



CLASSIFIED rates 2019

Speak directly to your core audience of avid birders. A listing in *African Birdlife* will reach a focused group of active birders who are in the market for all the goods and services available to enhance their pastime. Whether you are offering accommodation, destination travel, guiding services, books or bird feeders, our top-flight classified advertisements offer direct access to birders at a highly competitive rate.

SIZE	RATE* (1 issue)	RATE PER YEAR* (6 issues)	DIMENSIONS (w x h)
Half page	R6 800	R32 000	185 x 120mm
Quarter page	R3 400	R19 000	90 x 120mm
Quarter page horizontal	R3 400	R19 000	185 x 58mm
1/8 page	R2 100	R12 000	90 x 58mm

*Excluding VAT

Birder Friendly Establishments or Birder Friendly Tour Operators qualify for 20% discount (30% if they book in three or more issues and a free advert if you book in 4 or more issues) on standard classified advertising.

CLASSIFIED material specs

Final material must be supplied as a high-resolution jpeg, tiff or pdf at 300 dpi. If *African Birdlife* is making up your advert, please supply all images and logos in high-res.

DEADLINES 2019

ISSUE	AD BOOKING	AD MATERIAL DUE
January/February 2018	13 Nov 2018	26 Nov 2018
March/April 2018	11 Jan 2019	4 Feb 2019
May/June 2018	8 Mar 2019	2 April 2019
July/August 2018	8 May 2019	29 May 2019
September/October 2018	8 July 2019	2 Aug 2019
November/December 2018	9 Sept 2019	4 Oct 2019

TO ADVERTISE contact

To advertise in the classified section, contact Samantha Morgan, tel. 082 218 6273, fax 086 511 5171 or e-mail samantha.morgan@birdlife.org.za



WHO are our readers?

Our readers are:

- Scientists, ornithologists and conservationists
- Passionate birders, bird photographers and lovers of the outdoors
- Garden bird enthusiasts

Typically, our magazine appeals to men and women who are business leaders and qualified professionals. They are high income earners with disposable revenue, purchasers of luxury products and services, who travel extensively for business and leisure. It makes good sense to tell them about your product.