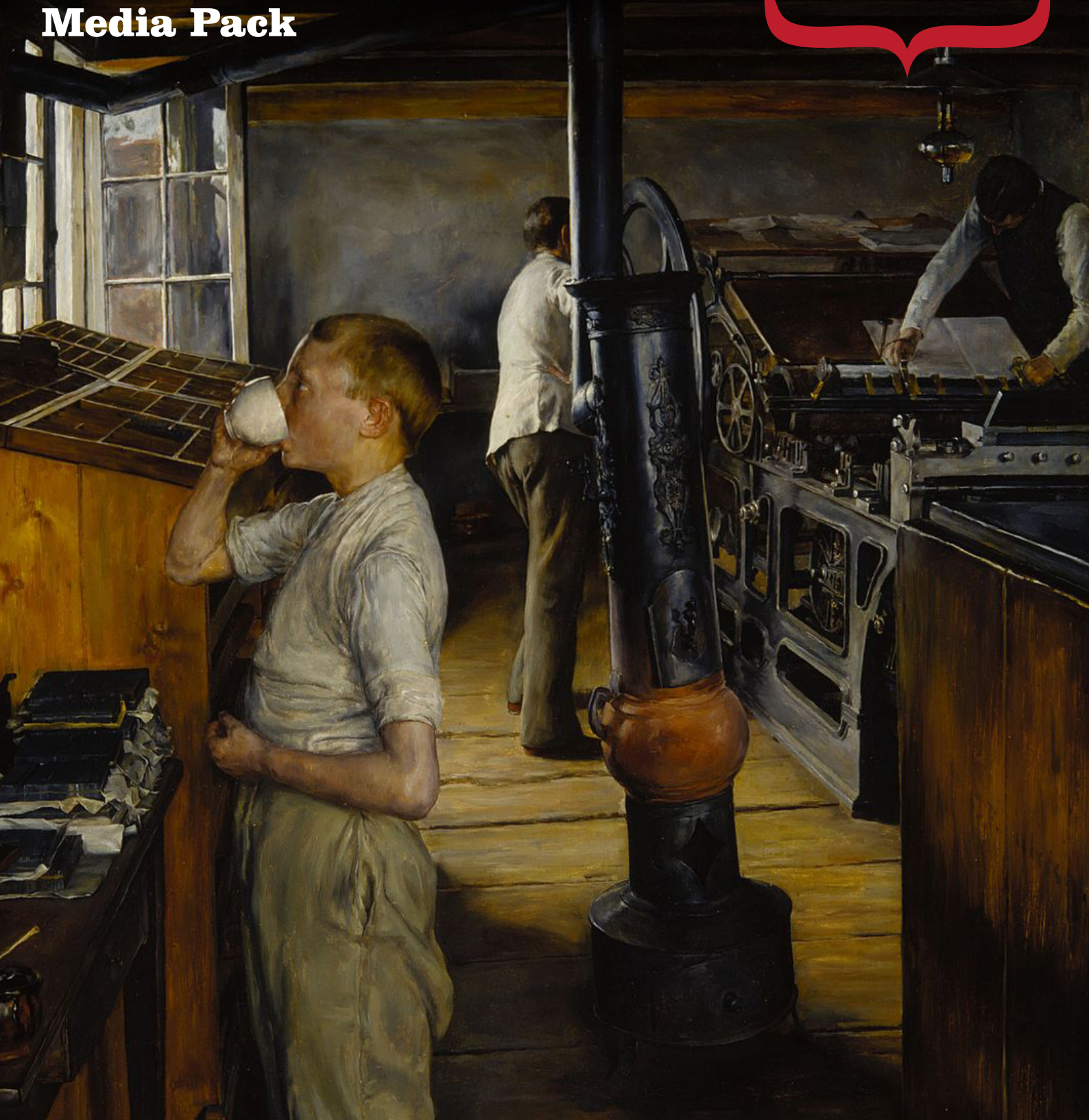


*"Refreshingly different to anything
I have seen before or since"*

DiscoverYourAncestors.co.uk

Discover your
Ancestors

Media Pack



Ads@DiscoverYourAncestors.co.uk

Information



Why Advertise?

Reach your target market with Discover Your Ancestors. Our readers spend a large percentage of their income on family history research and related products.

- 96.1% of our readers spend £50 or more a year on Family History products
- 12.2% of our readers spend over £500 a year on Family History products

- Over 88% of our readers buy books on family history
- Over 78% of our readers have been or are considering family history courses
- 45.1% of our readers are considering going on a family history tour or cruise
- Reach out to those who are just starting their family history research
- Over 64% of our readers attend family history events

- Engage positively with readers who have or are about to have an active interest in social history, especially their own family history

- Generate awareness for your brand – both broad and deep – in print and online

- Online issue allows you to have direct links to your website directly from the monthly issues

Distribution

40,000 copies of issue 6 were distributed:

- UK Newsstand 12,000 copies (WHSmith, Martin McColl, leading independents)
- 10,000 UK Supermarkets Waitrose, Sainsburys, etc
- Overseas Newsstand

(Canada, USA, Australia, New Zealand) 8,000 copies

- Genealogy and family history events and direct from the publisher or partners 10,000 copies.

- The print edition is also

made available on leading global digital platforms for purchase

Our Readers

From a survey of our subscribers:

- 75.4% of our readers are over 60
- 49.3% of our readers have considered DNA testing
- 52.8% of our readers are Female

- 12.2% of our readers spend over £500 a year on Family History products
- A quarter of our readers are new to family history
- A third of our readers have been researching for more than 20 years

The Areas our Readers are interested in researching:

- 98% England
- 40% Wales
- 43% Ireland
- 30% Scotland
- 30% Australia
- 27% USA
- 23% Canada



Email: Ads@DiscoverYourAncestors.co.uk

Information



What Our Readers Say

"The variety of in-depth articles and the superb illustrations/ photographs. The presentation is clear and the 'chunkiness' of an annual magazine gives me a lot to read and digest over a period of time before the next issue is available"

"It often provides the where to go answers in many of its articles"

"The emphasis on social and local history and articles on lesser used sources. Each issue covers an interesting range of subjects"

"Love the ads and information and research help"

"Its informative, attractive and appeals to my way of research as I love books"

"Very accessible, well written with interesting articles and useful downloads"

"Tips, success stories, new sources or better use of sources"

"Refreshingly different to anything I have seen before or since"

About Us

Discover Your Ancestors is a print and digital magazine for family historians - with a difference!

Its high production values and carefully researched editorial combine to produce a celebration of social and family history.

With in-depth articles revealing how to break down those stubborn brick

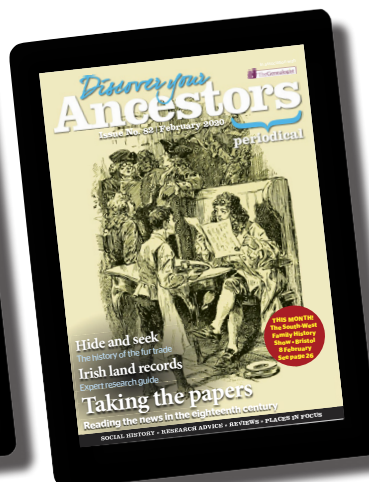
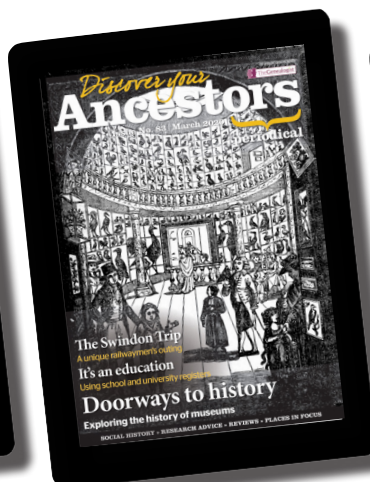
wall its no wonder why its proving a best seller.

Our editorial team delves into the lives and livelihoods of our forebears. This allows our readers to better understand the world that they lived in.

Discover Your Ancestors has proved such a success not only in the UK but also worldwide, that our print

readers soon requested a more frequent digest of this premium content. In 2013 we launched Discover your Ancestors Periodical, a monthly digital magazine 'members only' service.

At just £2.49 per month, subscriptions have grown at a steady rate with over 14,000 readers making it the most successful online genealogy magazine.

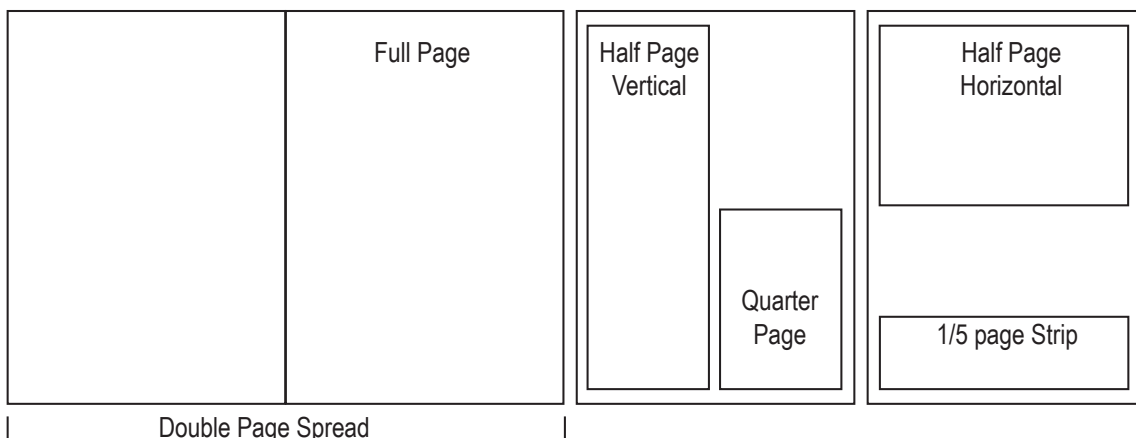


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Advertising Rates

Discover Your Ancestors Volume 10

Ad size	Price per insertion	Type area	Trim size	Bleed size
Double Page Spread	£1,500	400 x 274.8	420 x 297	426 x 303
Inside Front Cover	£1,000	188 x 274.8	210 x 297	216 x 303
Inside Back Cover	£900	188 x 274.8	210 x 297	216 x 303
Full Page	£750	188 x 274.8	210 x 297	216 x 303
Half Page	£350	92 x 274.8 vertical	188 x 136 horizontal	
Quarter Page	£250	92 x 136		
1/5 page Strip	£200	188 x 55		
Classified – Services Directory	£80 (up to 60 words text only)			
	£100 (up to 60 words plus up to two logos)			
Classified – Family History Societies	£45 (up to 60 words text only)			
	£55 (up to 60 words plus up to two logos)			



Discover Your Ancestors Periodical

Link to the url of your choice included

Ad size	Price per insertion	Type area	Trim size
Double Page Spread	£350	400 x 274.8	420 x 297
Inside Front Cover	£250	188 x 274.8	210 x 297
Inside Back Cover	£225	188 x 274.8	210 x 297
Full Page	£200	188 x 274.8	210 x 297
Half Page	£80	92 x 274.8 vertical	188 x 136 horizontal
Quarter Page	£45	92 x 274.8	
1/5 page Strip	£40	188 x 55	
Classified – Services Directory	£12 (up to 60 words text only)		
	£15 (up to 60 words plus up to two logos)		
Classified – Family History Societies	£10 (up to 60 words text only)		
	£12 (up to 60 words plus up to two logos)		

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Animated Gifs and jpegs accepted

Ad size	Price per month	Type area
Leaderboard	£100	90 x 728
MPU	£75	188 x 274.8
Classified – Services Directory	£12 (up to 60 words text only)	
	£15 (up to 60 words plus up to two logos)	
Classified – Family History Societies	£10 (up to 60 words text only)	
	£12 (up to 60 words plus up to two logos)	

PDF preparation and delivery:

Check your ad size is correct • Check all colours are CMYK - no Pantone / RGB • Check all imported images / logos are CMYK – and are at 300dpi at 100% of print size • Files must be supplied as Acrobat 4 (PDF 1.3) • PDFs must be supplied as Single Page Composite CMYK files • Registration marks must be present on all lines centred and offset by 2mm or 6pt • Bleed should be added on all edges of at least 3mm • Fonts must be embedded • PDFs should not be supplied that contain Multiple Master fonts or TrueType fonts – this is because the results from these fonts can be unpredictable • All PDFs should be created without ICC profiles and custom colour profiles. Do not embed any profiles • There must not be any non-flattened transparent elements within pages, as they will not produce correctly • Discover Your Ancestors reserves the right to refuse to publish an advertisement with no obligation to give a reason

Contact us to discuss advertising opportunities

Email: ads@discoveryourancestors.co.uk Phone: 01722 717001