



WHO

DO YOU THINK YOU ARE?[®]
MAGAZINE



Media Information
2016

Britain's bestselling family history magazine



About the brand

18,554
circulation

51,458
readership

 **10,222**
followers

85,000
web impressions

25,000
unique online visitors

 **9,968**
followers

THE UK'S BESTSELLING FAMILY HISTORY MAGAZINE

4.5 million viewers per episode watch the ever popular television programme on BBC 1. The series has prompted many people across the UK to find out more about their ancestors. *Who Do You Think You Are?* magazine is the biggest selling family history title in the UK, selling 18,554 copies per month including 12,876 subscribers (71.54%). Backed up by the live event, which attracts approximately 15,000 visitors every year, the magazine continues to provide trusted editorial, relevant articles and accurate guides from the world of genealogy to the whole of the UK.

CONTENT

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.

Case Studies Readers own tales of their exciting discoveries and brick walls overcome in their research.

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

Source: Reader Survey 2016

About the reader

THE READER

88%
ABC1

49%
AB

47%
working

66%
female

66%
home owners

72%
subscribe

34%
use a
professional
researcher

60
average age

£37k
average
income

Source: Reader Survey 2016

Options and rates

PRINT RATES

DISPLAY SIZE	ONE OFF
DPS	£5760
Page	£2880
1/2 page	£1440
1/4 page	£720
CLASSIFIED SIZE*	
2x12	£720
2x6	£240
1x6	£180
1x4	£120
1x3	£90
PCM	£30

*Classified sizes are given in number of columns (width) x number of centimetres (height)

ONLINE

TYPE	COST PER THOUSAND IMPRESSIONS
Masthead	£30
Banner	£20
MPU	£18
Double MPU	£28
Takeover	£40
Newsletter	£850
Solus newsletter	£1,500
Social media	£500
Directory (6 months)	£150
Directory (12 months)	£250

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