

# Ancestor



Ancestor  
Wins Elizabeth  
Simpson Award  
from FFHS.org.uk for  
making best contribution  
to family history.

Quarterly journal  
of the Genealogical  
Society of Victoria Inc.

**Media Kit**  
2014



210 lbs.

of Leeson Mrs Denson 12 bats  
Unearthing the Welcome Stranger nugget

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

The journal of the Genealogical Society of Victoria (GSV) brings some 70 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. *Ancestor* has kept abreast of the rapid pace of change and development of digital and web based resources and access to information. Regular features educate

members on new releases, new digitised files and indexes as they become available and, of course, new publications and courses; it also provides answers to individual queries and questions. Also included are feature articles, advance notice of educational courses and training, and additions to the library. The activities of researchers specialising in Irish, International and Scottish family history, along with those of the member societies, are promoted. It is a true reference point for the beginner or the more advanced genealogist plugging gaps in their research. Members have access to a permanent digitised version on the GSV web site [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.

### **Ancestor**

- Educational feature articles
- Promotes genealogical research and knowledge
- News and updates on additions to the GSV library
- New publications and bookshop offers
- Connections to affiliated member societies and groups
- Activities, talks, courses and classes on family history
- Research related issues and topics, surname interests
- Question and answer segment, brick walls section
- Guidance in preparing family history
- News from government agencies, historical societies and the State Library of Victoria
- Web related news



## Target Audience

- The majority 45+
- 60% female, 40% male
- Baby Boomer and older demography
- Disposable income and self funded retirees
- Membership profile with disposable income
- Proactive about researching family history
- Actively interested in learning about social history and heritage
- Active volunteer ethos
- Strong social networks
- Often members of other societies and organisations
- Active using and willing to learn use of online information
- English and Irish ancestry has very strong interest
- Wide spread of interest in various other countries
- Many are retirees with resources and time to travel in Australia and overseas
- Wide interests outside genealogy

## Distribution

- *Ancestor* published quarterly
- *Ancestor* predominately Victorian distribution: 91% in Victoria.
- Distributed 5,000-5,500 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 over 50 member societies (listed in *Ancestor*)
- Strong number of hits and look ups on web site

## Content

- Feature articles of personal interest on family history, from readers and genealogists
- News from the Society and The President of the GSV
- Bookshop services and new publications added to bookshop
- Research news and services available
- What's on at the GSV-four month planner-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
- 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
- News from Births, Deaths and Marriages Registry in Victoria
- State Library of Victoria and Public Record Office news
- Royal Historical Society of Victoria news



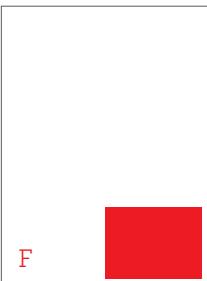
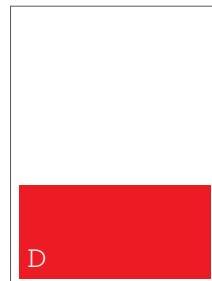
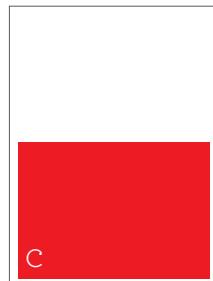
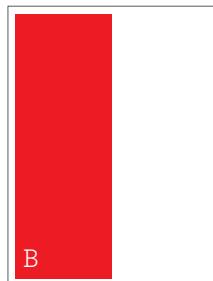
## Advertising in Ancestor

Issued in March, June, September and December each year, *Ancestor* is distributed to more than 5,000 world-wide with a readership of over 9,500. *Ancestor*'s audience profile is made up of largely affluent and educated readers of the AB demographic, with 90% 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*.

### Schedule 2014 - Volume 32

Issue	On Sale	Booking Deadline	Material Deadline
<sup>1</sup> March / April / May	28/02/14	30/12/13	13/01/14
<sup>2</sup> June / July / August	30/05/14	30/03/14	06/04/14
<sup>3</sup> September / October / November	29/08/14	29/06/14	06/07/14
<sup>4</sup> December / January / February	28/11/14	28/09/14	05/10/14

### Specifications



Full page	Half Page {Vertical}	Half Page {Horizontal}	Third Page {Horizontal}	Quarter Page	1/8 Page {Horizontal}
H 297mm W 210mm	H 273 mm W90 mm	H 135 mm W183 mm	H 90 mm W183 mm	H 135 mm W90 mm	H 66 mm W90 mm

## Rates

	Per Issue	4x Issues
A} Full Page	\$1,350	\$4,600
B} Half Page {Vertical}	\$675	\$2,295
C} Half Page {Horizontal}	\$675	\$2,295
D} Third Page {Horizontal}	\$525	\$1,785
E} Quarter Page	\$375	\$1,275
F} 1/8 Page {Horizontal}	\$150	\$510

	Per Issue	4x Issues
Inside Front Cover	POA	POA
Outside Back Cover	POA	POA
Inside Back Cover	POA	POA

*Prices are in Australian dollars. Rates include GST.*

**Your details** .....

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## **Return this completed page to:**

**Marketing Manager** The Genealogical Society of Victoria Inc  
Ancestor Level B1, 257 Collins Street,  
Melbourne VIC 3000 Australia

**E** [ancestor@gsv.org.au](mailto:ancestor@gsv.org.au)  
**F** +61 3 9663 0841

## **Files**

- Supply material is required at a resolution of 300-600 DPI in JPG, PDF or EPS file format
- Fonts must be embedded into the PDF file
- 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 which issue it will appear. You will receive a copy of the published 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. 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 advert before going to print, *Ancestor* cannot be held responsible for incorrect content or printing errors. The accuracy of content in the advert 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.

## **Contact details**

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