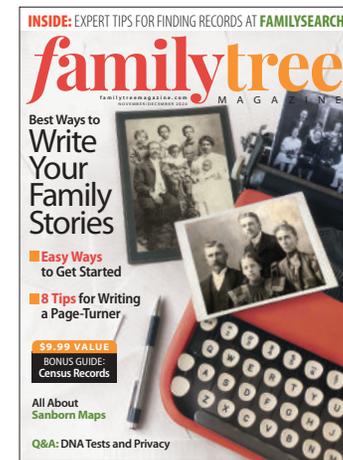
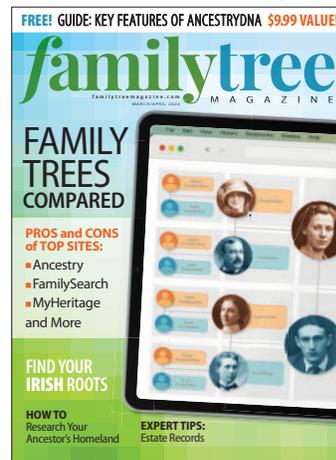
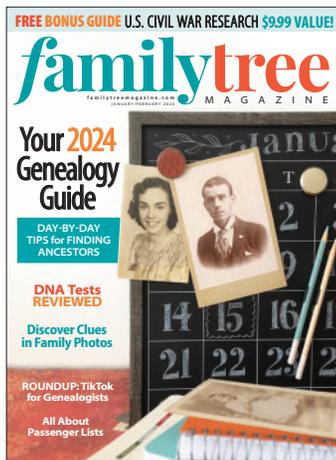


# familytree MAGAZINE



## 2025 MEDIA KIT

[familytreemagazine.com](http://familytreemagazine.com)

A division of Yankee Publishing, Inc.

# targeting family history hobbyists

Family Tree serves a highly targeted segment of the genealogy community—active, passionate family history hobbyists—by providing them with how-to and inspirational content that empowers them to discover their roots.

## Editorial Mission

*Family Tree Magazine* provides information, inspiration and community for those who want to discover, preserve and celebrate their roots. It covers all areas of potential interest to family history enthusiasts, reaching beyond strict genealogy research to include ethnic heritage, DNA testing, family reunions, memoirs, oral history, archival preservation, historical travel and other ways that families connect with their pasts. *Family Tree Magazine* provides engaging, easy-to-understand instruction to help readers research their pasts—with a beginner-friendly approach that makes genealogy a hobby anyone can do.



## The Family Portfolio

- *Family Tree Magazine* (print and digital)
- daily email newsletter
- dedicated email blast
- online subscription services that offer access to exclusive articles, downloads
- podcast
- Family Tree University online courses and webinars
- downloads of forms, quick-reference guides, and ebooks
- Family Tree Shop online store
- Social: Facebook, Pinterest, YouTube, Instagram

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# audience profile

## **Family Tree Magazine reaches the widest audience of family history enthusiasts of any publication.**

### MAGAZINE

- **48,075** print subscribers
- **2,521** newsstand buyers
- **50,596** Total paid print circulation
- **4,619** digital subscribers
- **55,215** total paid print + digital magazine circulation

### ONLINE

- **100,000** engaged email subscribers
- **190,000** unique monthly web visitors (12 mo. avg.)
- **540,000** monthly page views (12 mo. avg.)

### SOCIAL MEDIA

- **117,000** Facebook followers
- **30,000** Pinterest followers
- **5,750** YouTube subscribers
- **4,750** Instagram followers

### PODCAST

- **5,000** average downloads/episode

### **Audience Demographics**

- **73%** female / **27%** male
- **Average age** is 68
- **91%** have completed education beyond high school
- **Average Annual Income** \$75,844
- **42%** consider themselves beginners
- **32%** think of themselves as intermediate genealogists
- **16%** are interested in becoming a professional genealogist

The *Family Tree* audience spends more than **8 hours per week**, on average, pursuing family history

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# audience activities

## **The *Family Tree Magazine* audience is passionate about genealogy!**

- **77%** paid for a subscription to a genealogy-related website
- **77%** compiled a family tree using a computer
- **56%** researched genealogy at a library or other archive
- **54%** paid for a DNA test
- **51%** purchased a book about genealogy
- **37%** preserved or restored old photos and/or heirlooms
- **34%** purchased genealogy software
- **33%** participated in a genealogical society
- **32%** traveled outside their state to research genealogy
- **32%** took a genealogy course or webinar online
- **27%** attended a genealogy conference
- **15%** purchased a data backup system on the cloud
- **5%** hired a professional genealogist

## **The *Family Tree Magazine* audience is interested in the following projects...**

- **78%** Organizing files and research
  - **46%** Publishing a family history book
  - **38%** Travel/research trips
  - **18%** Genealogy crafts and/or gifts
- ... and these tools are important to them.**
- **89%** Genealogy websites
  - **63%** Scanners for photos and documents
  - **55%** Apps/software for family history
  - **55%** DNA testing
  - **50%** Tools to preserve and retouch photos
  - **39%** Digital archiving/cloud backup



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# magazine advertising rates

## National display rates

	1X	3X	6X
full page	\$4,400	\$4,000	\$3,300
2/3 page	\$3,300	\$3,000	\$2,500
1/2 page	\$2,650	\$2,350	\$2,000
1/3 page	\$2,000	\$1,800	\$1,500
1/4 page	\$1,600	\$1,400	\$1,200
1/6 page	\$1,200	\$1,100	\$950

## Covers

	1X	3X	6X
cover 2	\$5,000	\$4,500	\$4,000
cover 3	\$4,500	\$4,000	\$3,500
cover 4	\$5,500	\$5,000	\$4,500

All rates include the cost of four-color; no discount for black-and-white.

## READER RAVES

"Thank you for a quality product and a staff who want to help genealogists at whatever level they may be. There is something for everyone in each issue."

"I love this magazine and read it slowly to make it last as long as possible. I have all the issues from the beginning except for one I let someone borrow. Haven't made that mistake again!"

## Terms

- 2% cash/prepaid discount.
- Standard terms are 2% 10 days, new 30 days.

In the past five years, the paid circulation of *Family Tree* magazine has grown by 37%.

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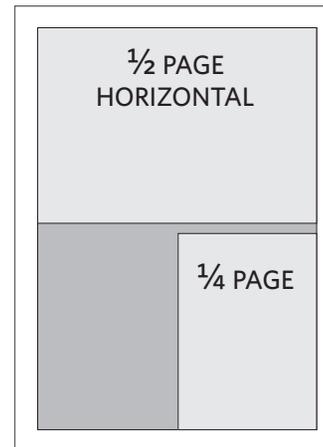
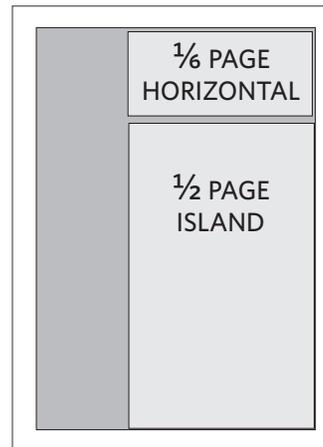
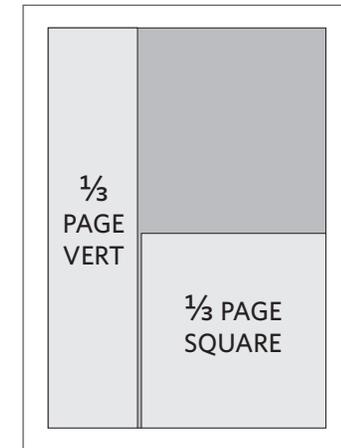
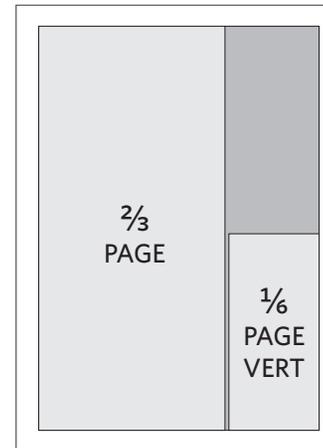
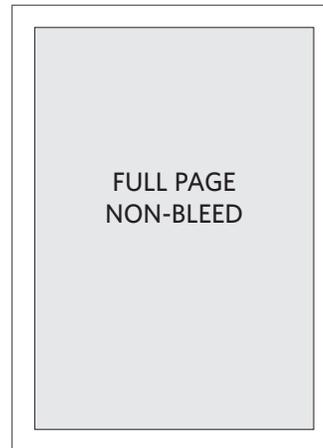
timbaldwinmedia.com

# magazine advertising sizes

## Ad Page Dimensions

Ads of different sizes may be combined to earn frequency discounts, provided the smaller unit is at least half the size of the larger unit.

UNIT	SIZE (W" X H")
Magazine trim	7.75" x 10.5"
Bleed	1/8" outside trim (.125")
Live area	1/4" inside trim (.25")
<b>Full-page NON-bleed</b>	<b>6.75" x 9.5"</b>
•• Full-page BLEED ad	8" x 10.75"
•• Live area BLEED ad	7" x 10"
<b>2-page spread NON-bleed</b>	<b>14.5" x 9.5"</b>
•• 2-page spread BLEED ad	15.75" x 10.75"
•• live area spread BLEED ad	15" x 10"
<b>2/3 page</b>	<b>4.625" x 9.5"</b>
<b>1/2 page island</b>	<b>4.625" x 7"</b>
<b>1/2 page horizontal</b>	<b>6.75" x 4.625"</b>
<b>1/3 page vertical</b>	<b>2.25" x 9.5"</b>
<b>1/3 page square</b>	<b>4.625" x 4.625"</b>
<b>1/4 page</b>	<b>3.25" x 4.625"</b>
<b>1/6 page vertical</b>	<b>2.25" x 4.625"</b>
<b>1/6 page horizontal</b>	<b>4.625" x 2.25"</b>



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# magazine deadlines and specs

## Print Production Guidelines

- Printed web offset, four-color process only (cyan, yellow, magenta, black). Additional cost for a fifth color is available upon request. Binding method is saddle-wire.
- All furnished materials should conform to SWOP: Specifications for Web Offset Printing. Ad materials are due by the materials due date and will be kept on hand for 12 months after issue date. Materials that do not conform to stated requirements will incur additional production costs.

## Advertising Specifications

- Acceptable software programs: InDesign CC, Photoshop CC, Illustrator CC. All files must be composite page layouts ready for output. Be sure to include all fonts and QC steps and reports. You may save your file in a print-quality PDF format.
- Proofs: A final 100%-size proof with crop marks must accompany all supplied ad files. Color ads must be submitted with a SWOP-accepted, digital contract proof in CMYK format.
- Artwork: Minimum resolution: 300 dpi photo scans at final size; 1200 dpi line art. File formats: EPS or TIFF.

## DEADLINES

ISSUE	AD CLOSE	MATERIALS DUE	ON SALE
January/February 2025	November 5, 2024	November 15, 2024	December 31, 2024
March/April 2025	January 2, 2025	January 10, 2025	February 25, 2025
May/June 2025	March 7, 2025	March 13, 2025	April 29, 2025
July/August 2025	May 2, 2025	May 8, 2024	June 24, 2025
September/October 2025	July 4, 2025	July 10, 2025	August 26, 2025
November/December 2025	September 9, 2025	September 17, 2025	October 28, 2025

- Fonts: All fonts must be PostScript compatible. No TrueType fonts may be used. Include screen and printer fonts.

## Submitting Files: Natives and PDF

- A final PDF and all supporting elements (photos, links, fonts, and any other design elements) must be included. When creating a PDF, use the PDF/X-1a setting or Press Quality option. All PDFs need to be version 1.3. If postscripting the file, use Acrobat Distiller to create the PDF; these PDFs are most compatible with printers.
- FTP or electronic transfer preferred; DVD, CD-ROM accepted.

## FTP Instructions

- All information must be entered in lowercase.
- From the Web, sign on to:**  
<http://mx01.yankeeup.com>
- User name:** advertising
- Password:** yankee04
- Upload ad** via the "Upload" button
- When complete,** click "Logout" button
- Email Janet Selle** when ad has been uploaded:  
[janets@yankeeup.com](mailto:janets@yankeeup.com)

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# dedicated email blasts and email newsletter advertising

## Family Tree Magazine **Dedicated Email**

**Blasts** are dedicated to your advertising message and typically achieve open rates of 50%.

### RATES

\$4,500 per broadcast to the whole list (100,000)

### Advertising Specifications

- One of two formats:  
600px wide square/72 dpi image/200k (jpg, png, or gif) with link
- Pre-designed HTML code formatted to 600px wide with css styles, images, and links must be embedded (No Flash, Java, JavaScript, Active X, or automatic downloads)
- Subject line must accompany creative, maximum 80 characters.
- Optional: Pre-header maximum 80 characters Tracking codes may be included, however, some tracking codes are not compatible with our email system. In those cases click data will not be available.

The **Family Tree e-newsletter** deploys every weekday to over 100,000 subscribers.

Email newsletter advertising is a great way to reach a captive audience of family historians seeking information about helpful genealogy resources.

### POSITIONS AND RATES

POSITION	AD SPECS	RATE
Native Ad with Image	<ul style="list-style-type: none"> <li>• Headline</li> <li>• Text approx. 40 words</li> <li>• Static Image 72 dpi (720 px W x 720 px H)</li> <li>• Linking URL</li> </ul>	\$700
Native Ad with Image <b>AND</b> Newsletter Sponsorship	<ul style="list-style-type: none"> <li>• Native ad with Image, <b>top position.</b></li> <li>• Headline, Text, Image, Link (see specs above)</li> <li><b>AND</b></li> <li>• Display ad with offer 300x250 or 580x160</li> </ul>	\$1,000
Newsletter Sponsorship	<ul style="list-style-type: none"> <li>• Display ad <b>only</b> 300x250 or 580x160</li> </ul>	\$600

### EMAIL NEWSLETTER POSITIONS AND SIZES



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# website advertising and digital advertising production specs

**FamilyTreeMagazine.com** is an active online community for genealogists, receiving approximately 190,000 unique visitors a month, producing over 540,000 page views on average.

## Display Ads

### RATES

- Run-of-site display ads: \$15 cpm

## Submission Deadlines

### WEBSITE AND E-NEWSLETTER ADS

- Creative must be received by Family Tree at least 5 business days prior to the scheduled deployment date.

### DEDICATED EMAIL BROADCASTS

- HTML creative must be received by Family Tree at least 10 business days prior to the scheduled deployment date. If design is required, creative must be to Family Tree at least 15 business days prior.

### SPONSORED CONTENT AND SOCIAL POSTS

- Creative must be received at least 5 business days prior to scheduled deployment.

## Specs by Ad Type

POSITION	CREATIVE SIZE (width x height in pixels)	MAXIMUM FILE SIZE	FILE TYPE	MAXIMUM LOOPS
<b>Website Ads</b>				
	300 x 250, 728 x 90 <b>or</b> 970 x 90 300 x 600 320 x 50	150 KB	gif, jpg, Flash, tags	3 loops or 0:15 sec
<b>E-newsletter Ads</b>				
Box	300 x 250	50 KB	gif or jpg	3 loops or 0:15 sec
<b>Dedicated Email Blasts</b>				
Email Blast	600 pixels wide	40 KB	html	

## Rich Media Guidelines

KIND	VERSIONS ACCEPTED	MAX INITIAL LOAD FILE SIZE	ADDITIONAL FILE WEIGHT (polite download)	FLASH SPECS	MAX ANIMATION LENGTH
HTML	5	150K	60K	24fps	15 sec
Video	9, 10	40K	1.2M	24fps	15 sec

- Video control must be initiated with a Close X, Play, Pause, Rewind, Volume. Font 16
- Any audio ads require user interaction to play audio — audio must not launch automatically.

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### Janet Selle

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# sponsored article

## The Content

Our content sponsorship program is a powerful way for new and existing clients to align their brand with the *Family Tree* brand and its content.

- *Family Tree* will work closely with you to select one existing online article to sponsor (an article that complements your brand/product).
- Alternately, *Family Tree* can assign a new article on a topic of your choice. Editorial staff will edit content to accurately align with audience expectations.
- The article page will be roadblocked with your ads 728x90 or 970x90; 300x600 and 300x250

## The Promotion

We then provide you a robust promotional campaign with assets that drive audience members to the article (roadblocked with your ads) and to your site directly.

## EMAIL MARKETING

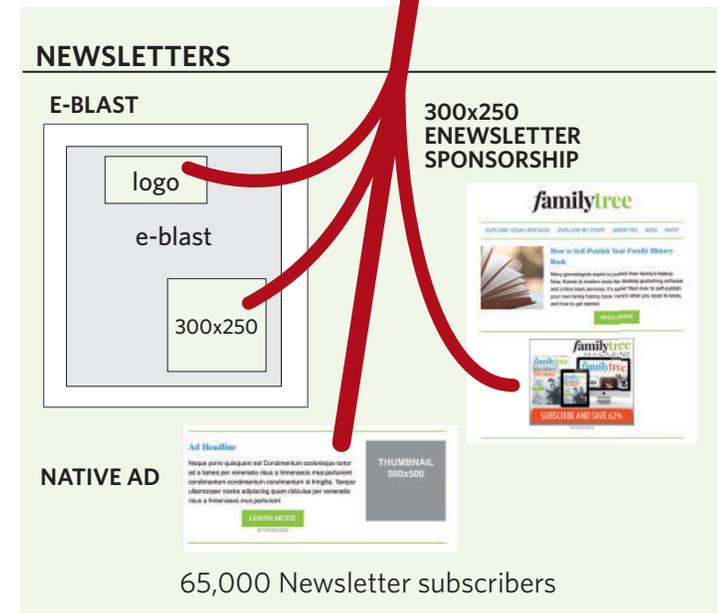
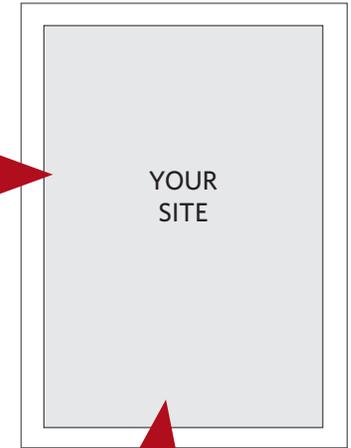
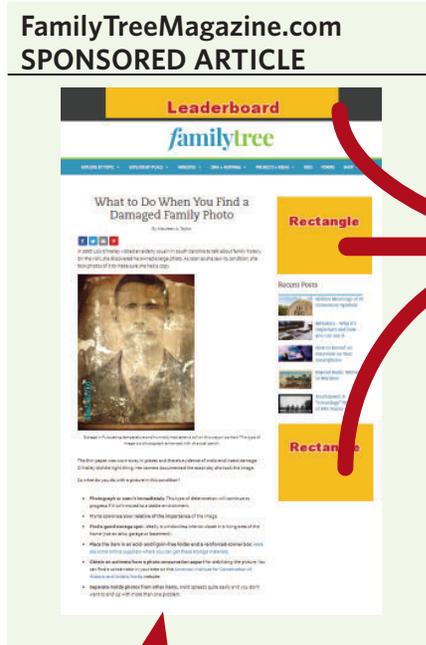
- 1 Dedicated e-Mail Blast promoting the sponsored article. Includes your logo, and 300x250 ad.
- Family Tree e-Newsletters
  - 2 native ads & link (links to your site)
  - 1 native ad & link (links to sponsored article)
  - 1 display client brand ad (300x250)

## SOCIAL MEDIA POST

- 1 Facebook post promoting the sponsored article (will state "with client name")

## Rates

- **Net Rate: \$6,500**
- Net Rate if sponsoring an existing article: \$5,000
- Timing: 1 month
- Facebook: 116,000 Facebook followers
- Newsletters: 100,000 subscribers



# podcast sponsorship and advertising

The **Family Tree Magazine Podcast** features interviews with *Family Tree Magazine's* editors and contributors as well as members of the genealogy industry and community. Sponsorships build excitement about your product or service among a highly engaged segment of the genealogy community.

## FAST FACTS

- New episodes produced 2X/month
- Episode lengths alternate: 30 minutes and 10 minutes
- Hosted by Lisa Louise Cooke
- 5,000 downloads per episode, on average
- 96% of podcast audience listens to at least 75% of an episode
- 6,700 total listens in 30 days

## PROMOTION

- Available on iTunes, all major RSS readers, YouTube, and FamilyTreeMagazine.com
- Each new episode featured on
  - *Family Tree Magazine* e-newsletter
  - Facebook
- *Family Tree Magazine* is the top Google result for "genealogy podcast"
- Highlighted in every *Family Tree Magazine* table of contents and in occasional magazine advertising



## PREMIUM SPONSORSHIP

### Sponsor Benefits

- Sponsorship is exclusive. Only one premium sponsor per quarter.
- Three-minute advertorial segment within the show once per quarter: host interviews a sponsor-selected representative about the product
- 30-second intro spot read by podcast host
- Your message is the first thing that listeners hear
- Episodes with your message are archived indefinitely — to be discovered by new listeners
- Sponsor ad (300x250) on the episode show notes page
- Sponsor ad included in the enewsletter promoting the podcast. Email list is approximately 100,000 names

### RATES

- Three months: \$5,000

## ADVERTISING

- 30-second spot read by podcast host
- Ad runs between segments in podcast

### RATES

- Three months: \$2,500

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# webinar sponsorship

## Sponsored Webinar

Family Tree Magazine's course and webinars have a devoted audience of genealogists and family historians. A Presenting Sponsor of a free webinar will benefit from recognition in all of the promotion for the webinar, from being incorporated into the content of the webinar, and from follow-up marketing messages after the webinar. Presenting Sponsorships are exclusive; only the Presenting Sponsor will be promoted in association with a webinar.

## PRESENTING SPONSOR BENEFITS

### PROMOTION FOR THE WEBINAR

- Three promotional email blasts will be sent to the Family Tree list of 100,000 email subscribers in advance of the webinar
- Sponsor will be clearly recognized, including sponsor logo

### LIVE WEBINAR

- Family Tree will select a webinar topic that relates to the Sponsor's business. The topic must be of general interest to the Family Tree audience and will not be dedicated exclusively to the Sponsor
- The Sponsor will be recognized and thanked at the beginning of the webinar
- A representative of the Sponsor may participate in the webinar
- The Sponsor may contribute content to the webinar
- Attendance of the free webinar will depend on the topic

## FOLLOWING THE WEBINAR

- Sponsor recognition in the follow-up email to webinar participants, sending them the recording and any additional information
- Sponsor receives a dedicated email blast to the webinar participants
- A recording of the webinar is available to the sponsor for promotional purposes

## WHY PARTICIPATE?

- Brand alignment with the webinar topic positions you as an expert
- Opportunity to present your marketing message in an editorial environment
- Highly qualified lead generation
- Broad promotion of your brand to a qualified audience

COST: \$4,000

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# social media advertising

Start a conversation with 150,000+ genealogy enthusiasts connected to the Family Tree brand.

## SOCIAL MEDIA AUDIENCE

- 116,000 Facebook followers
- 31,000 Pinterest followers
- 7,000 YouTube subscribers
- 5,000 Instagram followers

Pricing is available upon request



FACEBOOK



sample Facebook post



TWITTER



sample Twitter post

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# 2025 RootsTech special advertising section • Family Tree Magazine & familytreemagazine.com

## RootsTech 2025

Capitalize on the world-wide promotion of RootsTech 2025 to promote a special offer to the Family Tree audience, the largest audience of genealogists and family historians in the United States.

It's a great opportunity to promote your business's Rootstech "show special" more broadly - or any offer you care to create

## SPECIAL SECTION - PRINT AND DIGITAL

### MAGAZINE SPECIAL SECTION

- Supplied display ad, different sizes available
- Promotional mention of your business in adjacent "advertorial" article
- Inclusion in all copies of March/April 2025 print edition = 51,000 copies
- Inclusion in all copies of March/April 2025 digital edition = 5,000 copies
- 1,000 copies of the print edition distributed in the RootsTech exhibition hall, March 6-8, 2025

### ONLINE SPECIAL SECTION - FAMILY TREEMAGAZINE.COM

- Two web pages, with advertisers indexed at the top of each page
  - o Formatted ads, uniform size, 200 words + photo + link
  - o Advertorial article reformatted for the web
- Promotion for section, February and March 2025
  - o Promoted with display ads on familytreemagazine.com (190,000 unique visits/month)
  - o Promoted with email blasts to Family Tree email list (100,000 email subscribers), advertisers mentioned in email blasts
- Reporting available: page impressions, ad clicks

## ALL-INCLUSIVE PRICING

- One price to participate - magazine ad, online ad, advertorial mention
- Full page \$4,400 (Value = \$7,400)
- Half page \$2,650 (Value = \$5,650)
- Quarter page \$1,600 (Value = \$4,600)

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