

# FLORA & FAUNA

## FLORA & FAUNA SPONSORSHIP

Each issue of The Nature Conservancy's award-winning magazine contains a six page photo gallery showcasing images from the natural world. With brief, informative text, the gallery of professional photographs gives readers an intimate look at nature's wonders by capturing their splendor through the art of photography.

## TARGET AUDIENCE

### *Nature Conservancy membership*

- 1 million members in all 50 states
- Place value on quality and are willing to pay more for brands they trust and respect
- Interested in international travel, outdoor activities and photography
- Active politically and involved in their community
- Affluent, with an average income of \$100,000
- Urban, with many owning second homes
- Educated, 75 % with advanced degrees
- Concerned about the environment
- 50+ years old

### *nature.org*

- 750,000 visitors per month during the most active periods
- 6 million visitors in 2007
- 25-49 years old
- Educated
- Conservation concerned with a bias for action



**EASY BEING GREEN** The red-eyed tree frog is an excellent climber, thanks to friction supports on its toes that anchor it to leaves or branches, even if it's upside down.

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## Red-Eyed Tree Frog

Half the size of a credit card and a violent shade of day glow green, the red-eyed tree frog has become an unlikely ambassador for imperiled rainforest habitat.

PHOTO GRAPHIC BY CHRISTIAN ZIEGLER

## OPPORTUNITY

The Nature Conservancy offers select corporations an exclusive two-year sponsorship opportunity for the Flora & Fauna gallery. In each issue, your company would be credited with sponsorship, with your name and logo featured on the first page of the feature.

The Nature Conservancy does not accept paid advertising in its magazine and has limited corporate recognition. Therefore, the pages are uncluttered with corporate logos and brand names, giving your company valuable visibility among our members. Current circulation of the magazine is approximately 800,000, and it is continually named the number-one benefit of membership to The Nature Conservancy. In addition, the Flora & Fauna feature has driven some of the largest traffic spikes to nature.org in history; in one case, over 8,000 visitors were recorded in a single hour. The feature also attracts popularity on online social networks, drawing a younger, tech-savvy segment of the general internet population. This two-year sponsorship is offered for \$100,000 and includes recognition in eight issues of the magazine and on nature.org for 24 months.



## THE NATURE CONSERVANCY

- Established in 1951
- Works in more than 30 countries on five continents
- Has 3,200 employees, 720 of whom are scientists
- Named "most trusted organization" according to a Harris Interactive® Poll
- Ranked as one of the top 20 charities in the U.S. by private funds raised
- Rated highly by such charity watchdog organizations as the Better Business Bureau, American Institute of Philanthropy and Forbes magazine

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Photos courtesy of Christian Ziegler

The Nature  
Conservancy 

Protecting nature. Preserving life.™