

AFRICAN birdlife

TALK TO THE REAL BIRDING ENTHUSIASTS – an AA-income targeted, top LSM advertising and marketing opportunity...

The magazine

A special-interest consumer bi-monthly magazine, published by the renowned conservation NGO, BirdLife South Africa.

Editorial package

The editorial package is a carefully constructed mix that brings you the latest in bird science and conservation, magnificent photography, fabulous birding sightings and behaviour, combined with exploration of the continent's top birding hot-spots and the ever-popular enticement of garden birds – all packaged in a top-end magazine of outstanding print and paper quality.

Power of niche markets

Print research clearly illustrates the power of special-interest magazines in talking directly to difficult-to-reach, top-end consumers, who are largely missed by any mass-media approach and best engaged within their specific area of passion when at leisure.

THE MISSION OF BIRDLIFE SOUTH AFRICA is to promote the enjoyment, conservation, study and understanding of wild birds and their habitats. *African Birdlife* will uphold these aims and encourage wider public support for the organisation and its goals.

www.birdlife.org.za



DEADLINES 2021

ISSUE	AD BOOKING	AD MATERIAL DUE
January/February 2021	9 Nov 2020	30 Nov 2020
March/April 2021	18 Jan 2021	8 Feb 2021
May/June 2021	5 Mar 2021	5 April 2021
July/August 2021	5 May 2021	7 June 2021
September/October 2021	5 July 2021	2 Aug 2021
November/December 2021	6 Sept 2021	4 Oct 2021
January/February 2022	8 Nov 2021	29 Nov 2021

RATES 2021

SIZE (wxh)*	RATE 1-3 issues	RATE 4-6 issues	ADVERT-ORIAL	NGO
Outside back cover 215 x 275mm	R28 300	R25 700		
Inside front DPS 430 x 275mm	R51 300	R46 200		
Inside back cover 215 x 275mm	R23 200	R20 600		
Inside front cover 215 x 275mm	R25 700	R23 200		
Double page spread 430 x 275mm	R41 200	R36 000	R45 300	R25 700
Half DPS 430 x 130mm	R19 300	R18 000	R21 800	R13 000
Full page 215 x 275mm	R21 800	R19 300	R23 200	R11 600
Half page 215 x 130mm	R13 000	R11 600	R15 400	R7 700
Third page vertical 70 x 275mm	R11 600	R10 300	R13 000	R6 400

*Plus 5mm bleed to be added.

MATERIAL SUPPLIED TO AFRICAN BIRDLIFE

Material to be sent to us as a high-resolution jpeg, tiff or pdf at 300 dpi, with 5mm bleed added.

PRINT ORDER & DISTRIBUTION

- A guaranteed print order of 10 000 bi-monthly copies
- Distributed by OnTheDot to a strategically selected group of CNAs, Exclusive Books, South African National Park stores, Pick 'n Pay, Woolworths and Spar outlets in major centres
- Postal delivery to all BirdLife South Africa subscriber members
- Paid bulk subscriptions to luxury lodge partners for extended distribution

TO ADVERTISE

Contact Tanya Caldwell on 083 443 8104 or e-mail advertising@birdlife.org.za or tanya.caldwell@birdlife.org.za