



Association of Professional
GENEALOGISTS

Media Kit





The Association of Professional Genealogists (APG), established in 1979, represents more than 2,000 professionals in various genealogy-related businesses in more than 40 nations. APG encourages genealogical excellence, ethical practice, mentoring, and education. The organization also supports the preservation and accessibility of records useful to the fields of genealogy and history.

Partner with APG to showcase your products, services, and thought leadership to professionals who help clients in their family history journey every day.



Contact:

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APG Advertising Manager

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As of 5 February 2026

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ABOUT THE ASSOCIATION OF PROFESSIONAL GENEALOGISTS

APG's highly-engaged audience consists of more than 2,000 members including genealogy industry professionals, emerging professionals, family historians, archivists, librarians, historians, and others who serve the industry.



2,000+
MEMBERS



40+
COUNTRIES



20
CHAPTERS



6
SPECIAL INTEREST
GROUPS



579,000
ANNUAL VIEWS OF
APGEN.ORG



4.57
AVERAGE PAGE
VIEWS PER USER



72%
AVERAGE MEMBER
EMAIL OPEN RATE



2.14 MINUTES
AVERAGE ENGAGEMENT
TIME ON APGEN.ORG

"APG helps me stay in touch with important issues and be educated about new facets of genealogical research including new tools to use."

"APG keeps me tuned into the worldwide professional genealogy community."

Website and email statistics cover the period of September 2024 – September 2025

APG QUARTERLY

The *APG Quarterly* (APGQ), published since 1979, is a **digital-only quarterly journal** featuring articles relevant to professionals within the genealogy community, as well as those interested in becoming genealogy professionals.

Members have access to more than 40 years of issues of *APGQ* on apgen.org along with a searchable index.



WHAT MEMBERS SAY ABOUT APGQ:*



75%

OF MEMBERS SAY APG QUARTERLY IS AN IMPORTANT/MOST IMPORTANT BENEFIT OF MEMBERSHIP*



59%

AVERAGE OPEN RATE OF APG QUARTERLY EMAILS**

"I find many of the articles very practical to being a successful genealogist especially in building business skills."

"I appreciate the discussions on emerging issues and technologies or creative usage of platforms."

"Excellent articles to aid fledgling professionals! Tips and tricks abound."

* Responses from 2025 APG Member Survey

** Average open rate for the year between September 2024 – September 2025

APG QUARTERLY ADVERTISING

- All APGQ advertisers appear in the new Advertisers Index in each issue. **NEW**
- Advertisements can be linked to the URL of your choice.

APG Quarterly Advertisement Pricing

ALL PRICES US DOLLARS

	1X	2X	3X	4X
Full Page (First Half of Issue)	\$395	\$745	\$1,060	\$1,335
Full Page (Second Half of Issue)	\$350	\$670	\$950	\$1,200
1/2 Page (First Half of Issue)	\$225	\$430	\$610	\$765
1/2 Page (Second Half of Issue)	\$200	\$385	\$545	\$690

APG Quarterly Deadlines

ISSUE	ORDER DUE	ARTWORK DUE
March	1 December	28 December
June	1 March	28 March
September	1 June	28 June
December	1 September	28 September

**If the due date falls on a weekend or holiday, the order/artwork is due the previous business day.*

BONUS OFFER!

Get 10% off half page ad in three or more issues of APG eNews with APG Quarterly insertions.

APG QUARTERLY ARTWORK REQUIREMENTS

- **Submit ads as high-resolution PDFs**
- All ads grayscale or color
- Embed all fonts & images
- Minimum font size: 10 pt.
- Interior ad placement is subject to layout editor's design requirements
- Borders will separate ads located on the same page
- All advertisements must meet the APG criteria for quality of design and typesetting
- APG reserves the right to refuse any advertisement
- No advertisement will be accepted or reserved until full payment is received

APG Quarterly Ad Sizes

SIZE	DIMENSIONS
Full Page	7" x 9"
Half Page	5.55" x 3.5"



FULL PAGE AD



HALF PAGE AD

APG ENEWS

The monthly APG eNews connects members with timely information about relevant issues and recent trends in the world of professional genealogy. In addition to member and Association news, the eNews includes learning and career opportunities and calls for proposals. The eNews is delivered to members via email on the first of each month.

The three most recent issues are publicly available at apgen.org. APG members have access to all back issues in the members-only area of the website.



59%
AVERAGE OPEN RATE OF
APG ENEWS EMAILS*

*Average open rate for the year between
September 2024 – September 2025*

* Responses from 2025 APG Member Survey



APG eNEWS REDESIGN COMING IN APRIL 2026

WHAT MEMBERS SAY ABOUT ENEWS:*

72% say that eNews is an important benefit of membership

52% say they read almost every issue (10-12 issues/year)

APG ENEWS ADVERTISING

- Advertisements can be linked to the URL of your choice.

APG eNews Ad Sizes

ALL PRICES US DOLLARS

	1X	3X	6X	12X
1/2 Page	\$130	\$380	\$695	\$1,200
1/3 Page (column)	\$100	\$300	\$550	\$1,000

APG eNews Deadlines

Publication	1st week of the month
Order	10th of the prior month
Artwork	20th of the prior month

BONUS OFFER!

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APG ENEWS ARTWORK REQUIREMENTS

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SIZE	DIMENSIONS
Half Page	7.8" x 4.8" = minimum 748 x 462 pixels (ratio of 1 : 1.61)
1/3 Page	9.3" x 2.5" = minimum 890 x 242 pixels (ratio of 1 : 3.65)



HALF PAGE AD



1/3 PAGE AD

PROFESSIONAL DEVELOPMENT WEBINARS

APG offers organizations the opportunity to underwrite our popular monthly professional development webinars. Our webinars cover topics of interest to professional genealogists, with a focus on tools and best practices for running a successful genealogy business.

Attendees of APG webinars are a highly-engaged audience of genealogy professionals; pre-registration is required to attend, with many watching the sessions later on APG's online webinar library.

Some webinars are open to non-members; others are for APG members only.

Benefits to Underwriters and Sponsors:

- Affiliation with speaker/APG
- Visibility of logo and name
- Verbal introduction, thank you, and blurb read at the beginning of the presentation
- Inclusion in social media marketing messages



WHAT MEMBERS SAY ABOUT APG WEBINARS:*

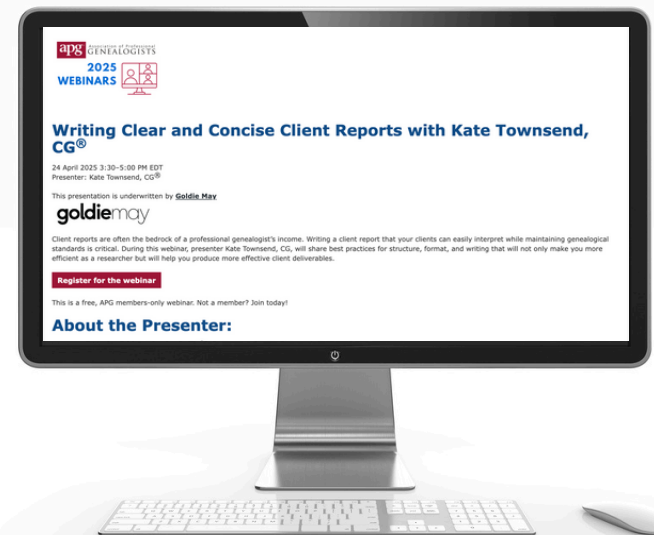
54% of members say APG's webinars are a very important part of membership

** Responses from 2025 APG Member Survey*

WEBINAR UNDERWRITING OPPORTUNITIES

UNDERWRITING INCLUDES:

- **Logo & name placement**
 - **On webinar registration page** with underwriter's name and website link. Optional: Inclusion of a tagline/short phrase (up to ten words)
 - **In APG marketing messages**, including:
 - **Social media posts** (typically four pre-event and one post-event promoting recording)
 - **APG eNews** announcement
- **Short message from underwriter read by the APG host** before presentation (up to 25 words, must follow APG guidelines)
- **Underwriter acknowledgment** on rotational slide before virtual sessions
- **Inclusion in webinar recording** in APG's online webinar library. Available for a minimum of 90 days on apgen.org



WEBINAR PRICING ALL PRICES US DOLLARS

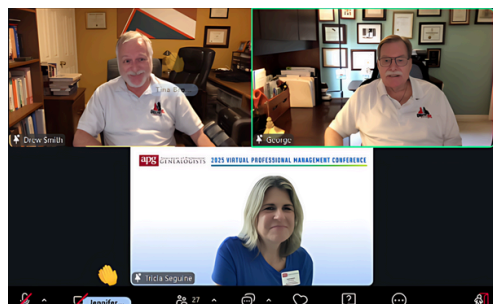
SINGLE WEBINAR	\$300
TWO WEBINARS	\$550
THREE WEBINARS	\$800

APG PROFESSIONAL MANAGEMENT CONFERENCE (PMC)

Since 1998, APG's Professional Management Conference (PMC) has provided excellence in business education for career genealogists. The PMC is developed by genealogy professionals specifically for genealogy professionals around the world. The conference has three information-packed days of in-depth sessions with experienced genealogists, industry experts, and other worldwide leaders in the genealogy community. Session topics include marketing, business management, technology/AI, speaker training, writing and publishing, client relationships, organization, forensic genealogy, and more.

Future PMC Dates

- 14-17 October 2026 (Virtual)



PMC 2026 SPONSORSHIP OPPORTUNITIES*

14–17 October 2026

Virtual

	GOLD \$2,000 USD	SILVER \$1,000 USD	BRONZE \$300 USD	SUPPORTER \$200 USD
Dedicated Sponsor Session - recorded for on-demand viewing	✓	--	--	--
Customized acknowledgement in social media; 1/month for 4 months	✓	--	--	--
Sponsor video included in pre-session video before sessions	45 seconds	30 seconds	--	--
Sponsor social networking event	✓	✓		
Branding on PMC portal	✓	✓	✓	✓
Product/Service discount included in attendee broadcast announcement	✓			
Branding on APG/PMC website	✓	✓	✓	✓
Acknowledgement in social media	✓	✓	✓	✓
Ad in digital conference syllabus	Full Page Ad	Half-page Ad	Half-page Ad	Quarter-page Ad
eNews graphic listing sponsors & supporters	✓	✓	✓	✓
Post-event recognition	✓	✓	✓	✓
Door Prize inclusion - Recognized in digital syllabus	✓	✓	✓	✓

**Subject to change. Contact admgr@apgen.org for the latest information.*

DISCOUNTS ON PRODUCTS AND SERVICES

APG is pleased to work with companies to offer exclusive discounts on products and services to APG's engaged membership. Listings are not an endorsement of any product or service by APG.

Discounts are listed on a members-only web page on apgen.org and are set up in categories including: advertising, books & magazines, education, printing and publishing, research services, databases, software, and technology.

DISCOUNT LISTINGS INCLUDE:

- Your company logo
- Link to your site
- Details on the discount and the products
- Amount of discount or special offer details

Research Services and Databases

GenealogyBank
GenealogyBank is a leading online genealogical research tool. Member Benefits: 10% discount on a new annual subscription.
Discount Code: <https://www.genealogybank.com/offer>

JPASS
JPASS is a leading online genealogical research tool. Member Benefits: 10% discount on a new annual subscription.
Discount Code: <https://www.jpass.com/offer>

Généalogie Québec PRDH
PRDH is a leading online genealogical research tool. Member Benefits: 10% discount on a new annual subscription.
Discount Code: <https://www.prdh.com/offer>

Newspaper Archive
Newspaper Archive is a leading online genealogical research tool. Member Benefits: 10% discount on a new annual subscription.
Discount Code: <https://www.newspaperarchive.com/offer>

End My Search
End My Search is a leading online genealogical research tool. Member Benefits: 10% discount on a new annual subscription.
Discount Code: <https://www.endmysearch.com/offer>

Software & Technology

Memory Cherish
Memory Cherish is a leading online genealogical research tool. Member Benefits: 10% discount on a new annual subscription.
Discount Code: <https://www.memorycherish.com/offer>

Vivid-Pix
Vivid-Pix is a leading online genealogical research tool. Member Benefits: 10% discount on a new annual subscription.
Discount Code: <https://www.vividpix.com/offer>

Nooodle
Nooodle is a leading online genealogical research tool. Member Benefits: 10% discount on a new annual subscription.
Discount Code: <https://www.nooodle.com/offer>

Goldiemay
Goldiemay is a leading online genealogical research tool. Member Benefits: 10% discount on a new annual subscription.
Discount Code: <https://www.goldiemay.com/offer>

Progeny Genealogy
Progeny Genealogy is a leading online genealogical research tool. Member Benefits: 10% discount on a new annual subscription.
Discount Code: <https://www.progeny.com/offer>



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