

MEDIA KIT



BIRDWATCHER'S
Digest



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"I am a fairly new fan and reader of *BWD*. I enjoy your publication immensely and go back to each issue time and again. Thanks for such an array of interesting and valuable information." *M. Rohrer, Wisconsin*

"As a new subscriber to *Bird Watcher's Digest* I've enjoyed your series on optics for bird watching—keep up the good work."

*C. Spratt,
Victoria, British
Columbia*

"We have closed our birding tour business, Norita's World, because my husband's health now precludes his leading tours, but while we were in business, we advertised with *BWD* and got amazing clients with whom we enjoyed many superb tours."

N. Hamilton, Washington

"I really enjoyed the special book issue. I own every field guide under the sun, including a signed 1931 RTP." *J. Revely, Texas*

"Thanks to Jane Henderson and Bob Cohen for their "Winter Journeys to Florida" article. We recently visited Florida and used many of their tips."
*P. Margiott,
Connecticut*

"I have been a reader of *BWD* for many years and know that it is the only birding magazine owned and operated by a family of bird watchers. So I was thrilled to see *BWD's* publisher, Andy Thompson, on the *CBS Early Show*. His appearance on the show is an acknowledgement that bird watching is a mainstream hobby that millions of people enjoy—and that the network's powers-that-be (or someone out there) recognizes *Bird Watcher's Digest* as an authority on the hobby." *D. McElroy, Washington*

ABOUT *BWD*

It's the birding magazine people read!

BWD readers look to the magazine as a trusted resource for the information and products necessary to pursue their interest in birds. Owned and operated by a family of bird watchers, *BWD* is not just one of many titles owned by a large publishing company. It's not a field guide to the birds. It's not a coffee-table publication with little more than pretty pictures. Rather, as the name indicates, it's a digest of entertaining and useful information.

We have a history

Since 1978, *Bird Watcher's Digest* has been entertaining and informing its readers with a blend of excellent feature articles, bird species profiles, accounts of birding adventures, and stunning art and photography. Each issue of *BWD* covers a wide range of topics – from bird feeding and wildlife gardening to choosing birding gear and improving bird-watching and bird-identification skills. Our writers, photographers, and artists are the best in the business. We receive a rich assortment of material every month, and carefully assemble each issue of our magazine from this material and from columns and articles by our regular contributors, to create a one-of-a-kind reading experience.



northern flicker



THE THOMPSON FAMILY

Bill Thompson, Jr.

A former newsman, college teacher and administrator, Bill co-founded *Bird Watcher's Digest* in 1978 with wife Elsa. It was Bill's desire to "be his own boss" that was the catalyst for the start of *BWD*. A man of many talents, Bill spends his free time playing jazz piano. His favorite bird is the sora, a secretive marshland bird.

Bill Thompson, III

BT3 is the editor of *Bird Watcher's Digest* and its many booklets and newsletters. He's also the author of the best-selling book *Bird Watching for Dummies* and 18 state bird books in the *Bird Watching: A Year-Round Guide* series. He is the lead author of *Identify Yourself: Birding's 50 Most Common ID Challenges*. Before he joined the *BWD* staff in 1988, Bill was an account executive at a New York City advertising agency. A musician in his off-duty hours, his favorite bird is the red-headed woodpecker.

Andy Thompson

Andy is *BWD's* publisher and director of sales. Prior to joining *BWD* in 1990, he worked in a Washington, D.C. think tank. In his free time Andy enjoys composing music, golfing, and speaking Spanish. His favorite bird is the prairie warbler.

Laura Thompson Fulton

Laura serves as *Bird Watcher's Digest's* circulation director. She returned to the magazine and the requisite bird

watching only recently. After unexpectedly finding a winter flock in her backyard pines, her favorite bird

is the white-winged crossbill.

Elsa Thompson Elsa's nickname is "Catbird" and like the catbird, she is always talking or singing. She is one of *BWD's* two founding publishers. It was her interest in birds that led the family into bird watching. Elsa helps *BWD* maintain its commitment to customer service, but her real role is as the *BWD* office den mother. Her favorite bird is the Carolina wren.



READER INVOLVEMENT

BIG things come in small packages

In a world where time and patience can be limited, our subscribers value a magazine that is “take-along” size. Our digest size and booklike feel play an important role in our readers’ involvement with *BWD*.

How much of a typical issue do they read?

- 49%** read all
- 31%** read three quarters
- 20%** read one half or less

What is the average time they spend reading an issue?

- 41%** spend two hours
- 34%** spend more than two hours
- 25%** spend one hour or less

What is the average length of time they keep an issue?

- 43%** forever
- 32%** one year or less
- 25%** more than one year

What is the average number of times an issue is used for reference?

- 58%** one – two times
- 25%** more than three times
- 11%** three times

What do *BWD* readers think of the advertisements?

- 64%** consider them informative
- 36%** consider them somewhat informative
- 57%** consider them a somewhat valuable part of the magazine
- 41%** consider them a valuable part of the magazine

READER STATISTICS

A digest of engaging and useful information

BWD readers look to the magazine as a trusted resource for the information and products necessary to pursue their interest in birds.



How many years have they been watching birds?

80% 10 years or more

How do they describe themselves as bird watchers/birders?

52% serious

39% moderately interested

9% casual

How many keep a life list or other bird-sighting list?

68%

What is their primary/preferred source for bird-watching/feeding information?

74% publications

10% Internet

8% word of mouth

5% other

3% retail stores

California condor

DEMOGRAPHICS

Readers look to
our magazine as a trusted
source for the best in birding information.

Bird Watcher's Digest readers are highly educated men and women—consumers from every walk of life. They enjoy the amenities of bird watching and can afford to acquire them. They are energetic and passionate bird watchers who apply their adventurous spirit and enthusiasm to other activities.



Cape May warblers

READER DEMOGRAPHICS

Education

- 70%** have a bachelor's degree
- 29%** also have a postgraduate degree

Age Group

- 40%** over 65
- 27%** 56 – 65
- 22%** 46 – 55
- 7%** 36 – 45
- 4%** under 35

Home Ownership **94%**

Female **56%**
Male **44%**

Occupation

- 51%** retired
- 27%** professional
- 12%** other
- 10%** administrative/sales/technical

Annual Household Income

- 35%** more than \$75,000
- 13%** \$40,001 – \$60,000
- 11%** \$60,001 – \$75,000
- 11%** \$25,000 – \$40,000
- 6%** less than \$25,000

Bird Watcher's Digest readers are a prime audience for many types of products and services.

Other Activities

- 88%** gardening
- 57%** photography
- 36%** art/cultural
- 36%** hiking/walking
- 32%** camping
- 31%** fishing
- 25%** bicycling
- 23%** canoeing/kayaking
- 21%** woodworking
- 18%** golfing
- 14%** digiscoping
- 11%** hunting

Community Involvement/ Financial Support

- 65%** environment/conservation
- 51%** religious
- 47%** bird club
- 34%** education
- 27%** art/culture
- 25%** health/hospice
- 25%** civic
- 21%** other
- 14%** children's organizations

BIRDWATCHERSDIGEST.COM

Birdwatchersdigest.com extends your marketing reach to thousands of bird watchers that may not subscribe to bird watching publications. It is a content-rich site that features information on everything from bird feeding, wildlife gardening, and digiscoping tips to editor Bill Thompson, III's, travel and birding blog.

The site averages 50,000 unique and repeat visitors per month from *BWD* subscribers and non-subscribers. 62% of *BWD* subscribers visit the site at least a few times a year, and 10% of *BWD* subscribers visit the site once a week or more.

VISITOR DEMOGRAPHICS

- 84% own homes
- 60% say they are serious bird feeders
- 56% have traveled to watch birds
- 48% say they are serious bird watchers
- 40% spend a minimum of \$300 annually on bird-watching products
- 31% have a college degree
- 30% have some college education
- 23% have a high school education
- 15% have an advanced college degree

- 24% heard about the site from a friend
- 14% heard about the site from another site
- 12% found the site through a search engine
- 95% use the Internet for e-mail
- 91% use the Internet for research
- 64% use the Internet for shopping
- 46% use the Internet for work
- 39% use the Internet for travel information
- 20% use the Internet for school



BirdWire is our monthly e-newsletter that averages more than 16,000 opt-in subscribers. Nearly 35% of *BirdWire* recipients also subscribe to *BWD*.

29% average open rate
13% average click-through rate

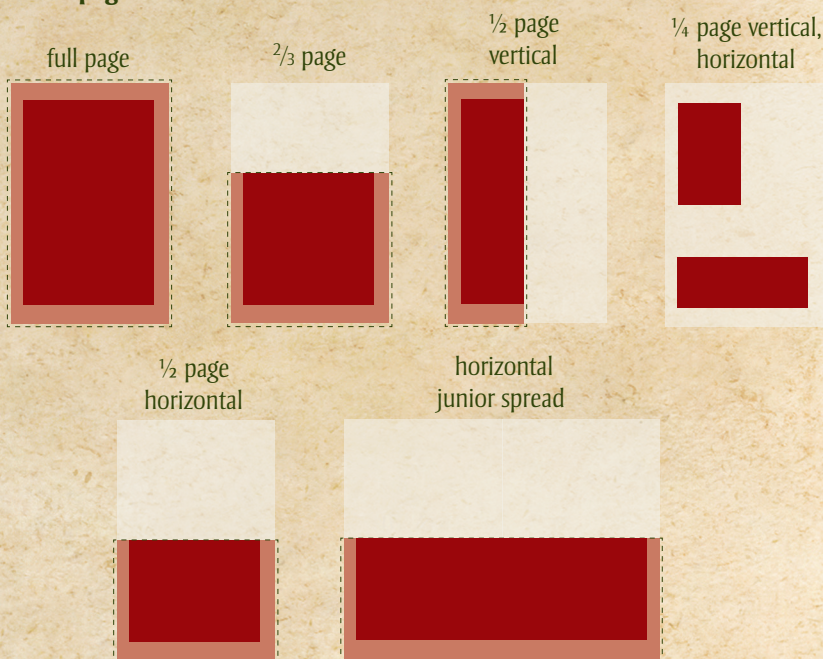
Banner and e-newsletter specifications and rates are available in the online media kit at:
http://birdwatchersdigest.com/advertise/advertise_with_us.aspx

AD SPECIFICATIONS

	bleed size*	trim size	non-bleed size
2-page spread	10.75" x 8.25"	10.5" x 8"	9.667" x 6.833"
full page*	5.5" x 8.25"	5.25" x 8"	4.333" x 6.833"
$\frac{2}{3}$ page	5.5" x 5.25"	5.25" x 5"	4.333" x 4.375"
$\frac{1}{2}$ page H	5.5" x 4.25"	5.25" x 4"	4.333" x 3.375"
junior spread H	10.75" x 4.25"	10.5" x 4"	4.333" x 3.375"
$\frac{1}{2}$ page V	2.75" x 8.25"	2.5" x 8"	2.083" x 6.833"
$\frac{1}{4}$ page V			2.083" x 3.375"
$\frac{1}{4}$ page H			4.333" x 1.687"

* please keep all crop marks out of bleed area

** full page total live area is 4.333" x 7.375"



AD SUBMISSION

We prefer to receive ads digitally, via e-mail to production@birdwatchersdigest.com, via ftp (site: [ftp.birdwatchersdigest.com](ftp://ftp.birdwatchersdigest.com) | username: `bwdclient` | password: `the1now`), or mailed on CD-R or DVD-R to **BWD Production Director, 149 Acme Street, Marietta, OH 45750**. The preferred file format is PDF, with images downsampled to 300 dpi and fonts embedded. We will also accept TIF and EPS files at 300 dpi, and Quark XPress or Adobe InDesign files packaged with all fonts and images. Fonts must be Macintosh compatible. All images must be CMYK. All digital files must be accompanied by a proof. Color ads should have a matchprint; if none is provided, color will be run to industry standard. *BWD* cannot be responsible for ads that do not print correctly if a proof is not provided.

Please call the production director at ext. 312 if you have questions about submitting your ad.

Materials not used for one year are destroyed unless *BWD* receives a written request for their return. Production services are available; contact the advertising director to discuss your needs. Files not supplied digitally will incur additional charges.



northern bobwhite

RATE CARD

	1 – 2 issues		3 – 5 issues		6 issues	
	b&w	color	b&w	color	b&w	color
2-Page Spread	\$ 3025	\$ 4740	\$ 2645	\$ 4165	\$ 2400	\$ 3750
Full Page	1750	2725	1645	2375	1365	2150
Junior Spread (H)	1850	2825	1745	2475	1465	2250
2/3 Page	1155	1805	1005	1585	915	1460
1/2 Page	1070	1680	925	1470	850	1325
1/4 Page	560	865	485	770	440	690
Inside Front Cover		3415		2975		2715

The above rates are gross, not net. There is a 15% print ready discount.

Classified Listings—Net rates are shown below.

2 1/16" x 1" B & W Classified Display <small>Add \$100 per additional inch; (5" max.) add \$100 for color.</small>	\$ 175	\$ 150	\$ 130
Classified Listing <small>per word; min. 20 words</small>	\$ 2.75	\$ 2.40	\$ 2.10

Deadlines

January/February
March/April
May/June
July/August
September/October
November/December

Space Reservation

November 2
January 4
March 3
April 29
June 29
September 1

Artwork

November 9
January 12
March 9
May 6
July 8
September 8



saw-whet owl

GENERAL CONDITIONS

Submission of any advertisement, insertion order, space reservation, or position commitment shall constitute acceptance of the following general conditions: *Advertisements are accepted upon the representation that the advertiser and its agency have the right to publish the contents thereof. In consideration of such publication, advertiser and its agency agree, indemnify, and hold Pardson, Inc. harmless against any expense or loss by reason of any claims. *Conditions, other than rates, are subject to change by Pardson, Inc. without notice. *All contents of advertisements are subject to Pardson, Inc.'s approval. Pardson, Inc. reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time. *Position of advertisements is at the discretion of Pardson, Inc. except where a request for specific preferred position is acknowledged by Pardson, Inc. in writing. Position cannot be guaranteed, nor can we assume responsibility for quality of the ad reproduction, when the material is past deadline. *Pardson, Inc.'s liability for any error will not exceed the cost of the space. Pardson, Inc. assumes no liability for errors in key numbers or type changes made at the request of advertisers. *If space is contracted for and advertiser does not supply new material by material due date, Pardson, Inc. reserves the right to pick up previously run material. *Cancellation of ad space must be confirmed in writing by the advertiser or agency. Cancellation or changes in orders may not be made the advertiser or its agency after 2 days prior to the closing date. *Contracts must be completed within 1 year from date of first insertion. All insertion orders are accepted subject to provisions of our current rate card. Rates are subject to change upon notice from the Publisher. Announcement of any rate change will be made at least 60 days in advance of the closing date of the first issue affected. Should a change in rates be made, space reserved may be cancelled by the advertiser or its agency at the time the change becomes effective without incurring short-rate changes, provided the advertisements published to date of the cancellation are consistent with the appropriate frequency rate. Cancellation of space reservations for any other reason in whole or part by the advertiser or its agency will result in an adjustment of the rate (short-rate) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate. *Pardson, Inc. shall not be liable for any costs or damages if for any reason it fails to publish an advertisement. *Failure to make the contract, order or copy correspond in price or otherwise with the rate schedule is regarded only as a clerical error and publication is made and charged upon terms of schedule in force, without further notice. All verbal instructions regarding contracts or insertion orders must be confirmed in writing. *Pardson, Inc. shall have the right to hold advertiser and/or advertising agency jointly and severally liable for such monies as are due and payable to Pardson, Inc. for advertising which advertiser or its agency ordered and which was published. *No conditions other than those set forth in this rate card shall be binding on Pardson, Inc. unless specifically agreed to in writing by Pardson, Inc. *Pardson, Inc. will not be bound by conditions printed or appearing on insertion order or copy instructions, that conflict with provisions of this rate card. *Use of BWD editorial or test data in advertising must be submitted to Pardson, Inc. for approval prior to the materials due date. *Pardson, Inc. is not liable for delays in delivery and/or no delivery in the event of Act of God, action by any government or quasi-governmental entity, flood, fire, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of Pardson, Inc. affecting production or delivery in any manner.

2010 EDITORIAL HIGHLIGHTS

Our content will enhance your brand!

Each year we select material covering a wide range of compelling topics to keep our loyal reader base informed and entertained. All of our writers are respected and well-known in the business. By placing an ad in *BWD*, your brand will be coupled with our reputable content. Visit our website

<http://birdwatchersdigest.com/dlibrary/bwd-jf2010/> to view a sample of our content. Here's a look at some of the topics we'll cover in 2010:

Travel

In each issue, we highlight specific birding hot spots throughout the United States and the world. Our readers travel all over to pursue their interest in birds, and they use our travel information as a reference for future birding trips. Here are some of the destinations that will be featured in 2010:

Domestic Travel

Florida & Dry Tortugas—March/April '10

Alaska—May/June '10

Southeast Arizona—

September/October '10

Monongahela National Forest,

West Virginia—March/April '10

International Destinations

Panama—January/February '10

The Philippines—

November/December '10

Guyana—July/August '10

Other Travel-related Features

Birding Festival Finder—July/August '10

Tips for Choosing a Birding Festival, including profiles of five top annual events for bird watchers.

The Top 10 Digiscoping Hot Spots in North America from the

Digiscoping All-stars—July/August '10

Digiscoping continues to be a hot trend among our readers and the birding community at large. This article tells these gear-buying readers where to go for great digiscoping.

Best Tips for Better Digital Bird Photography—May/June '10

Everyone can be a great digital bird photographer these days, and this article tells you how. Readers enjoying this article are among the most avid and affluent segment of the birding market.

2010 EDITORIAL HIGHLIGHTS

Optics/Gear

We provide expert advice, reviews, and comparative information on birding equipment. Here are some of the major topics that our readers can expect:

Beyond Binocs: 10 Things Every Birder Should Own—September/October '10
Optics are essential for birding success and enjoyment. These 10 OTHER items are things no birder should leave home without.

What's in your Pocket? Portable Technology for Birders—November/December '10
iPods, iPhones, MP3 players, laser pointers, pocket recorders: these are the high-tech devices many bird watchers rely upon these days. This article gives an overview of today's best (and most useful) birding technology.

Backyard

Our writers are experts in the backyard arena. Their passion for bird watching drives them into their own backyards where they study, learn, and test new ways of feeding, housing, and attracting birds. Major feature articles will include:

Hummingbird Feeding: Myths and Misinformation—May/June '10
You THINK you know, but you may not really know the truth behind these common hummingbird myths.

Backyard Birding on a Budget—January/February '10
Getting maximum value and enjoyment out of your efforts to attract backyard birds.

PUBLISHERS STATEMENT

Statement of Ownership, Management, and Circulation UNITED STATES POSTAL SERVICE® (All Periodicals Publications Except Requester Publications)

1. Publication Title BIRD WATCHER'S DIGEST	2. Publication Number 0 1 6 4 - 3 0 3 7	3. Filing Date 09/05/09
4. Issue Frequency BI-MONTHLY	5. Number of Issues Published Annually 6	6. Annual Subscription Price \$19.99
7. Complete Mailing Address of Known Office of Publication (Not printer) (Street, city, county, state, and ZIP+®4) PO BOX 110, Marietta, Washington, OH 45750-0110 (149 Acme St.)		Complete Mailing Address of Publisher Laura Fulton Telephone (include area code) (740) 373-5285
8. Complete Mailing Address of Headquarters or General Business Office of Publisher (Not printer) PO BOX 110, Marietta, Washington, OH 45750-0110 (149 Acme St.)		
9. Full Names and Complete Mailing Addresses of Publisher, Editor, and Managing Editor (Do not leave blank)		
Publisher (Name and complete mailing address) Andrew M. Thompson, 729 6th St., Marietta, OH 45750		
Editor (Name and complete mailing address) William H. Thompson, III, 330 Scotts Ridge Rd., Whipple, OH 45788		
Managing Editor (Name and complete mailing address)		
10. Owner (Do not leave blank. If the publication is owned by a corporation, give the name and address of the corporation immediately followed by the names and addresses of all stockholders owning or holding 1 percent or more of the total amount of stock. If not owned by a corporation, give the names and addresses of the individual owners. If owned by a partnership or other unincorporated firm, give its name and address as well as those of each individual owner. If the publication is published by a nonprofit organization, give its name and address.)		
Full Name	Complete Mailing Address	
<input type="checkbox"/> Pardson	PO Box 110, Marietta, OH 45750	
<input type="checkbox"/> Neal Thompson	109 Grace St., Mont Clare, PA 19423	
<input type="checkbox"/> Mary Brown	4 Upland Rd., Baltimore, MD 21210	
<input type="checkbox"/> Bill Riley	PO Box 188, Pitholown, NJ 08867	
<input type="checkbox"/> Jim Duth	440 Front St., Marietta, OH 45750	
<input type="checkbox"/> William H. Thompson, III	330 Scotts Ridge Rd., Whipple, OH 45788	
<input type="checkbox"/> Andrew M. Thompson	729 6th St., Marietta, OH 45750	
<input type="checkbox"/> T & J Silvester	860 The Masters Blvd., Shawnee, FL 32579	
<input type="checkbox"/> Carol Christy	PO Box 395, Granville, OH 43023	
11. Know all Brokers, Mortgagees, and Other Security Holders Owning or Holding 1 Percent or More of Total Amount of Bonds, Mortgages, or Other Securities. If none, check box <input checked="" type="checkbox"/> None		
Full Name	Complete Mailing Address	
12. Tax Status (For completion by nonprofit organizations authorized to mail at nonprofit rates) (Check one) The purpose, function, and nonprofit status of this organization and the exempt status for federal income tax purposes: <input type="checkbox"/> Has Not Changed During Preceding 12 Months <input type="checkbox"/> Has Changed During Preceding 12 Months (Publisher must submit explanation of change with this statement) PS Form 3526, September 2007 (Page 1 of 2) (Instructions Page 2) PSN 7530-01-800-0011 PRIVACY NOTICE See our privacy policy on www.usps.com		

13. Publication Title BIRD WATCHER'S DIGEST	14. Issue Date for Circulation Data Below MARCH/APRIL 08	
15. Extent and Nature of Circulation	Average No. Copies Each Issue During Preceding 12 Months	No. Copies of Single Issue Published Nearest to Filing Date
a. Total Number of Copies (Net press run)	42,780	38,858
b. Paid Circulation (By Mail and Outside the Mail)		
(1) Mailed Outside-County Paid Subscriptions Stated on PS Form 3541 (include paid distribution above nominal rate, advertiser's proof copies, and exchange copies)	33,509	31,513
(2) Mailed In-County Paid Subscriptions Stated on PS Form 3541 (include paid distribution above nominal rate, advertiser's proof copies, and exchange copies)	14	14
(3) Paid Distribution Outside the Mail Including Sales Through Dealers and Carriers, Street Vendors, Counter Sales, and Other Paid Distribution Outside USPS	2,837	2,335
(4) Paid Distribution by Other Classes of Mail Through the USPS (e.g. First-Class Mail®)	0	0
c. Total Paid Distribution (Sum of 15b (1), (2), (3), and (4))	36,360	33,862
d. Free or Nominal Rate Distribution (By Mail and Outside the Mail)		
(1) Free or Nominal Rate Outside-County Copies Included on PS Form 3541	1104	1038
(2) Free or Nominal Rate In-County Copies Included on PS Form 3541	0	0
(3) Free or Nominal Rate Copies Mailed at Other Classes Through the USPS (e.g. First-Class Mail)	0	0
(4) Free or Nominal Rate Distribution Outside the Mail (Carriers or other means)	0	0
e. Total Free or Nominal Rate Distribution (Sum of 15d (1), (2), (3) and (4))	1104	1038
f. Total Distribution (Sum of 15c and 15e)	37,464	34,900
g. Copies not Distributed (See Instructions to Publishers #4 (page #3))	5,316	3,958
h. Total (Sum of 15f and g)	42,780	38,858
i. Percent Paid (15c divided by 15f times 100)	97%	97%
16. Publication of Statement of Ownership <input checked="" type="checkbox"/> If the publication is a general publication, publication of this statement is required. Will be printed in the NOV./DEC. 09 issue of this publication. <input type="checkbox"/> Publication not required.		
17. Signature and Title of Editor, Publisher, Business Manager, or Owner <i>Andrew M. Thompson, Publisher</i>		Date 9/5/2009
I certify that all information furnished on this form is true and complete. I understand that anyone who furnishes false or misleading information on this form or who omits material or information requested on the form may be subject to criminal sanctions (including fines and imprisonment) and/or civil sanctions (including civil penalties).		
PS Form 3526, September 2007 (Page 2 of 2)		



BIRDWATCHER'S *Digest*

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About Artist Bob Hines

(1912-1994)

Bob Hines had been providing meticulous wildlife illustrations for books, magazines, and conservation publications for almost 40 years when Bill and I began producing *Bird Watcher's Digest* in 1978.

Mutual friends brought us together for what became a cordial personal and professional relationship.

It was a marvelous thing to watch Bob work. He would capture, with a few deft strokes, the living qualities of a minute mouse or a mammoth moose. I've watched him create a black and white portrait of ducks lifting off a pond and I'd have sworn I could see motion.

The Bob Hines illustrations that adorn this media kit first appeared in *Stories About Birds and Bird Watchers*, an anthology of stories from early *Bird Watcher's Digest* issues.



Elsa Thompson
Founding Publisher

