

EDITORIAL MISSION

Family Tree Magazine, America's #1 family history magazine, is the first mass-market, beginner-friendly genealogy magazine. It covers all areas of potential interest to family history enthusiasts, reaching beyond strict genealogy research to include historical travel, family reunions, scrapbooking, oral history, ethnic heritage, memoirs and other ways that families connect with their pasts. *Family Tree Magazine* strives to give readers all the resources they need to discover, preserve and celebrate their family histories — and to provide engaging, easy-to-understand instruction that empowers readers to take the next step in the quest for their pasts.



Family Tree MAGAZINE

is published by

F+W Publications, Inc.

4700 East Galbraith Road, Cincinnati, Ohio 45236
800-283-0963 • 513-531-2690 • Fax 513-531-0798

2005 EDITORIAL CALENDAR

In Every Issue:

LIVING HISTORY — A calendar of the nation's best heritage events: re-enactments, historic sites, ethnic festivals, exhibits and more.

PRESERVING MEMORIES — New products, tips and techniques for memory albums, scrapbooking, preservation and family heritage crafts.

THE TOOLKIT — Resources of all sorts for family history buffs, including software and hardware, Web sites, books, photography and gadgets.

PHOTO DETECTIVE — Step-by-step techniques for solving the mysteries of old photos, plus expert preservation advice.

BRANCHING OUT — The latest news from the world of family history

NOW WHAT? — Expert answers to readers' questions.

EVERYTHING'S RELATIVE — The lighter side of family history, with humorous and heartwarming reader anecdotes.

TIME CAPSULE — Celebrities talk about discovering, preserving and celebrating their own pasts. Previous issues have featured Sid Caesar, Michael J. Fox, Tom Brokaw, Sandra Day O'Connor, B.B. King, Jimmy Carter, Sidney Poitier, Frank McCourt and John Glenn.

PLUS beginning in February 2005:

FAMILY TREE MAGAZINE STATE RESEARCH GUIDES

This series, appearing in each issue, will feature an eight-page special section with genealogy guides for two U.S. states. The exclusive tips in each guide will encourage readers to pack their bags and take their family history research on the road with:

- How-to articles explaining the key steps and strategies for tracing ancestors in those states
- A handy reference card listing essential genealogy facts, resources, organizations and research destinations
- Plus, a full-color map, historical points of interest and visitor information

This clip-and-save sections are an essential reference that readers will keep in their research notebooks and take with them to the library and on research trips. Advertise today and maximize your investment — many of our readers already travel at least 350 miles in search of their pasts, and with help from our new guides they'll travel even further and so will your advertising dollar.

NEW!

Highlights of 2005 Issues:

JANUARY/FEBRUARY

A special fifth anniversary issue featuring tips to unpuzzle readers' pasts, strategies for identifying old photographs, the 25 absolute best genealogy Web sites, surefire ways to break through brick walls, Italian roots, genetic genealogy, research guides for Delaware and Oregon, and more!

Space Reservation: October 21, 2004

Materials Due: October 28, 2004

On Sale: December 28, 2004

MARCH/APRIL

Census research online, ways to preserve family history for posterity, step-by-step secrets to create a genealogy Web site, British roots, WPA records, research guides for Louisiana and Wisconsin, and more!

Space Reservation: December 15, 2004

Materials Due: December 22, 2004

On Sale: February 22, 2005

MAY/JUNE

Family history on a budget, online vital records, genealogical societies, a step-by-step guide to interpreting tombstone inscriptions, Jewish roots, research guides for Tennessee and Connecticut, and more!

Space Reservation: February 24, 2005

Materials Due: March 3, 2005

On Sale: April 26, 2005

JULY/AUGUST

The 101 best undiscovered family history Web sites, a re-enactments guide with a special summer events calendar, military records, Czech and Slovak roots, Castle Garden records, research guides for Montana and Kansas, and more!

Space Reservation: April 21, 2005

Materials Due: April 28, 2005

On Sale: June 21, 2005

SEPTEMBER/OCTOBER

Easy solutions to organize your family history, an Ancestry.com guide, immigrant ports of departure, travel and research tips for National Archives regional facilities, school records, research guides for Utah and Michigan, and more!

Space Reservation: June 23, 2005

Materials Due: June 30, 2005

On Sale: August 23, 2005

NOVEMBER/DECEMBER

Keepsake family tree charts, the best state Web sites for genealogy, old maps, secrets for newspaper research, Norwegian roots, research guides for Virginia and Hawaii, and more!

Space Reservation: August 18, 2005

Materials Due: August 25, 2005

On Sale: October 18, 2005

2005 CIRCULATION & RATES

CIRCULATION

- Published bimonthly.
- National newsstand distribution and retail sales program.
- Average paid circulation: 80,500.

BLACK AND WHITE RATES

	1X	3X	6X
1 Page	\$3,700	\$3,205	\$2,610
2/3 Page	\$2,710	\$2,350	\$1,925
1/2 Page	\$2,125	\$1,845	\$1,505
1/3 Page	\$1,475	\$1,285	\$1,050
1/4 Page	\$1,095	\$ 950	\$ 780
1/6 Page	\$ 770	\$ 670	\$ 545
Spread	\$5,920	\$5,125	\$4,175
Cover 2	\$5,405	\$4,695	\$3,840
Cover 3	\$4,925	\$4,250	\$3,490
Cover 4	\$5,850	\$5,080	\$4,150

- Cover rates include cost of four color.

PREMIUM POSITIONS

Add 15% to B&W rates for guaranteed placement.

COLOR

4 color	\$715
2 color	\$385

- No charge for bleed on spreads and full pages.

CLASSIFIED RATES

A list of classifications is available on request.

Classified advertising must be prepaid and in digital format. Product sample and/or promotional literature must accompany initial order.

	1X	3X	6X
Per Inch	\$180	\$135	\$90

Reading Notices—Classified ads (per word/per issue, 15-word minimum, non-commissionable). All contracts are to be prepaid in full at time of insertion.

	1X	3X	6X
Per Word	\$4.50	\$3.85	\$2.95

INSERTS

Reply cards charged at 50% of earned page rate. Cards must be accompanied by an adjacent full page ad. Furnished inserts charged at the following discounts off the earned page rate:

2 pages	20%
4 pages	30%

COMMISSIONS AND TERMS

- No cash discount.
- Payments must be made within 30 days of date of invoice. A 1½% carrying charge will be added to delinquent accounts. 15% of gross billing allowed on space, color and position to recognized advertising agencies (must have a current listing in the *Standard Directory of Advertising Agencies/The Agency Redbook*) submitting digital art to FAMILY TREE MAGAZINE's specification, provided the invoice is paid within terms.
- Creative production work is payable and non-commissionable.

Advertising Sales Personnel

AD SALES DIRECTOR

Kelly Kleiner
800-283-0963 Ext. 1374 or
513-531-2690 Ext. 1374
Fax 513-531-0798
kelly.kleiner@fwpubs.com

EAST COAST & SOUTHEAST REPRESENTATIVE

Tammy Workman
800-467-2437 Ext. 109 or
334-263-6050 Ext. 109
Fax 334-263-0683
tworkman@longshoremedia.com

WEST COAST & MIDWEST REPRESENTATIVE

Ken Workman
800-467-2437 Ext. 108 or
334-263-6050 Ext. 108
Fax 334-263-0683
kworkman@longshoremedia.com

2005 DEADLINES

ISSUE	SPACE RESERVATION	MATERIALS DUE	NEWSSTAND ON SALE
January/February	October 21, 2004	October 28, 2004	December 28, 2004
March/April	December 15, 2004	December 22, 2004	February 22, 2005
May/June	February 24, 2005	March 3, 2005	April 26, 2005
July/August	April 21, 2005	April 28, 2005	June 21, 2005
September/October	June 23, 2005	June 30, 2005	August 23, 2005
November/December	August 18, 2005	August 25, 2005	October 18, 2005

AD SPECIFICATIONS

FULL PAGE

Live Area
7½" x 10"

Bleed Size
8⅝" x 11"

Trim Size
8⅜" x 10¾"

2/3 PAGE
4⅝" x 10"

1/6 PAGE VERT
2¼" x 4⅞"

1/2 PAGE HZ.
7" x 4⅞"

1/4 PAGE
3⅜" x 4⅞"

1/3 PAGE VERT.
2¼" x 10"

1/3 PAGE SQUARE
4⅝" x 4⅞"

1/6 PAGE HZ.
4⅝" x 2⅜"

1/2 PAGE ISLAND
4⅝" x 7⅜"

1/2 PAGE VERT.
3⅜" x 10"

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.

2 Page Spread (live area)	15⅞" x 10"
with Full Bleed	17¼" x 11¼"
1 Page (live area)	7½" x 10"
with Bleed	8" x 11"
2/3 Page	4⅝" x 10"
1/2 Page Island	4⅝" x 7⅜"
1/2 Page Horizontal	7" x 4⅞"
1/2 Page Vertical	3⅜" x 10"
1/3 Page Vertical	2¼" x 10"
1/3 Page Square	4⅝" x 4⅞"
1/4 Page	3⅜" x 4⅞"
1/6 Page Vertical	2¼" x 4⅞"
1/6 Page Horizontal	4⅝" x 2⅜"

PRINTING PRODUCTION

- Printed computer-to-plate, web offset, 4-color process only (cyan, yellow, magenta, black). *Additional cost for a 5th 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 to FAMILY TREE MAGAZINE by materials due date and will be kept on hand for 12 months after issue date.
- Ship your materials to Attn: Advertising Coordinator or send digital files to: FTadvertising@fwpubs.com.
- Advertising materials that do not conform to the stated requirements will incur additional production costs.

DIGITAL SPECIFICATIONS

FAMILY TREE MAGAZINE accepts advertising in digital format only. Please contact your sales representative or the Advertising Production Office for complete requirements.

- **File Preparation:** Acceptable software programs: InDesign CS, Photoshop CS, Illustrator CS, Quark 6. You may save your file in PDF format, including all fonts and QC steps and reports. Include a printed job report and a disk directory with all supplied disks. All files must be composite page layouts ready for output.
- **Proofing:** 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 requirements: 300 dpi photo scans, 1200 dpi line art. Acceptable file formats: EPS or TIFF.
- **Fonts:** All fonts must be PostScript compatible. No TrueType fonts may be used. Include both screen and printer fonts.
- **Disks:** Acceptable media: 100 mb/250 mb ZIP, CD-ROM.

See back of this sheet
for submitting ads
electronically

ELECTRONIC AD SUBMISSION

EMAIL ADS @ fwpubs.com (PC & Mac users)

For PC and Macintosh users submitting ads electronically via email, we recommend that all files be compressed prior to sending with WinZip (creating a .zip file) or Stuffit Deluxe (creating a .sit or .sea file). **F+W Publications cannot be responsible for the successful transmission or receipt of files sent uncompressed.**

1. Prior to submitting your electronic file via an email attachment, please have the file saved utilizing compression software (i.e. WinZip or Stuffit Deluxe).
2. Create a new mail message in email program. In the **To...** field type **FTadvertising@fwpubs.com**. In the **Subject...** field, type Customer Name, Publication and Issue Date for insertion; with this information, we can process your ad more efficiently if your ad is inadvertently sent to the wrong folder. After this information is completed, select **Insert file...** to browse local drive for material to be attached. Add file to email along with any other information or comments necessary in window. **Send** your email.
3. Upon successful submission of your ad, contact your F+W Publications Sales Representative via telephone. In addition to submitting the file, provide a hard copy proof of your ad for content approval.

FTP SITE — Fetch Access (Mac users only)

For Macintosh users we recommend utilizing Fetch v3.03 to access the F+W FTP site. All files sent to the FTP site utilizing Fetch should be compressed prior to sending with Stuffit Deluxe creating a .sit file. Fetch application software can be obtained at: <http://www.fetchsoftworks.com/>

1. Launch Fetch application and create a new connection. Type in Host: **ftp.fwpubs.com**; User ID: **anonymous**; Password: **sender's email address**. Select OK to connect.
2. FTP site will be accessed showing root level folder structure. Select **Inbound** folder by double-clicking.
3. Publication sub-folder directories will be shown. Select publication folder for ad, double click folder to access.
4. After accessing specific publication folder, drag and drop stuffed folder from desktop to folder window. Transmission of file will take place showing transfer rate and time.
5. Upon successful completion of your ad to the FTP site, contact your F+W Sales Representative via telephone or email. In addition to submitting the file, provide a hard copy proof of your ad for content approval.

FTP SITE — Web Browser Access (PC users only)

For PC users we recommend utilizing a Web browser to access the F+W FTP site. All files sent to the FTP site should be compressed prior to sending with WinZip creating a .zip file. F+W FTP site address: <ftp://ftp.fwpubs.com>

1. Launch Web browser application program (i.e. Internet Explorer). Type in URL address: **ftp://ftp.fwpubs.com**. FTP Welcome Page will be displayed with primary Folder Paths displayed (i.e. Inbound, Outbound, Restricted). Select **Inbound** folder.
2. After selecting the Inbound folder Path, a listing of publication folders will be displayed. Scroll through list to find appropriate publication folder for your ad. Select the publication folder to access and submit your ad.
3. After accessing specific publication folder, drag and drop .zip folder from desktop to folder window. Transmission of file will take place. Upon successful completion of your ad to the FTP site, contact your F+W Publications Sales Representative via telephone or email. In addition to submitting the file, provide a hard copy proof of your ad for content approval.

CONTRACT & COPY REGULATIONS

- 1.** All advertising orders are accepted subject to the terms and provisions of the current rate card. Orders are accepted subject to change in rates upon notice from the publisher. However, contracts may be cancelled at the time the change in rates becomes effective without incurring a short rate adjustment, provided the contract rate has been earned up to the date of the cancellation.
- 2.** Orders containing incorrect rates will be regarded as clerical errors and insertions will be billed at current rates.
- 3.** The contract year is 12 consecutive months. Contracts must be completed within one year from date of first insertion.
- 4.** Advertisers not on contract will be charged the one-time rate. A contract may be cancelled by notifying the publisher in writing before the space reservation date, and the short-time rate paid for the ads already run.
- 5.** The publisher reserves the right, without liability, to reject, omit or exclude any advertisement for any reason at any time with or without notice to the advertiser or advertising agency, and whether or not such advertisement was previously acknowledged, accepted or published.
- 6.** The word “advertisement” shall be printed at the top of advertisements that, in the opinion of the publisher, might be confused with editorial pages.
- 7.** The publisher will not be bound by any conditions, printed or otherwise, appearing on contracts, insertion orders or copy instructions when such conditions conflict with the regulations set forth in this rate card. Contracts, insertion orders or copy changes will not be accepted without written confirmation. Insertion orders must specifically state issues and space to be used.
- 8.** Orders for specific positions are accepted as requests. The publisher shall not be bound by such requests and has the right to determine the actual position.
- 9.** FAMILY TREE MAGAZINE is not responsible for errors in key numbers or other typesetting done by the publisher.
- 10.** Advertisers and their agencies are liable for all contents of advertisements printed and are also responsible for any claim arising therefrom against FAMILY TREE MAGAZINE.
- 11.** The publisher reserves the right to hold an advertiser and/or its agency jointly and severally liable for such monies as are due and payable to the publisher.

SPECIAL ISSUES

In 2005, we're planning three special newsstand-only issues:

TRACE YOUR FAMILY HISTORY: A BEGINNER'S GUIDE TO GENEALOGY

This special issue serves up all the essentials for researchers who are just beginning to trace their roots: how-to tips, expert advice and help with basic sources.

Space Reservation: January 20, 2005

Materials Due: January 27, 2005

On Sale: March 22, 2005

FAMILY TREE SOURCEBOOK

The ultimate guide to genealogy resources, this issue has everything from Web sites and software to records and reference books. The *Family Tree Sourcebook* puts hundreds of helpful family history tools at readers' fingertips, and includes advice for applying those tools during research.

Space Reservation: May 19, 2005

Materials Due: May 26, 2005

On Sale: July 19, 2005

FAMILY TREE YEARBOOK 2006

Family Tree Magazine's annual guide to the best genealogy tips, techniques and resources, it features dozens of ways to break through research brick walls. It's an essential source for discovering, preserving and celebrating family history.

Space Reservation: September 22, 2005

Materials Due: September 29, 2005

On Sale: November 22, 2005



Advertise in
Family Tree Magazine
Special Issues and reach a highly
targeted segment of newsstand buyers!
Plus, take advantage of special
cross-promotional rates when you
advertise in both FTM and any
of these special issues!

See back of this sheet for
Special Issue deadlines & rates

SPECIAL ISSUE DEADLINES & RATES

COVER DATE	PUBLICATION*	SPACE RESERVATION	MATERIALS DUE	NEWSSTAND ON SALE
May	<i>Trace Your Family History</i>	January 20, 2005	January 27, 2005	March 22, 2005
September	<i>Family Tree Sourcebook</i>	May 19, 2005	May 26, 2005	July 19, 2005
Winter 2005	<i>Family Tree Yearbook 2006</i>	September 22, 2005	September 29, 2005	November 22, 2005

*Titles subject to change

CIRCULATION

■ Distribution: 96,000

BLACK AND WHITE RATES

	1X	3X
Cover 2,3	\$1,710	\$1,570
Cover 4	\$1,855	\$1,700
1 Page	\$1,170	\$1,080
2/3 Page	\$ 855	\$ 795
1/2 Page	\$ 675	\$ 625
1/3 Page	\$ 465	\$ 430
1/4 Page	\$ 345	\$ 320
1/6 Page	\$ 240	\$ 220
Spread	\$1,875	\$1,725

■ Cover rates include cost of four color.

PREMIUM POSITIONS

Add 15% to B&W rates for guaranteed placement.

COLOR

4 color	\$195
2 color	\$130

■ No charge for bleed on spreads and full pages.

CLASSIFIED RATES

A list of classifications is available on request.

Classified advertising must be prepaid and in digital format. Product sample and/or promotional literature must accompany initial order.

	1X	3X
Per Inch	\$57	\$46

Reading Notices—Classified ads (per word/per issue, 15-word minimum, non-commissionable). All contracts are to be prepaid in full at time of insertion.

	1X	3X
Per Word	\$1.55	\$1.30

ELECTRONIC MEDIA

The *Family Tree Magazine* e-newsletter is delivered to 42,500+ online readers every other Thursday.

- The latest news, resources, tips and trends in the genealogy world
- Web-exclusive advice from *Family Tree Magazine's* genealogy experts

E-NEWSLETTER BUTTON ADS

- Buttons appear in the right column
- Specs:
 - Width: 120 pixels
 - Height: 240 or 120 pixels
 - File size: 15 KB or less
 - File type: GIF, JPEG
 - Other: May be animated; advertisers must indicate to what URL the ad will link
 - 2005 display rates per insertion: \$400/large, \$250/small
 - 2005 classified rates per insertion: \$60 (ask your ad representative for details)

FamilyTree MAGAZINE EMAIL UPDATE *Discover, Preserve, and Celebrate Your Family History*

For Megan Fitzpatrick

FROM THE EDITOR

Have the dog days of summer put your research in a rut? Beat the heat at one of the nation's (air-conditioned!) state libraries, archives and historical societies. These repositories hold birth, marriage and death records; state-census, tax and business records; family papers; and even photographs, oral histories and microfilmed old newspapers. Don't know where to find these genealogical treasure troves? We'll point you to **86 of the states' best-kept secrets.**

And be sure to take along a copy of Betterway Books author Marcia Yannizze Melynk's **Research Checklist**, which you can find below under Expert Advice.

—Lauren Eisenstodt, Assistant Editor
ftmnews-editor@fwpubs.com

IN THIS EDITION

- [Honoring World War II Vets](#)
- [Meet PBS' "History Detectives"](#)
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FAMILY TREE LINKS

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CURRENT ISSUE

READER PROFILE

“You certainly have got it right with the format for your magazine. The variety, style and presentation are tremendous. Your whole product, including the Web site, is fantastic.”

—G. PENHALL
South Australia

- Years involved in genealogy:
 - 17% 25+ years
 - 21% 15-24 years
 - 18% 10-14 years
 - 20% 5-9 years
 - 20% 1-4 years
 - 4% less than 1 years
- 60% classify themselves as intermediate genealogists;
29% as beginners
- They spend an average of \$420 per year on their family history hobby
- 76.7% stay informed about genealogy by reading magazine articles and advertisements
- They spend an average of 6 hours and 10 minutes each week on their genealogy activities
- The average reader travels 3 times per year for a genealogy-related activity and typically travels 358 miles one way
- 95% are computer users;
75% access the Internet daily
The average reader uses the Internet 13 times each week
- The average reader spends 3 hours and 4 minutes reading each issue

DEMOGRAPHICS

- 75.3% Female
- The average reader age is 59.6 years old
- Household income: \$60,022 average
- 78% attended/graduated college;
15% hold a post-graduate degree
- 44% Retired
- 71.3% Married
- 85.5% Homeowners

“I have been a subscriber for over two years now and love your magazine....I enjoy each and every issue, reading it from cover to cover (many times I might add).”

—M.J. BROWER
Webb City, MO

“I consider *Family Tree Magazine* the ‘Assembly Manual’ for Genealogy.... I read every issue front to back as soon as I find it in my mailbox, then I go back and reread it a second time. I nearly always learn something new.”

—C. YOUNG
Las Vegas, NV