



European Roller
MARK D. ANDERSON

CLASSIFIED rates 2021

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 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 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

TO ADVERTISE contact

To advertise in the classified section, contact Samantha Morgan, tel. 082 218 6273 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.