

Australian Family Tree Connections
the independent monthly magazine for Australian and New Zealand family historians

Media Kit 2011

Australian Family Tree Connections

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

Published monthly, 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. It is also available at many Family History, Genealogy and Historical Societies throughout Australia.

Australian Family Tree Connections is also subscribed to by many thousands of national and international subscribers comprising individual family historians, genealogy and historical societies and public libraries throughout the world.

For a list of stockists, please see www.aftc.com.au/stockists

RRP Australia \$6.95

* Soon to also be available throughout New Zealand

Advertising sizes and rates

	Casual	x 3*	x 6*	x 12*
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

* Bulk discounts only apply when advertisements are pre-paid in full
All prices quoted are in Australian dollars and do not include GST

Issue dates and deadlines

Issue	Deadline*	On sale
December 2011	1 November 2011	25 November 2011
January 2012	1 December 2011	29 December 2011
February 2012	1 January 2012	30 January 2012
March 2012	1 February 2012	27 February 2012
April 2012	1 March 2012	26 March 2012
May 2012	1 April 2012	30 April 2012
June 2012	1 May 2012	28 May 2012
July 2012	1 June 2012	25 June 2012
August 2012	1 July 2012	30 July 2012
September 2012	1 August 2012	27 August 2012
October 2012	1 September 2012	24 September 2012
November 2012	1 October 2012	29 October 2012
December 2012	1 November 2012	26 November 2012

* deadline for ad bookings, receipt of artwork and payment

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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