

Kenya Birding Magazine



Facts about Kenya Birding magazine

Kenya birding magazine is a showcase on birds and bird watching in Kenya, including bird's identification, news and travel. It supports bird tourism at Kenya's key biodiversity sites, around the country, as a form of eco tourism, benefitting local guides and communities.

Distribution

The magazine is published annually and distributed free of charge to Nature Kenya members both local and overseas. It is also shared for free on tourism expos. Its distribution is strategically deployed to make certain it reaches the target audience of travelers. These comprises of adults 34 years and older who are better able to have more time to pursue their interest in birding.

Readership

It has over 35,000 local and overseas readerships particularly Nature Kenya members, visitors who attend the tourism fairs that Nature Kenya showcase and both local and international partners.

Advertising

If you would like to advertise, Book your space by filling the attached booking form before **1st of May 2021**

Contact; Gloria Waswa nkmembership@naturekenya.org

ADVERTISING RATES FOR 2021 (KSH)

Our rates provide you the best value in the market! Nature Kenya corporate members get a 5% discount.

Advert size and position	Size		Cost	
	Width (mm)	Height (mm)	Rates in Ksh	Discounted 5%*
Full Page – Outside Back Cover FULL BLEED	197	260	Booked	Booked
Full Page – Inside Front Cover FULL BLEED	197	260	135,000	128,250
Full Page – Inside Front Cover TEXT AREA	175	235		
Full Page – Inside Back Cover FULL BLEED	197	260	135,000	128,250
Full Page – Inside Back Cover TEXT AREA	175	235		
Full Page (Page 01) FULL BLEED	197	260	120,000	114,000
Full Page (Page 01) TEXT AREA	175	235		
Full Page FULL BLEED	197	260	105,000	99,750
Full Page TEXT AREA	175	235		
½ Page Horizontal format	175	115	70,000	66,500
½ Page Vertical format	85	235		
¼ Page	85	115	42,000	39,900
1/8 Page	85	60	24,000	22,800

Kenya Birding Magazine 2021 – Advertising Order Form

Name of Company:	Contact person and/or agency:
Invoice Address:	Tel:
	Email:
Advertising option ordered:	

Advert formats accepted

We accept the following formats:

- Illustrator (up to CS2). CMYK, all text converted to outlines, all links embedded.
- Photoshop. CMYK TIFF preferred (no psd files). Resolution must be a minimum of 350dpi at final print size.
- Print-optimised pdf.

Artworks must be supplied along with a full-size colour calibrated proof. Where colour proofs are not supplied, or proofs supplied are not calibrated, the publishers cannot be held liable for colour variations in printing. Artworks can be supplied on CD, DVD, and flash disc or via e-mail.

For full page, full bleed advert, a 3mm bleed area should be included

Terms for Acceptance of Advertising

Acceptance of an advertisement is subject to Nature Kenya's approval of copy and to the availability of space and Nature Kenya cannot guarantee that any advertisement will appear in the magazine.

Refusal or Withdrawal of Advertisements

Nature Kenya reserves the right to refuse, suspend or withdraw any advertisement submitted to it, in its absolute discretion and without explanation. Nature Kenya shall notify the Advertiser of any such refusal suspension or withdrawal as soon as is reasonably practicable.

Liability

Nature Kenya shall not be liable for any loss or damage, consequential or otherwise, occasioned by error, late publication or the failure of an advertisement to appear for any reason whatsoever. If the error, late publication or the failure of an advertisement to appear is due to the act or default of the Advertiser or its agents then the Advertiser shall be liable to pay the full advertising rate due to the Publisher hereunder in respect of such advertisement.

Indemnity

The Advertiser shall indemnify Nature Kenya and/or the Editor from and against all actions, proceedings, claims, demands, losses, costs or expenses (including legal costs) which Nature Kenya and/or Editor may incur as a direct or indirect consequence of the publication of any of the Advertiser's advertisements.

Cancellation

The Advertiser may cancel any order or part of any order by serving written notice to this effect on Nature Kenya provided that Nature Kenya reserves the right to refuse to accept any such cancellation, part cancellation or request unless notice thereof is received earlier than 1st May 2020. If the Advertiser cancels an advertisement after this date it shall be liable for the full cost of the advertisement.

I have read the Terms of Acceptance for Advertising for Kenya Birding magazine

Non Endorsement

Signature:.....

Date:.....

Advertisements shall not claim or suggest that the goods or services which are promoted therein are recommended or endorsed by Nature Kenya, unless Nature Kenya has confirmed in writing its approval of such an advertisement.

Payment

The Advertiser agrees to pay Nature Kenya for and be fully responsible for payments of all sums which may become due under this order. The Advertiser is responsible for checking advertising copy for corrections and providing Nature Kenya with prompt written notice of errors or changes.

For more information about **Nature Kenya**, visit our office at the National Museums of Kenya in Nairobi.

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