

# 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 and fabulous birding sightings and behaviour, combined with exploration of the continent's top birding hotspots 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](http://www.birdlife.org.za)



## DEADLINES 2024

ISSUE	AD BOOKING	AD MATERIAL DUE
March/April 2024	12 Jan 2024	5 Feb 2024
May/June 2024	8 Mar 2024	4 Apr 2024
July/August 2024	10 May 2024	3 June 2024
September/October 2024	12 July 2024	5 Aug 2024
November/December 2024	6 Sept 2024	7 Oct 2024
January/February 2025	8 Nov 2024	26 Nov 2024

## RATES 2024

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. Please ensure type is at least 5-8mm away from trimmed edge.**

## 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, Pick 'n Pay, Woolworths and Spar outlets in major centres
- Delivered 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 [tanya.caldwell@birdlife.org.za](mailto:tanya.caldwell@birdlife.org.za)

JEWEL OF THE GARDEN ROUTE | HAENERTSBURG'S HAPPY TRAIL | DAVID LETSOALA INTERVIEW

# AFRICAN birdlife®

birdlife.org.za

MAY/JUNE 2023



## Uganda IN FULL DISPLAY

**+**  
**PLUS**

Kgalagadi action  
Ukraine migrant  
Wordele of birds  
Rarities



A PUBLICATION BY BIRDLIFE SOUTH AFRICA • GIVING CONSERVATION WINGS

## ALL ABOUT BIRDS AND THE WORLD AROUND THEM

### EDITORIAL CONTENT HIGHLIGHTS

- *African Birdlife* features an eclectic mix of articles about the continent's bird species and their conservation, natural history and behaviour
- Regular travel slots visit interesting and often little-known African birding destinations
- Articles are geared to be accessible to readers of all ages to encourage engagement in the world of birds
- Each issue features world-class images of birds, as well as tips and hints on how readers can improve their own photographs
- Latest news and views discuss topics such as migration, climate change and citizen science initiatives
- A variety of competitions with valuable prizes is increasing reader engagement and interaction
- Features on nests and nesting, and how to attract birds to the garden, are included
- Experts review new cameras, binoculars and scopes
- Each issue has a special section devoted to the conservation work done by BirdLife South Africa.



### DEMOGRAPHICS

- Mostly over 40 years
- High LSM with tertiary education
- Many professionals and managers/owners of businesses
- Highly influential consumers with spending power
- Keen interest in brands invested in the environment and corporate social responsibility
- Consumers of optics and camera equipment
- Travel extensively in pursuit of birds

The majority of the content is original, often written specifically for *African Birdlife* and produced by experts in the fields of ornithology and conservation.



Cover price: R65

Size: 80 pages, average 20 pages of ads

Frequency: bi-monthly

On-sale date: first Friday alternate months  
(Jan; Mar; May; July; Sept; Nov)

Target audience: anyone interested in birds and their environment

Published by: BirdLife South Africa

Printed by: Tandym

Audited circulation: