The American Birding Association is a not-for-profit organization which provides leadership to field birders by increasing their knowledge, skills and enjoyment of birding, and by contributing to bird conservation. ABA supports the interests of birders of all ages and experience. The ABA, with more than 12,000 members, is North America’s largest membership organization for birders.

### DEMOGRAPHICS

<table>
<thead>
<tr>
<th>Average Age:</th>
<th>Family Avg. Income:</th>
<th>Education:</th>
<th>Employment:</th>
</tr>
</thead>
<tbody>
<tr>
<td>55 years old</td>
<td>$95,590 per year</td>
<td>86% have a college degree or better</td>
<td>46% Employed</td>
</tr>
<tr>
<td>Male: 49%</td>
<td>65% over $60,000</td>
<td>50% have a post graduate degree</td>
<td>42% Retired</td>
</tr>
<tr>
<td>Female: 51%</td>
<td>44% over $90,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Married: 76%</td>
<td>27% over $120,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Own their home: 92%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### BIRDING READERSHIP (Flagship Magazine)

**Average Number of Readers Per Copy: 1.58**

- 61% of members read 70% or more of each issue
- 82% of members read 50% or more of each issue
- 69% have read at least 1/3 of ad(s) copy in previous issue of *Birding*
- 92% own a personal computer
- 57% used phone, mail, internet, or visit to retailer to purchase a product advertised in *Birding*
- 26% made a purchase via phone
- 23% made a purchase from retailer/mail order
- 8% made a purchase via the internet
- 19% requested more information from advertiser in *Birding*
- 15% visited retailer to examine product advertised in *Birding*

### BIRDING ACTIVITIES

**Average number of years in birding: 25.5**

- 80% take at least one birding vacation per year
- 39% take 2 to 3 birding vacations per year
- 13% take 4 to 5 birding vacations per year
- Average of 4.5 birding trips in ABA area per year
- 56.5% expect to take an organized birding tour in the ABA area in the next few years
- 85% feed birds in their yard
- 84% keep life list or other list
- 56% participate in Christmas Count
- 42% participate in other bird counts/research
- 58% take field trips with local clubs
- Average of 4.5 birding trips in ABA area per year
- Average of 1.1 birding trips outside ABA area per year
- 35% expect to take an organized birding tour outside the ABA area in the next few years
- 45% have nest boxes
- 40% keep computer records
- 35% keep a field notebook
- 45% take photos of birds
- 58% take field trips with local clubs
- 48% are active in local bird clubs

### REASONS MEMBERS JOINED ABA

- 71% joined ABA to learn more about birds
- 51% joined ABA because membership includes subscription to *Birding*
- 38% joined ABA because of a friends recommendations
- 21% joined to receive copies of ABA Sales catalog

**SOURCE:** The University of Michigan Research Center

### PURCHASING POTENTIAL

- 86% - “very likely” or “likely” to purchase outdoor clothing in next year
- 85% - “very likely” or “likely” to purchase air travel for business or pleasure in next year
- 70% - “very likely” or “likely” to purchase stocks/bonds/mutual funds in next year
- 53% - “very likely” or “likely” to purchase computer software/hardware in next year
- 33% - “very likely” or “likely” to purchase binoculars/scope in next year

**SOURCE:** Surveys & Strategies

### MARKET FACTS

**46 million birder**s in the U.S. *A “birder” defined as an individual who had either taken a trip a mile or more from home for the primary purpose of observing birds and/or closely observed or tried to observe birds around home.*

**70.4 million** persons in the U.S. report some level of involvement in birding. The 70.4 million persons represent **33% of all Americans** age 16 and older.

- 34% of respondents spent more than 25 days per year birding
- 66% of respondents spent 1 to 25 days per year birding
- 54% of respondents spent 1 to 10 days per year birding

Birders spent **$32 billion** annually on wildlife-watching

- **$24.2 billion** spent on equipment and other expenses
- **$7.4 billion** spent on trip-related expenditures (transportation, lodging, food, guide fees, etc.)

**Total economic impact of birders:** **$85 billion**

**Birding has grown by 232% since 1983.**


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**Total Membership: 12,000+**

Individual membership costs $45 per year; household membership costs $52 per year.
Birding magazine is the award-winning, full-color, bimonthly members’ magazine of the American Birding Association. The magazine’s diverse content covers all aspects of the study and appreciation of wild birds and their habitats in North America and beyond. Birding is produced by Editor Ted Floyd and a team of birding experts from all over the United States. Along with print content, Birding offers extensive online content—some of it exclusively for members, other content available to everybody. The magazine’s online content emphasizes both interactivity and multimedia items like video and sound recordings.

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</tr>
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<td>February</td>
<td>Jan 25</td>
<td>Dec 21</td>
<td>Dec 28</td>
</tr>
<tr>
<td>April</td>
<td>Mar 21</td>
<td>Feb 14</td>
<td>Feb 21</td>
</tr>
<tr>
<td>June</td>
<td>May 23</td>
<td>Apr 18</td>
<td>Apr 25</td>
</tr>
<tr>
<td>August</td>
<td>Jul 25</td>
<td>Jun 20</td>
<td>Jun 27</td>
</tr>
<tr>
<td>October</td>
<td>Sept 19</td>
<td>Aug 15</td>
<td>Aug 22</td>
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<tr>
<td>December</td>
<td>Nov 21</td>
<td>Oct 17</td>
<td>Oct 24</td>
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Ask us about additional frequency discounts when placing ads in both Birding and Birder’s Guide!

Send advertising materials to: Ed Rother/Advertising, PO Box 744, 93 Clinton Street, Suite ABA, Delaware City, Delaware, 19706; or e-mail to erother@aba.org. See the last page for ad materials specifications.

CONTACT JOHN LOWRY TO RESERVE YOUR AD TODAY!

- Phone: 302.838.3660  
- Cell: 734.502.0878  
- Email: jlowry@aba.org  
- Mailing address: PO Box 744, 93 Clinton Street, Suite ABA, Delaware City, DE 19706
**Birder's Guide** magazine is a new, full-color, quarterly members’ magazine from the American Birding Association. Each issue will focus on a key subject, providing practical and useful tips from experienced birders on a wide variety of topics. For 2016, we will have *A Birder’s Guide to Travel*, *A Birder’s Guide to Conservation & Community*, *A Birder’s Guide to Listing & Taxonomy*, and *A Birder’s Guide to Gear*.

**Bonus Distribution!** In addition to the copies mailed to the ABA membership, we will also be distributing up to 5,000 copies to major birding festivals throughout the country, selected National Wildlife Refuges, World Birding Center’s nature centers, Wild Birds Unlimited stores and premier birding conferences and symposiums.

### Four-Color Ad Rates

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<td>Feb 22</td>
<td>Jan 18</td>
<td>Jan 25</td>
</tr>
<tr>
<td>Conservation &amp; Community</td>
<td>April 25</td>
<td>Mar 21</td>
<td>Mar 28</td>
</tr>
<tr>
<td>Listing &amp; Taxonomy</td>
<td>Aug 29</td>
<td>Jul 25</td>
<td>Aug 1</td>
</tr>
<tr>
<td>Gear</td>
<td>Oct 27</td>
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Payable in U.S. funds by check, MasterCard, VISA, or Discover. Make checks payable to First-time advertisers are required to pay in advance for their first ad

By the purchase of advertising space in any ABA publications, the advertiser agrees to each of the following conditions:

1. any advertisement may be rejected;
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8. advertisers will be invoiced at current ad rates even if advertising orders have incorrect rates;
9. advertisers will be charged fees incurred for handling ads that are not camera-ready, late, or require copy revisions;
10. the advertiser is liable for all ad content and assumes responsibility for any claims or legal fees resulting from ad content;

The file formats supported for the magazine are:
- QuarkXPress, Adobe Illustrator, Adobe InDesign, Adobe Photoshop. However, the preferred method for receiving files is a high-resolution PDF with bleeds and crop marks included. We cannot accept Microsoft Publisher or Microsoft Word documents as final advertising artwork.
- Files must have all high-resolution images and fonts included. We accept OpenType (preferred), Type 1 (Mac), or TrueType fonts. Do not stylize fonts from program style palette.
- When supplying ads in Illustrator, convert all fonts to outlines.
- Images and files must be in CMYK or Grayscale in TIFF or EPS format.
- Images and files must be 300 dpi or more at full size. 150 line screen.
- Total density should not exceed 300%.
- No JPEG, BMP, or PNG file formats.
- Do not nest EPS files into other EPS files.
- All required trapping should be done prior to creating the files.
- Spot/Pantone colors must be converted to CMYK.
- A digital proof should be provided that is generated from the furnished file. Laser proofs should be supplied at 100%.
- File formats accepted: TIFF and EPS.
- Media supported: CDs and DVDs.
- Include all support graphics and fonts.
- When ad files are emailed or uploaded to our ftp site, please include a separate PDF proof in your email.

NOTE: Ad material submitted without proofs, or after the materials closing date, will not receive adjustments in case of printing errors. Publisher reserves the right to re-size, up to 5%, any advertising materials not created to specifications, and to invoice the advertiser for the additional production charges.

FILE DELIVERY INSTRUCTIONS: Our preference is for advertisers to submit their ads in the specified digital formats. Files can be emailed to <erother@aba.org>. If you would like, you can also upload files to our ftp server. The host name of our ftp server is <ftp.aba.org>, the user name is <ads@aba.org> and the password is <ads> to access this site. Please give your files names associated with your company name for ease of identification. If emailing or using ftp transfer, please email <erother@aba.org> to alert us that the files are there for download.

If an advertiser requests that ABA make corrections to an ad, the advertiser will be charged $80 per hour (half-hour minimum). Ad production services are available; for a custom quote please contact Ed Rother at <erother@aba.org>.

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Ad Materials Magazine Specifications

SIZE SPECIFICATIONS:
The trim size of Birder’s Guide, Birding, and North American Birds is 8-1/8” x 10-7/8”. The bleed size is 8-3/8” x 11-1/8” for a full page. Bleed ads should be designed to cover the full untrimmed page size, but any type or illustrations not intended to bleed should fit within the image area. Vital printed matter should be kept 3/8” away from the trim.

AD FILES: Birder’s Guide is produced on Macintosh-based systems. PC files are accepted, but PC file name conversions may result in additional production charges to the advertiser. For more information regarding digital files please contact Ed Rother at <erother@aba.org>.

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