



ALBERT FRONEMAN

CLASSIFIED rates 2023

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	R7200	R34 000	185 x 120mm
Quarter page vertical	R3600	R20 000	90 x 120mm
Quarter page horizontal	R3600	R20 000	185 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 2023

ISSUE	AD BOOKING	AD MATERIAL DUE
January/February 2023	8 Nov 2022	23 Nov 2022
March/April 2023	16 Jan 2023	6 Feb 2023
May/June 2023	3 Mar 2023	27 Mar 2023
July/August 2021	3 May 2023	5 June 2023
September/October 2023	3 July 2023	7 Aug 2023
November/December 2023	4 Sept 2023	25 Sept 2023
January/February 2024	6 Nov 2023	27 Nov 2023

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.



ALL ABOUT BIRDS AND THE WORLD AROUND THEM

EDITORIAL CONTENT HIGHLIGHTS:

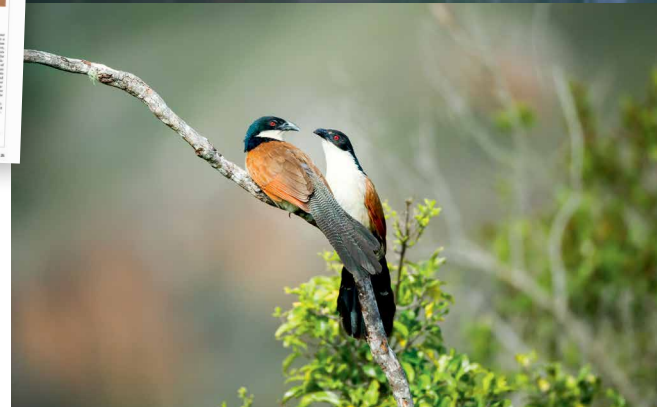
- *African BirdLife* features an eclectic mix of articles about the continent's bird species and their conservation, natural history and behaviour
- Regular travel slots visit interesting and often little-known African birding destinations
- Articles are geared to be accessible to readers of all ages 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.

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



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



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: