

# Ancestor



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

## Media Kit 2023/24

A Chinese garden in Victoria, original image created c1840, this print is taken from: *Australia*, Edwin Carton Booth, Virtue & Co. Ltd., London (1874-1876). [State Library of Victoria, Image Collection Accession no: H3586]



*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 two digitised versions, both as a pdf and ‘flipbook’ 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 advertise in *Ancestor*, you immediately have access to several thousand people with similar interests and needs.

## Advertising in the *Ancestor*

Issued in March, June, September and December each year, *Ancestor* is distributed to more than 2,500 world-wide with a readership of over 7,500. *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.

Please contact us you wish to view a copy of the *Ancestor* before committing to advertising with us.

## 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 2,500 copies each quarter world wide
- Readership estimated at greater than 7,500
- Used as reference source ongoing
- Available to members as current and past issues as web based file
- Growing exposure across public libraries
- Copy to 51 member societies mostly located in Victoria (listed in *Ancestor* annually)
- 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
- Listings of coming events, courses, classes and meetings
- Highlighting the activities and facilities of GSV Member Societies
- News from the eleven special interest groups and discussion circles
- Techniques of writing family history
- Additions to the library along with jottings on news and use of the library
- Web news and web items of interest
- Public Record Office news
- Royal Historical Society of Victoria news



## Schedule 2023-24 – Volumes 36-37

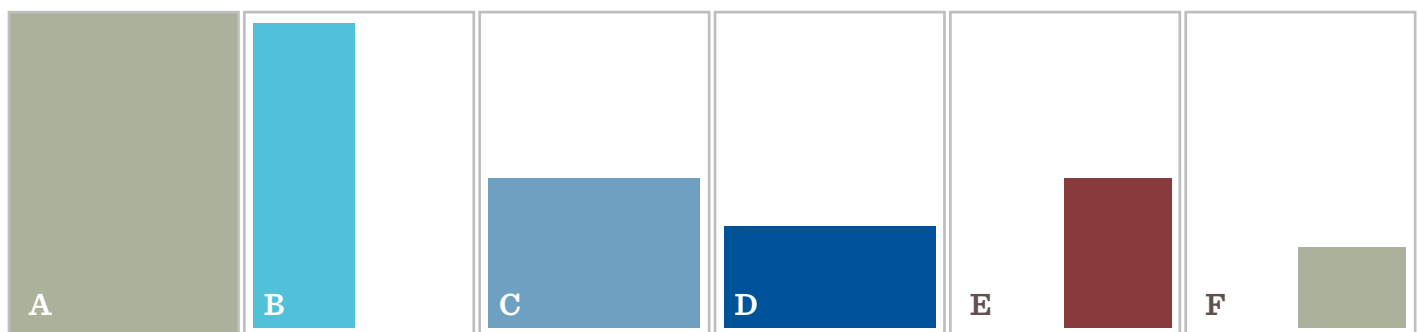
Issue	On Sale	Booking deadline	Material deadline
March / April / May	1 March	1 January	14 January
June / July / August	1 June	1 April	14 April
Sept. / Oct. / Nov.	1 September	1 July	14 July
Dec. / Jan. / Feb.	1 December	1 October	14 October

### Rates all prices inclusive of GST

	Per Issue	4 x Issues
A. Full Page	\$1,490	\$5,070
B. Half Page – vertical	\$745	\$2,575
C. Half Page – horizontal	\$745	\$2,575
D. Third Page – horizontal	\$578	\$1,964
E. Quarter Page – vertical	\$388	\$1,323
F. 1/8 Page – horizontal	\$178	\$556

Full Page	Per Issue	4 x Issues
Inside Front Cover	\$1,596	\$5,292
Inside Back Cover	\$1,543	\$5,161
Outside Back Cover	\$1,712	\$5,313
Inserts <i>All sizes up to A4 max. 2500 copies must be supplied and delivered by the advertiser to the GSV mailing house by the due date</i>	\$882	\$3,307

### 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.

## 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 1, 10 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 1, 10 Queen Street,  
Melbourne VIC 3000  
Australia

Telephone: 03 9662 4455

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

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

