

family tree magazine

2012 Media Planner

discover, preserve and celebrate your family history



<familytreemagazine.com>



TARGETING FAMILY HISTORY HOBBYISTS

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

Editorial Mission

Family Tree Magazine is a source of 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, family reunions, memoirs, oral history, scrapbooking, historical travel and other ways that families connect with their pasts. *Family Tree Magazine* strives to provide engaging, easy-to-understand instruction that empowers readers to take the next steps in the quest for their pasts—with a beginner-friendly approach that makes genealogy a hobby anyone can do.

THE FAMILY TREE PORTFOLIO

- Family Tree Magazine (print and digital)
- Weekly e-mail newsletter
- Website with message board and blogs
- Monthly podcast
- Family Tree University online courses and webinars
- Online videos
- CDs and downloads of digital issues and articles
- Family Tree Books imprint
- ShopFamilyTree.com online store
- Family Tree Magazine Plus, a subscription service offering online access to the *Family Tree Magazine* article archive

WHY GENEALOGY?

92%
of Family Tree Magazine readers want to learn about their ancestors' lives

85%
want to record their tree for posterity

82%
aim to trace their family tree back as many generations as possible

Jill Ruesch

ADVERTISING
REPRESENTATIVE
(800) 726-9966,
ext. 13223

**Jill.Ruesch@
fwmedia.com**





FAMILY TREE MAGAZINE'S AUDIENCE

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

- **78,218** total distribution
- **58,152** paid print circulation
- **20,066** newsstand distribution
- **77,000** opt-in subscribers to weekly e-mail newsletter
- **54,000** unique monthly web visitors
- **197,000** monthly page views
- **5,000** monthly podcast downloads

Family Tree Magazine readers are passionate about the past.

- **63%** consider themselves intermediate genealogists; **19%** are beginners.
- Magazine readers have been researching for an average of **19 years**, and spend an average of **10 hours and 54 minutes** each week on genealogy activities.
- **92%** stay informed about genealogy by reading magazine articles and ads.

Family Tree Magazine's audience reflects the trend of doing genealogy online.

- Readers spend **8 hours and 12 minutes** per week on online genealogy.
- **75%** of their total genealogy time is spent on the internet.

Family Tree Magazine's audience spends on their hobby.

- Readers spend an average of **\$513 per year** on genealogy.
- **49%** of their genealogy spending is online.
- **76%** have purchased a genealogy product or service in the past year as a result of reading *Family Tree Magazine*.

READER DEMOGRAPHICS

- **77.2%** female
- **22.8%** male
- Average age: **63 years**
- **84.1%** have completed education beyond high school
- Average annual income: **\$77,405**
- **1.3 readers per copy** of Family Tree Magazine

Jill Ruesch

ADVERTISING
REPRESENTATIVE
(800) 726-9966,
ext. 13223

**Jill.Ruesch@
fwmedia.com**



Jill Ruesch

ADVERTISING

REPRESENTATIVE

(800) 726-9966,
ext. 13223**Jill.Ruesch@
fwmedia.com**

2012 MAGAZINE EDITORIAL CALENDAR

	<i>March/April</i>	<i>May/June</i>	<i>July/August</i>	<i>September</i>	<i>October/ November</i>	<i>December</i>	<i>January/ February</i>
Technology & Trends	tips from the new book <i>Discover Your Family History Online</i>	cloud genealogy	40 Best Genealogy Blogs	101 Best Websites	online projects for the weekend genealogist	Best State Websites	online mapping tools
Research & Records	marriage records	census guide: first look at 1940 + tips for using pre-1850 censuses	War of 1812 research guide	land records	tips and tricks for analyzing sources	DNA	breaking through brick walls the old-fashioned way
Preserving & Celebrating Your Past	preserving newspaper clippings	preserving your family's food heritage	ancestral home tours	heirloom hunting	preserving and sharing old diaries and letters	places to share your family history book	seven steps to writing your family history
Heritage Spotlight	Irish genealogy	Greek genealogy	Ukrainian genealogy	Cuban genealogy	Austrian & Swiss genealogy	Scottish genealogy	Sephardic Jewish genealogy
City Guides Pullout	Washington, DC Salt Lake City	Cincinnati Baltimore	San Francisco Buffalo	Houston Milwaukee	Savannah Indianapolis	Minneapolis Louisville	Denver Cleveland
NEW! Religious Records Guides	Catholic	Jewish	Quaker	Lutheran	Anglican	Methodist	Mormon
Ad Close	January 3, 2012	February 28, 2012	April 24, 2012	June 19, 2012	August 7, 2012	September 25, 2012	November 6, 2012
Materials Due	January 10, 2012	March 6, 2012	May 1, 2012	June 26, 2012	August 14, 2012	October 2, 2012	November 13, 2012
Editorial Deadline	November 1, 2011	January 3, 2012	February 15, 2012	April 1, 2012	June 1, 2012	July 15, 2012	September 1, 2012
On Sale	March 6, 2012	May 1, 2012	June 26, 2012	August 21, 2012	October 9, 2012	November 27, 2012	December 6, 2012

MAGAZINE ADVERTISING: RATES

NATIONAL DISPLAY RATES

	1X	3X	7X
full page	\$4,125	\$3,836	\$3,300
2/3 page	\$3,094	\$2,877	\$2,475
1/2 page	\$2,475	\$2,302	\$1,980
1/3 page	\$1,856	\$1,726	\$1,485
1/4 page	\$1,485	\$1,381	\$1,188
1/6 page	\$1,114	\$1,036	\$891

COVERS

	1X	3X	7X
cover 2	\$4,538	\$4,220	\$3,630
cover 3	\$4,331	\$4,028	\$3,465
cover 4	\$4,950	\$4,604	\$3,960

SPECIAL POSITION

page 1	+10%
opposite TOC	+10%

INSERTS

Reply cards must be accompanied by an adjacent full page ad. Furnished inserts charged at the following rates:

	1X	3X	7X
reply cards	\$3,035	\$2,632	\$2,140
2 pages	\$9,713	\$8,420	\$6,847
4 pages	\$16,997	\$14,735	\$11,984
8 pages	\$33,994	\$29,470	\$23,967

MULTIPLE PAGE DISCOUNTS

Available to advertisers who run two or more full pages in the same issue:

2-3 pages	10%
4-5 pages	15%
6+ pages	20%

COMMISSIONS AND TERMS

- No cash discount.
- Payments must be made within 30 days of invoice date. A 1.5% 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 invoice is paid within terms.
- Creative production work is payable and non-commissionable.



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

READER RAVES

"Don't ever go out of business. You are by far the best genealogy magazine I have found."

"I have been a subscriber from the beginning of this publication and have saved every issue! It has variety, great contributors, excellent writing and inspires me to continue my research as well as write my own family history."

Jill Ruesch

ADVERTISING
REPRESENTATIVE
(800) 726-9966,
ext. 13223

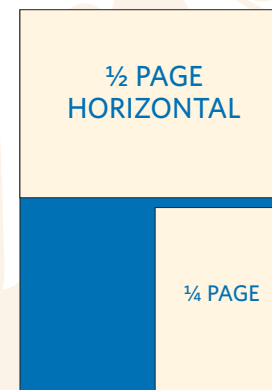
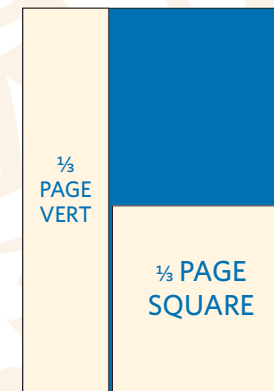
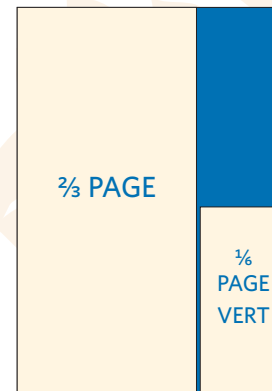
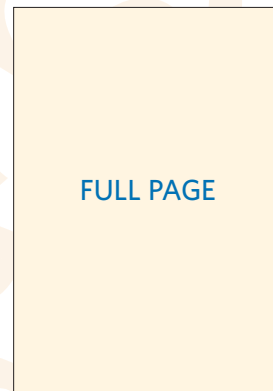
**Jill.Ruesch@
fwmedia.com**

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.

2-page spread (live area)	14.75" x 10"
with full bleed	15.75" x 11"
trim	15.5" x 10.75"
full page (live area)	7" x 10"
with bleed	8" x 11"
2/3 page	4.43" x 9.875"
1/2 page island	4.43" x 7.35"
1/2 page horizontal	7" x 4.75"
1/3 page vertical	2.0625" x 9.875"
1/3 page square	4.43" x 4.75"
1/4 page	3.25" x 4.75"
1/6 page vertical	2.0625" x 4.75"
1/6 page horizontal	4.43" x 2.16"



Mary Lutz
AD SERVICES
ASSISTANT
(800) 726-9966,
ext. 13313
**Mary.Lutz@
fwmedia.com**

Jill Ruesch
ADVERTISING
REPRESENTATIVE
(800) 726-9966,
ext. 13223
**Jill.Ruesch@
fwmedia.com**

MAGAZINE ADVERTISING: DEADLINES AND SPECS

Deadlines

Issue	Ad Close	Materials Due	On Sale
March/April 2012	January 3, 2012	January 10, 2012	March 6, 2012
May/June 2012	February 28, 2012	March 6, 2012	May 1, 2012
July/August 2012	April 24, 2012	May 1, 2012	June 26, 2012
September 2012	June 19, 2012	June 26, 2012	August 21, 2012
October/ November 2012	August 7, 2012	August 14, 2012	October 9, 2012
December 2012	September 25, 2012	October 2, 2012	November 27, 2012
January/ February 2013	November 6, 2012	November 13, 2012	December 6, 2012

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.

Digital Advertising Specifications

- Acceptable software programs: InDesign CS, Photoshop CS, Illustrator CS. All files must be composite page layouts ready for output. You may save your file in PDF format. Be sure to include all fonts and QC steps and reports.

- 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.
- Fonts: All fonts must be PostScript compatible. No TrueType fonts may be used. Include screen and printer fonts.
- Discs: DVD, CD-ROM accepted.

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.
- Contact mary.lutz@fwmedia.com for instructions to submit materials via FTP or e-mail.

ETHNIC HERITAGE

Family Tree Magazine readers' ancestral heritage interests

71%
English

68%
German

63%
Irish

44%
Scottish

37%
Scandinavian

34%
Canadian

Jill Ruesch

ADVERTISING
REPRESENTATIVE
(800) 726-9966,
ext. 13223

**Jill.Ruesch@
fwmedia.com**



EMAIL ADVERTISING: DEDICATED ADVERTISER EMAIL BLASTS

Family Tree Magazine dedicated e-mail blasts are sent directly to 71,000 opt-in subscribers.

Rate

\$2,690 per broadcast

Specifications

- HTML version
- Maximum file size: 50K
- Maximum width: 600 pixels
- Subject: 80 characters maximum, no exclamation points or all caps.
- No Flash, Java, JavaScript, Active X, or automatic downloads.
- Images must be .gif or .jpg.
- All images must be served from the advertiser's server.
- HTML e-mails using CSS must have the styles embedded in the HTML. Do not link to an external style sheet.

Timeline

- Completed HTML and text files will be delivered to F+W Media no later than one week before the mailing date.
- Advertisers wishing F+W Media to design

and create the HTML version need to have all materials to F+W Media no later than two weeks before the mailing date. Materials should include items such as copy, product images and company logo. Once a proof of the design has been sent to the advertiser, a response is needed within 48 hours. The response should indicate either approval of the design or a reasonable list of changes.

- Advertiser will receive a test version of the mailing for final approval. Final approval is needed no later than 24 hours after receiving the test e-mail.

Tracking

- If the advertiser does not provide tracking links in the e-mails, F+W Media will replace the provided links with tracking links. All mailings will have opens tracked and will be tracked up to 30 days.

DEDICATED ADVERTISER E-MAIL BLAST



Jill Ruesch
ADVERTISING
REPRESENTATIVE
(800) 726-9966,
ext. 13223
Jill.Ruesch@
fwmedia.com

EMAIL ADVERTISING: EMAIL NEWSLETTER

The Genealogy Insider e-newsletter is sent directly to 77,000 opt-in subscribers every Thursday.

Positions and Rates

Ads	Size	1x	6x	13x	26x	52x
banner	468 x 60	\$300	\$270	\$255	\$240	\$225
skyscraper	120 x 600	\$300	\$270	\$255	\$240	\$225
half-skyscraper	120 x 240	\$250	\$225	\$212	\$200	\$187
classifieds (150 characters w/URL)		\$100				

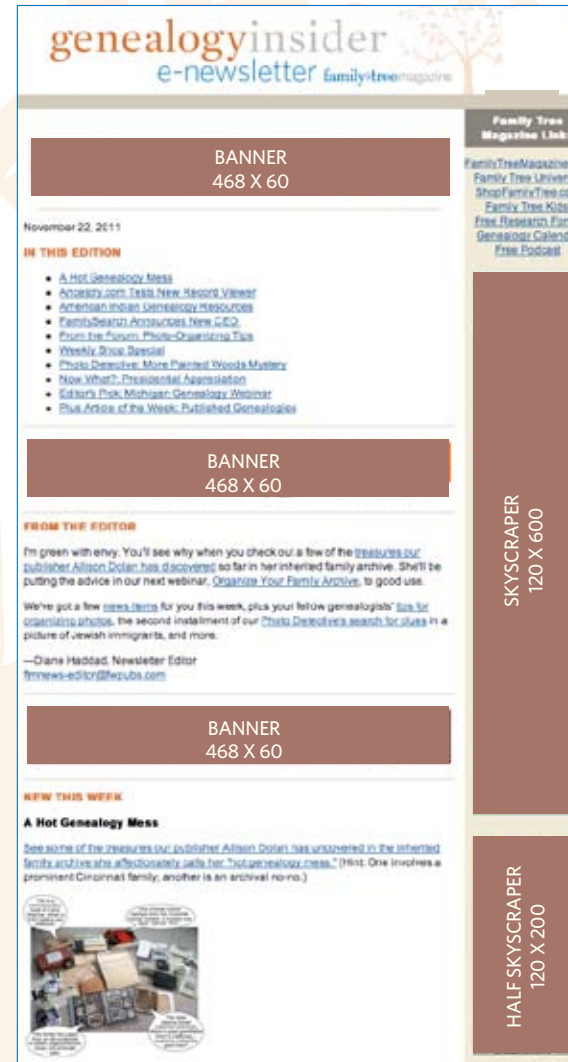
Classifieds appear at the end of the newsletter

ADVERTISER SPECIAL OFFERS

RootsMagic Genealogy Software - "An excellent choice for any genealogist" says Family Tree Magazine. Get a free trial copy at <http://www.RootsMagic.com>

Do I need permission to use something off the Internet? Does copyright protect my site? Find out with CARMACK'S GUIDE TO COPYRIGHT AND CONTRACTS: A Primer for Genealogists, Writers & Researchers. http://www.genealogical.com/item_detail.asp?afid=&ID=883

GenSmarts Automated Genealogy Research - "the best genealogy add-on software" says Eastman's Newsletter. Only \$24.95 at <http://www.GenSmarts.com/ftmagDeals.asp>



EMAIL SUBSCRIBERS

Spend an average of

\$558

annually on genealogy

78%

have clicked an advertiser's link, looked up an advertised product or bought an advertised product as a result of reading the newsletter

Jill Ruesch

ADVERTISING

REPRESENTATIVE

(800) 726-9966,
ext. 13223

**Jill.Ruesch@
fwmedia.com**

ONLINE ADVERTISING

FamilyTreeMagazine.com is an active online community for genealogists, receiving 197,000 page views and 54,000 unique visitors a month. Advertisers receive verified banner statistics on impressions and click-throughs to their websites (traffic measured by Google Analytics and Burst Media).

Rates

Run of site display ads

- \$1,500 per month for 100,000 impressions

Website roadblock

- \$1,000 per week

BLOG SPONSORSHIPS

Opportunity to reach a targeted segment of our most highly engaged web visitors.

- Genealogy Insider blog, offering news and tips for family history
- Photo Detective blog, featuring photo-identification advice from expert photo historian Maureen A. Taylor.
- 35,000 page views per month
- \$750 per month

The screenshot shows the FamilyTreeMagazine.com website with several ad placements marked with dimensions:

- LEADERBOARD**: 728 X 90 (at the top)
- BOX**: 300 X 250 (on the right side)
- LARGE BUTTON**: 120 X 200 (on the left side)
- SKYSCRAPER**: 120 X 600 (on the left side)
- BOX**: 300 X 250 (at the bottom right)
- BANNER**: 728 X 90 (at the bottom)

STANDARD MEDIA SPECS

- File size: 25 KB maximum
- File type: third-party ad serving accepted JPEG or GIF files (MAP files not accepted)
- Animated GIFs: 3 loop maximum

FLASH AD SPECS

- Max file size: 25K

SUPPLIED CREATIVE PRODUCTION DEADLINES

- Standard Media: two business days prior to go-live date
- Rich Media: five days prior to go-live date

Jill Ruesch

ADVERTISING

REPRESENTATIVE

(800) 726-9966,
ext. 13223

Jill.Ruesch@
fwmedia.com



PODCAST SPONSORSHIPS

The **Family Tree Magazine Podcast** is a free online radio show featuring 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 published monthly
- Each episode lasts 30 minutes
- Hosted by Lisa Louise Cooke
- 1,150 RSS subscribers
- 5,000 episode downloads a month

Promotion

- Available on iTunes and all major RSS readers
- Each new episode featured in the *Family Tree Magazine* e-newsletter and on the Genealogy Insider blog
- Podcast web page in top 5 Google results for “genealogy podcast”
- Occasional magazine advertising

BASIC PACKAGE

- 30-second intro and closing spots read by podcast host or magazine editor (public-radio style)
- Your message is first and last listeners hear
- Sponsor logo and link on the episode show notes page
- “Sponsored by” message on FamilyTreeMagazine.com home page

Rates

- Single episode: \$300
- Six months: \$1,600
- Full-year: \$2,700

PREMIUM PACKAGE

- 30-second intro and closing spots (public-radio style)
- Three-minute advertorial segment within the show: host interviews a sponsor-selected representative about the product
- Sponsor logo and link on podcast landing page
- Sponsor logo and link the episode show notes page
- Segment recap in show notes
- “Sponsored by” message on FamilyTreeMagazine.com home page
- Leaderboard or box ad on podcast landing page with six-month commitment

Rates

- Single episode: \$500
- Three months: \$1,350
- Six months: \$2,400
- Full-year: \$4,500



Host Lisa Louise Cooke

LISTEN TO A SAMPLE EPISODE

Subscribe in
iTunes or visit
<familytreemagazine.com/podcast>

Jill Ruesch

ADVERTISING
REPRESENTATIVE
(800) 726-9966,
ext. 13223
**Jill.Ruesch@
fwmedia.com**

WEBINAR SPONSORSHIPS

LIVE WEBINAR

Engage personally with potential customers with a live demonstration or discussion where you direct the content—or reach customers at the right time in their buying cycle with a recorded presentation.

- 60 minute presentation broadcast live or recorded via web and phone conference
- Host shares applications, including slides, video or desktop
- Audience can ask questions, answer polls and receive answers at the host's discretion
- F+W Media specialist coordinates in-event logistics
- six weeks hosting for on-demand webinars

Marketing and Promotion

- one dedicated e-mail broadcast before the event (\$2,690 value)
- editorial promotion in e-newsletter, blogs and website
- one e-mail follow-up to attendees after the event

Rate

\$4,000

- add \$1,000 to receive a copy of the recording for your own marketing
- option to buy qualified leads for \$18 each

BRANDED WEBINAR

Align your brand with a powerful editorial topic and the *Family Tree Magazine* voice by sponsoring a 60-minute Family Tree University editorial webinar.

- Your company billed as the primary sponsor in all marketing and promotion
- Host presents a slide with your logo and message at the beginning and end of the webinar
- live link in PDF of slides sent to attendees after webinar

Marketing and Promotion

- Logo and live link in promotional e-mail broadcasts and website promotions
- Sponsor association on the registration page and in follow-up e-mail to paying registrants
- Opportunity to include special offer for attendees during webinar to encourage direct response

Rate

\$2,000

Jill Ruesch

ADVERTISING

REPRESENTATIVE

(800) 726-9966,

ext. 13223

Jill.Ruesch@

fwmedia.com

INTEGRATED PACKAGES

In addition to traditional print, online and e-mail advertising, *Family Tree Magazine* offers a range of opportunities for brand building, lead generation, relationship building, industry leadership and education, including:

Sponsored Courses

Engage directly with customers and build brand loyalty by sponsoring a two- or four-week training course on FamilyTreeUniversity.com. Use of sponsor's product is a course requirement. Courses are promoted via email blasts, a dedicated Family Tree University e-mail newsletter and more. Opportunities include fully sponsored free courses and tuition-based courses with revenue share.

Video Sponsorship

Direct association of editorial video on site with your sponsorship and brand

Advertorial Video Hosting

Informative video content provided with client voice, message and content

Interactive Sweepstakes

Sponsorship and ownership of a promotional page; consumers must answer questions in response to the promotional message before being entered in the drawing to win the prize offered

Sponsored Links

Pervasive and clickable links on all site pages linking to the sponsor's website

In-text Keywords

Keywords within editorial content on the site become clickable to a URL determined by the client



PACKAGE DISCOUNTS

Contact Jill Ruesch for more information on pricing and options.

Jill Ruesch

ADVERTISING
REPRESENTATIVE
(800) 726-9966,
ext. 13223
Jill.Ruesch@
fwmedia.com

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 in one year from date of first insertion.
4. Advertisers not on contract will be charged the one-time rate and will be credited for the difference in frequency rates as earned by subsequent insertions. A contract ad 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. 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. 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.

Jill Ruesch

ADVERTISING
REPRESENTATIVE
(800) 726-9966,
ext. 13223

**Jill.Ruesch@
fwmedia.com**

FAMILY TREE MAGAZINE CONTACTS

Allison Stacy

PUBLISHER/EDITORIAL DIRECTOR

allison.stacy@fwmedia.com

contact regarding editorial,
advertising, marketing and
partnerships

Editorial

Diane Haddad

MANAGING EDITOR

diane.haddad@fwmedia.com

contact regarding magazine editorial
content, blogs and e-mail newsletter

Kerry Scott

ONLINE COMMUNITY EDITOR

kerry.scott@fwmedia.com

contact regarding online content,
and Family Tree University webinars
and courses

Jacqueline Musser

ACQUISITIONS EDITOR

jacqueline.musser@fwmedia.com

contact regarding Family Tree Books

Send press releases to

FTMnews-editor@fwmedia.com.

Christy Miller

ART DIRECTOR

christy.miller@fwmedia.com

contact regarding illustrations and
photography

Advertising

Jill Ruesch

ADVERTISING REPRESENTATIVE

(800) 726-9966, ext. 13223

jill.ruesch@fwmedia.com

contact regarding print, online and e-mail
advertising sales

Mary Lutz

AD SERVICES ASSISTANT

(513) 531-2690, ext. 13313

mary.lutz@fwmedia.com

contact regarding materials submission
and billing

Marketing

Kristen Allen

CIRCULATION DIRECTOR

kristen.allen@fwmedia.com

contact regarding subscription marketing
and bundling

Brandon Aguilar

ECOMMERCE PARTNERSHIPS MANAGER

brandon.aguilar@fwmedia.com

contact regarding product sales on
ShopFamilyTree.com

Kevin Quinn

ONLINE PRODUCT MANAGER

kevin.quinn@fwmedia.com

contact regarding *Family Tree*
Magazine web properties

Production

Peggy Layton

DIRECTOR OF PROMOTIONAL MATERIALS

peggy.layton@fwmedia.com

contact regarding printing and
postal delivery

Family Tree Magazine is an imprint of F+W Media, a leading special-interest publisher of media—from print to digital to video—for highly passionate enthusiast communities including:

- » Adams Media
- » Antiques & Collectibles
- » Automotive
- » Construction/Trade
- » Crafts
- » Design
- » Digital Book World
- » Fine Art
- » Firearms & Knives
- » Horticulture
- » Numismatics
- » Outdoors
- » Sports
- » Woodworking
- » Writing

Jill Ruesch

ADVERTISING

REPRESENTATIVE

(800) 726-9966,
ext. 13223

Jill.Ruesch@fwmedia.com