

# Cage & Aviary Birds

**BRITISH BIRD FILE**  
Keeping, breeding and showing the jay See page 18

**CANARIES**  
Birdroom tasks for January See page 16  
**PLUS** Judging in Italy See page 17

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**Cage & Aviary Birds** ONLY £1.55  
January 28 2010 Established 1902

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As the world's only bird-keeping weekly title, Cage & Aviary Birds gives readers the chance to see what's hot and what's not in the aviculture world, with the emphasis on avian news and expert comment.

Frequency:	weekly
Launched:	1902
Circulation:	13,918*
Core target:	men 35-64

## Reader Profile

Male/Female	84/16%
Average age	54

## Reading habits

- Each issue of Cage & Aviary Birds is read for 1 hour 40 minutes
- 91% of readers reach each issue of the magazine
- Over half of readers have made a purchase via mail order
- 56% of readers have made a purchase from an advert in Cage & Aviary Birds
- 62% of Cage & Aviary readers belong to a club or society, 47% of readers visit private birdrooms & aviaries

For more information please contact:

**Advertisement Manager:**  
Ben Turpitt  
Ben\_turpitt@ipcmedia.com  
0203 148 2555

**Sales Executive**  
Amber Harrison\_Doyle  
amber\_harrison-doyle@ipcmedia.com  
0203 148 2909

\* ABC Jun-Dec 2009

# *Cage & Aviary* **Birds**

## ***Display full colour***

	<b>Depth &amp;Width</b>	<b>Cost (exc VAT)</b>
<b>Front cover</b>	<b>45mm x 265mm</b>	<b>£370</b>
<b>OBC</b>	<b>320mm x 265mm</b>	<b>£1,200</b>
<b>8X2</b>	<b>80mm x 85mm</b>	<b>£120</b>
<b>Eighth page</b>	<b>75mm x 130mm</b>	<b>£200</b>
<b>Quarter page</b>	<b>156mm x 130mm</b>	<b>£420</b>
<b>Half Page</b>	<b>156mm x 265mm</b>	<b>£790</b>
<b>Full page</b>	<b>320mm x 265mm</b>	<b>£1,100</b>

## ***Classified full colour***

<b>Linage</b>	<b>£4.88 per line (min 3 lines)</b>
<b>Display boxes</b>	<b>£9.80 scc (min 3x1) 1 col = 40mm</b>

***For series discounts please call a member of the advertising team***

## **Additional Services – beyond an advert**

**Catalogues** – Let us print your retail catalogue, and distribute it with our magazines. We can also provide any quantity of cost effective run- ons.

**Sponsorship** – Want to associate your brand with the world's top weekly bird magazine? We have a large range of evolving sponsorship opportunities.

**Advertorials** – Let us create your advertisement using the skills of our unrivalled editorial department. Give your message the magazines voice!

For more special information please contact the advertising team.