



ADVERTISING

Richard Gibson

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DISPLAY ADVERTISING

Helen Kembery

Account Manager
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CLASSIFIED ADVERTISING

Edward Rendle

Sales Executive
0117 933 8093
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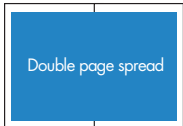
AD PRODUCTION

Rachel White

Ad Co-ordinator
0117 314 8339
RachelWhite@magazine-services.co.uk

Ad Specifications

Please contact Rachel White for details of how to supply your artwork and of our free design service.



Type 412 x 264mm
Trim 432 x 286mm
Bleed 438 x 292mm



Type 196 x 264mm
Trim 216 x 286mm
Bleed 222 x 292mm



Type 96 x 264mm
Trim 105 x 286mm
Bleed 111 x 292mm



Type 196 x 130mm
Trim 216 x 140mm
Bleed 222 x 146mm



Type 96 x 130mm
Trim n/a
Bleed n/a



Type 45 x 264mm
Trim n/a
Bleed n/a



Type 96 x 60mm
Trim n/a
Bleed n/a

CLASSIFIED



1 column 44mm
2 column 93mm
3 column 142mm
4 column 190mm



DO YOU THINK YOU ARE? MAGAZINE

Media Information 2010

The UK's Best Family History Magazine

Over 10 million people have watched the fascinating Who Do You Think You Are? on BBC1. The series has prompted people across the UK to find out more about their family's history. *BBC Who Do You Think You Are? Magazine* is the biggest selling family history title in the UK and currently sells 20,266* copies per month, including over 10,000 subscribers. Brought to you by the award-winning team behind *BBC History Magazine* this new magazine dusts off the cobwebs of genealogy as an exclusive hobby and opens up the wonders of family history to the entire country.

*Source: ABC Jul-Dec '09

Content

Celebrity stories Exclusive extras about the celebrities in the series and the celebrity stories you won't see on the television.

Authoritative features Stories from history written by experts in their field, to make the magazine constantly relevant to the entire readership.

Practical advice From getting started in researching your own family, to expert tips for the seasoned enthusiast.

Social history Our social history features help readers imagine the lives of their ancestors, from how they dressed to where they lived.

Local history The only family history magazine to have a regular section on local history, a growing field of interest that is solidly connected to family history.

Readership

- Readers are an affluent, discerning audience who are passionate about researching their family history.
- Mean age 50: Male/Female Split 39/61.
- 20% have been researching their family history less than a year.
- 90% of readers use the internet weekly or more.
- Readers buy an average of 8.26 books a year and 6.36 DVDs a year.
- Readers take an average of 2.61 holidays a year.

Bleed

Rates and Data

	Type	Trim	Bleed
DPS	£5,760	412 x 264	432 x 286
Full Page	£2,880	196 x 264	216 x 286
Half vertical	£1,440	96 x 264	105 x 286
Half horizontal	£1,440	196 x 130	216 x 140
Quarter page	£720	96 x 130	n/a
Quarter page vertical	£720	45 x 264	n/a
Eighth page	£360	96 x 60	n/a
Classified PCM	£30	n/a	n/a

Covers & Guaranteed Positions +10%, Agency Commission 10%, Inserts from 45 per '000'

Copy Deadlines

ISSUE	COPY	ON SALE
April	15/02/10	23/03/10
May	11/03/10	20/04/10
June	9/04/10	18/05/10
July	7/05/10	15/06/10
August	7/06/10	13/07/10
September	5/07/10	10/08/10
October	30/07/10	7/09/10
November	27/08/10	05/10/10
December	27/09/10	02/11/10
Christmas	25/10/10	30/11/10
January 2011	19/11/10	28/12/10



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ON SALE AND COPY DEADLINE SCHEDULE



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