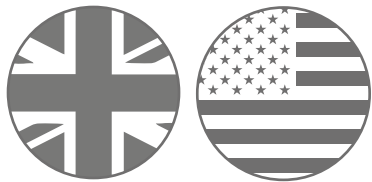


## WEBSITE

Average of 29,000 unique website visitors a month



60% UK 25% USA



57% Female 43% male



28% aged 65+  
19% aged 55-64  
17% aged 25-34



A growing range of video courses now available

## MAGAZINE

The UK's longest running family history publication



Distributed worldwide in a range of outlets. Average circulation over 14,000



We also publish the popular Family History Handbook every year

Digital edition available worldwide on PC, tablet and phone

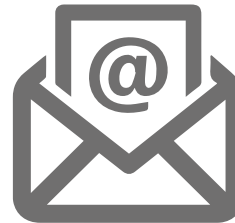


67% of our readers spend up to £100pa on books, CDs and other related products,

70% of our readers keep the magazine as a reference source.

50% of our readers only purchase FT and no other genealogy title. That's 7,000 family history lovers you can only reach with FT.

## EMAIL



Growing list of 12,815

Panels and tailored emails available

Average open rate of 37% (Industry average is 20%)

Average click rate of 9%



FamilyTree  
LIVE

17TH & 18TH APRIL 2020  
ALEXANDRA PALACE

Over 3,000 family history enthusiasts attended the very first Family Tree Live event in London in 2019. It was such fun!

## SOCIAL MEDIA

Total growing reach of 20,023



Average across Facebook, Twitter and Instagram:



60% women 40% men



40% aged 45-54  
28% aged 65+  
25% aged 55-64

## Would you like to know more?

You can always chat to Mark for options and advice:  
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