

BIRD WATCHER'S DIGEST.COM



Online MEDIA KIT



advertising@birdwatchersdigest.com • 800-879-2473 x313



AUDIENCE



Advertising on birdwatchersdigest.com ensures your message reaches a highly desirable audience.

89% have made online purchases in the past 12 months

40% spend \$300 or more annually on bird-watching products

84% own homes

48% say they are serious bird watchers

60% say they are serious bird feeders

35% visit the site monthly

29% visit the site more than once a month

88% access the Internet from home

70% have a high-speed connection

45% use the Internet 10 or more hours per week

Age

31% 46-55

32% 56-65

19% Over 65

Residence

32% Suburban Area

28% Rural Area

25% Small Town

14% Urban/City

AVERAGE MONTHLY TRAFFIC



113,000 page views

50,000 visitors

3.0 page views per visit

2 minutes spent on site

source: Google Analytics, May 2009



BIRD WATCHER'S
DIGEST.COM

(800) 879-2473



BANNER ADS

Banners are an effective and affordable way to generate traffic to your site. Various sized banners can be purchased and can run on virtually any schedule. Banners will rotate throughout the site with other advertisers.

Ad Size	3 MONTH RUN-OF-SITE PLACEMENT	MONTHLY TARGETED PLACEMENT
Full Banner 750 x 90	\$450	\$450/month
Skyscraper 160 x 600	\$400	\$400/month
Vertical Banner 160 x 240	\$300	\$300/month
Rectangle 180 x 150	\$225	\$225/month
Square Button 160 x 160	\$225	\$225/month

- * Targeted banner placement includes full access to one ad space on every page of a given section
- * Add \$100 for homepage placement (applies to both run-of-site and targeted-placement rate schedules)
- * All rates include monthly click-through reports generated by **OpenX**

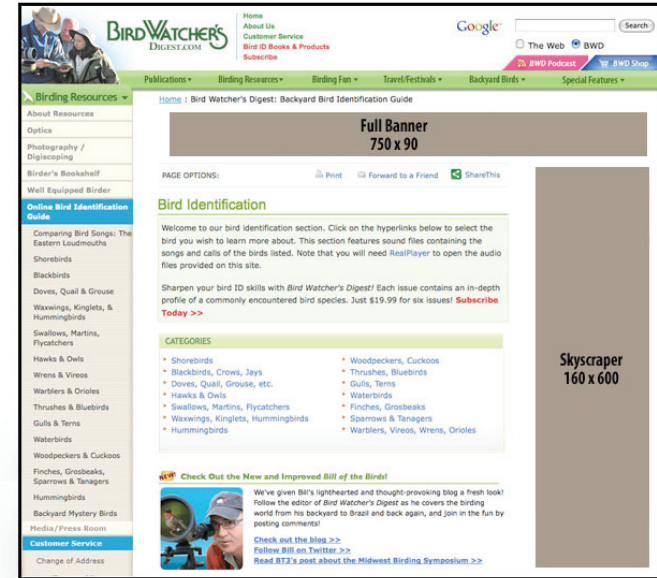
Ad Unit Specifications

File types: .gif, .jpg, animated .gif, Flash

Max File Size: 40kb



AD SIZE EXAMPLES



Full Banner Ad

Skyscraper Ad



Rectangle Ad

Vertical Banner Ad

Square Button Ad



SPONSORED SECTIONS

By sponsoring a section on birdwatchersdigest.com, you will extend your marketing reach to thousands of bird watchers that may not subscribe to bird watching publications. As a sponsor you will own that section. You will have access to all ad spaces on that section's pages, and your logo will appear at the top of every page in the section. Your brand will be linked to our valued informative content.

6 month rate: \$6,000

12 month rate: \$10,500

Rates also include a non-exclusive banner on our homepage and monthly reports generated by OpenX and Google Analytics.

The above rates apply to the following sections:

- This Birding Life Podcast
- Young Birders
- Backyard Bird Feeding
- Gardening for Birds
- All About Hummingbirds
- Online Bird Identification Guide
- Do It Yourself
- Bill's Top 10 Lists
- Image Gallery
- Optics



BILL OF THE BIRDS SPONSORSHIP

Bill Thompson, III's lighthearted and thought-provoking blog, Bill of the Birds, attracts nearly 1,000 daily readers from around the globe. This is the perfect opportunity to augment traffic to your site and to make sure your message reaches a qualified, interested audience.

\$1,500 for a 3 month non-exclusive sponsorship.

The above rate includes but is not limited to a full banner homepage ad, promotion in the magazine and in *BirdWire*, and monthly reports generated by Google Analytics and OpenX.



Bill of the Birds Birding Blog



E-NEWSLETTER

BirdWire, our monthly e-newsletter, is another excellent outlet to promote your company and/or product. It delivers your message to thousands of opt-in subscribers.

- Averages more than **16,000** opt-in subscribers
- Nearly **35%** of *BirdWire* recipients subscribe to BWD
- **29%** average open rate
- **13%** average click-through rate

Ad Size	RATES
Banner 600 x 120	\$225
Inline 420 x 180	\$225
Column 220 x 200	\$125

*All rates include run-of-site banner for 30 days and advertiser reports generated by OpenX and eWay Direct (added-value bonus)

Ad Unit Specifications

File Types: .gif, animated .gif, .jpg
Max. File Size: 40kb



E-NEWSLETTER EXAMPLES

Banner Ad

Column Ad

Inline Ad



OTHER OPPORTUNITIES



E-blast

An e-blast is a customized one-to-one communication featuring your content. Our database contains 20,000 - 25,000 e-mail addresses to which your content can be sent. An e-blast includes:

- Body text, headlines
- Image for header (700px max. width, 300px max. height)
- Optional internal images (200px max. width, 200px max. height)

*Resolution on all images must be 72 dpi

Rates:	\$850 per specs above
	\$1,200 if we have to code and design



OTHER OPPORTUNITIES



E-book Sponsorship

You can sponsor any one of our free e-book downloads. Our e-books are collections of informative, valued content written by Bird Watcher's Digest contributors. Our most recent free e-book download, Mid-priced Binoculars Review sponsored by Eagle Optics, received thousands of downloads. Please contact the advertising director to view a sample of that e-book.

A 12-month sponsorship includes:

- Cover page branding
- Three branded pages within the e-book featuring your content, including a hyperlink to your website
- Inclusion in our website's navigation channel
- Branded landing page on our website
- E-book promotion, including your logo, on our homepage and in *BirdWire* for the entire year
- ½ page color ad in three issue of our magazine, promoting the e-book with your logo
- A run-of-site full banner on our website for the entire year
- Monthly e-book download reports

Rate:	\$10,000
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E-blast examples



OTHER OPPORTUNITIES

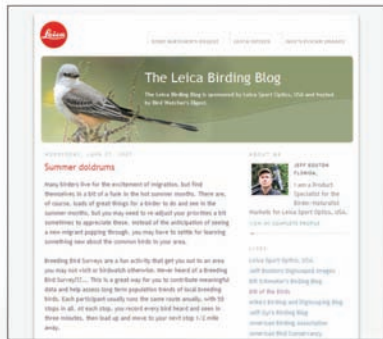


Custom Blog

We can host a blog for you on our website. By allowing us to host you blog, you will reach the thousands of qualified bird watchers that visit our website every month.

Rate: \$7,000

*Rate includes promotion on our website's homepage, in the magazine, and in *BirdWire*, inclusion in our website's navigation, and monthly reports generated by Google Analytics.



Custom Blog

Custom Podcast

Let us create a podcast for you! We will post your podcast in our website's This Birding Life Podcast section and promote it on our website's homepage, in the magazine, and in *BirdWire*.

Rates: \$500 for a 2 month placement on our website, plus production and travel costs.

\$1,125 for 6 months, plus production and travel costs (25% discount)

Video Streaming

We will post your video on our website for \$250 per month. That rate includes but is not limited to promotion in the magazine and in *BirdWire*.

We can also create video for you. Rate depends on the video project's requirements.



CONTACT INFORMATION




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