

Ancestor



Quarterly Journal of The Genealogical Society of Victoria Inc.

Media Kit 2020

*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 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 and the eight Discussion Circles
- 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
- 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*.

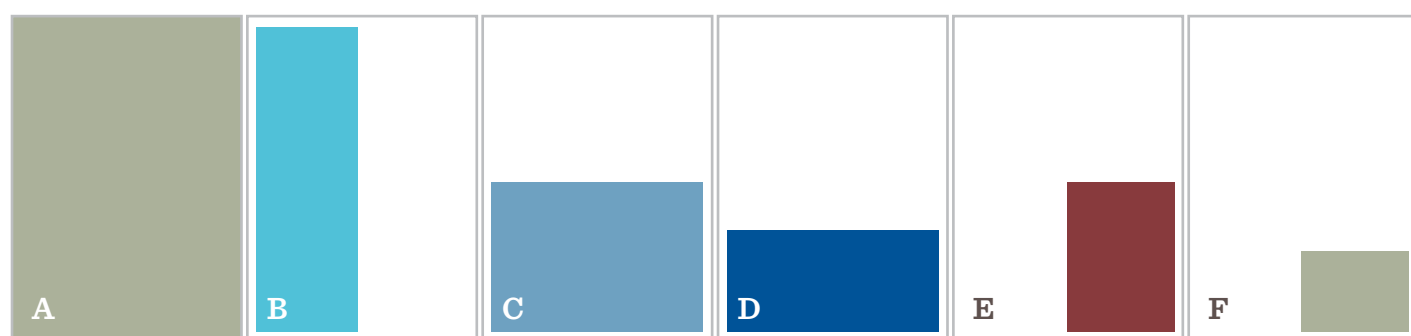
Advertising specific products and services is a great way to reach our audience many of whom avidly read each issue of *Ancestor*.

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 2020–2021 – Volume 35

Issue	On Sale	Booking deadline	Material deadline
March / April / May	1 March 2020	1 January 2020	14 January 2020
June / July / August	1 June 2020	1 April 2020	14 April 2020
Sept. / Oct. / Nov.	1 September 2020	1 July 2020	14 July 2020
Dec. / Jan. / Feb.	1 December 2020	1 October 2020	14 October 2020

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. 3400 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

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

Email: ancestor@gsv.org.au

Web: www.gsv.org.au

