page on the web. Non-members have access through a considerable and growing public library distribution. *Ancestor* is a true reference resource and genealogical record.

If you sponsor the GSV or advertise in *Ancestor*, you immediately have access to several thousand people with similar interests and needs.

## Sponsorship of the GSV and *Ancestor*

Some businesses prefer to sponsor an organisation as the optimal way to make their customers and clients aware. The GSV now provides this choice. We are offering three levels of sponsorship - gold, silver and bronze. Sponsorships may be renewed annually. They provide a range of benefits to the sponsor which are described below.

Sponsorships per annum are:

	GOLD	\$10,000
	SILVER	\$5,000
	BRONZE	\$2,000

All prices are inclusive of GST

### **Benefits are**

- Your logo is prominently displayed, clearly stating the level of sponsorship, in each issue of *Ancestor*, on display at functions and meetings, and in a permanent honour board in the GSV premises
- You are provided with free membership including copies of the journal. A gold sponsor is offered 3 memberships, silver 2 memberships, and bronze 1 membership. Sponsors are to nominate representatives as holders of membership (which is non-transferable)
- You will be offered preferred placement of advertisements in the journal (with a 20% sponsor's discount)
- You may prefer sponsorship over advertising with us for its simplicity, and great exposure of your business to our readership and members.

## Target Audience

- The majority are over 50 years old (60% female, 40% male)
- Many have disposable income and are self-funded retirees

They are characterised by being:

- proactive about researching family history
- actively interested in learning about social history and heritage
- often members of other societies and organisations

They have:

- resources and the time to travel in Australia and overseas
- wide interests outside genealogy

## Distribution

- Published quarterly
- Predominately Victorian distribution: 92% in Victoria.
- Distributed 3,000-3,500 copies each quarter world wide
- Readership estimated at greater than 9,500
- Used as reference source ongoing
- Available to members as current and past issues as web based file
- Growing exposure across public libraries
- Copy to 57 member societies mostly located in Victoria (listed in *Ancestor*)
- Strong number of hits and look ups on web site

## Content

- Feature articles of educational and personal interest on family history, from readers and genealogists
- Many 'how-to' articles on techniques of family history research
- News from the Society
- Book reviews
- Research news and services available
- What's on at the GSV - four month planner for courses, classes and meetings
- List of GSV Member Societies and contacts for researchers and members
- News from the special interest groups, Irish, Scottish and International
- Techniques of writing family history
- Additions to the library along with jottings on news and use of the library
- Members surname interests, questions and answers and help wanted
- Web news and web items of interest
- State Library of Victoria
- Public Record Office news
- Royal Historical Society of Victoria news





# Advertising in the *Ancestor*

Issued in March, June, September and December each year, *Ancestor* is distributed to more than 3,000 world-wide with a readership of over 9,500. *Ancestor's* audience profile is made up largely of educated readers, with 90 per cent of our readership in the 50+ age group. In recent times, a large number of public library subscriptions have increased the distribution and readership of *Ancestor*.

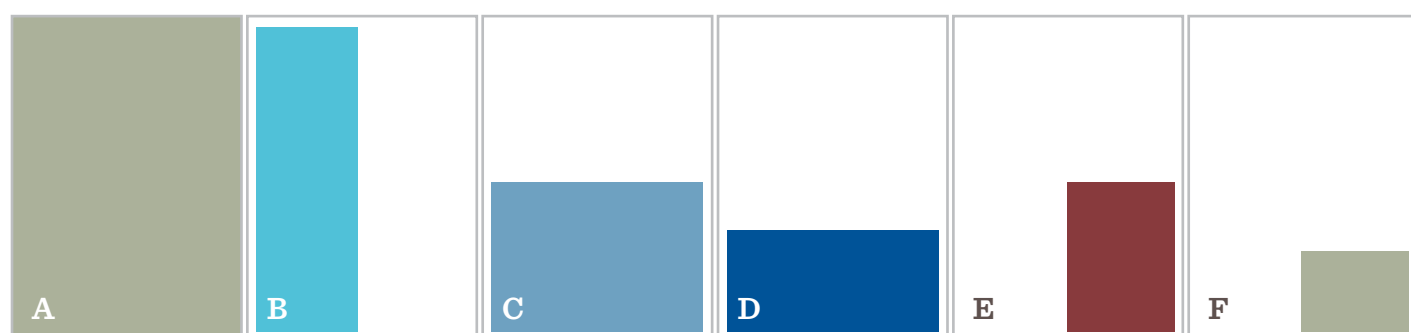
Advertising specific products and services is a great way to reach our audience many of whom avidly read each issue of *Ancestor*.

This year we have available, for paid advertising, three of our outside cover pages of the journal. We have also introduced inserts to be included in our postal distribution.

## Schedule 2019–2020 – Volume 34

Issue	On Sale	Booking deadline	Material deadline
March / April / May	1 March 2019	1 January 2019	14 January 2019
June / July / August	1 June 2019	1 April 2019	14 April 2019
Sept. / Oct. / Nov.	1 September 2019	1 July 2019	14 July 2019
Dec. / Jan. / Feb.	1 December 2019	1 October 2019	14 October 2019

## Specifications



### Full Page

H 297 mm  
W 210 mm

### Half Page Vertical

H 297 mm  
W 90 mm

### Half Page Horizontal

H 135 mm  
W 183 mm

### Third Page Horizontal

H 90 mm  
W 183 mm

### Quarter Page Vertical

H 135 mm  
W 90 mm

### 1/8 Page Horizontal

H 66 mm  
W 90 mm

**Inserts:** Any size sheet up to A4 (297 x 210 mm). Inserts should be printed on 90 to 100 gsm paper to aid automatic insertion into journal.

## Rates all prices inclusive of GST

	Per Issue	4 x Issues
A. Full Page	\$1,350	\$4,600
B. Half Page – vertical	\$675	\$2,300
C. Half Page – horizontal	\$675	\$2,300
D. Third Page – horizontal	\$525	\$1,785
E. Quarter Page – vertical	\$350	\$1,200
F. 1/8 Page – horizontal	\$160	\$510

Full Page	Per Issue	4 x Issues
Inside Front Cover	\$1,450	\$4,800
Inside Back Cover	\$1,400	\$4,700
Outside Back Cover	\$1,550	\$5,000
Inserts <i>All sizes up to A4 max. 5000 copies must be supplied and delivered by the advertiser to the GSV mailing house by the due date</i>	\$800	\$3,000

## Order Details

Required size and location of your advertisement (as given above): \_\_\_\_\_

Number of issues for it to appear:    1    2    3    4    (please circle)

## Your Details

Company name \_\_\_\_\_ ABN \_\_\_\_\_

Address \_\_\_\_\_ Postcode \_\_\_\_\_

Contact person \_\_\_\_\_

Position/title \_\_\_\_\_

Contact email \_\_\_\_\_

Contact telephone number(s) \_\_\_\_\_

Signed \_\_\_\_\_ Date \_\_\_\_\_

Return this completed page to:

The Manager  
Ancestor  
The Genealogical Society of Victoria Inc.  
Level 6, 85 Queen Street  
Melbourne VIC 3000 Australia

Tel: +61 3 9662 4455  
Email: ancestor@gsv.org.au  
Fax: +61 3 9663 0841

## **Art Work / Files**

- Supply material is required at a resolution of 300-600 DPI in JPG, PDF or EPS file format
- CMYK colour space preferred
- Fonts must be embedded in PDF and EPS files, or fonts outlined.
- Full page advertisements to include 5mm bleed

## **Proofs**

You will be forwarded a proof copy for approval. This will confirm receipt of your advertisement and in which issue it will appear. You will receive a copy of the published journal in due course.

## **Payment**

You will be forwarded an invoice once you have made the booking. This invoice is required to be paid prior to Material Deadline. Payment can be made by cheque or direct deposit to:

Genealogical Society of Victoria

Westpac, BSB 033-009, and account number 387919.

Swift code: WPACAU2S

Contact 9662 4455 if any more details required.

## **Cancellation Policy**

We are unable to accept cancellations within four weeks of the on-sale date (see table above). Clients will be charged the full account owing if cancelling at that stage. Cancellations within two weeks of deadline will incur a 50% booking fee.

## **General Disclaimer**

While we take every care to check your advertisement before going to print, *Ancestor* cannot be held responsible for incorrect content or printing errors. The accuracy of content in the advertisement is the responsibility of the client at all times. Any design or editorial changes made by *Ancestor* will be signed off by the client before going to press. We reserve the right not to accept any sponsorship or advertisement.

## **Contact details**

Level 6, 85 Queen Street,

Melbourne VIC 3000

Australia

Telephone: 03 9662 4455

Fax: 03 9663 0841

Email: [ancestor@gsv.org.au](mailto:ancestor@gsv.org.au)

Web: [www.gsv.org.au](http://www.gsv.org.au)

