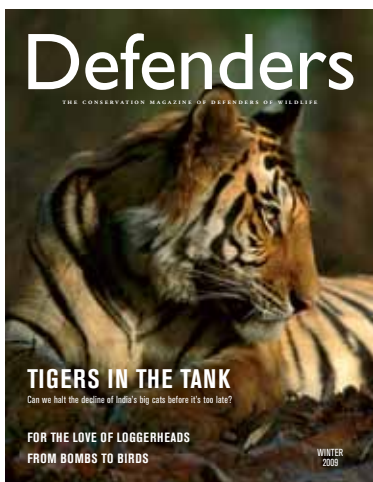
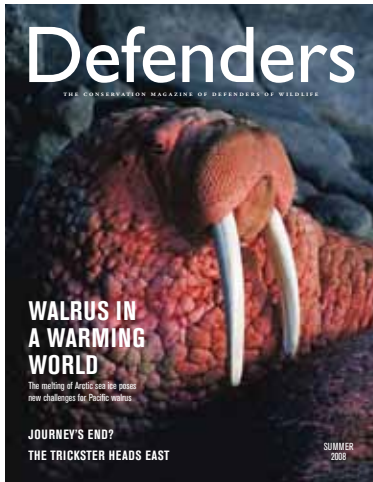


Defenders

THE CONSERVATION MAGAZINE OF DEFENDERS OF WILDLIFE



INSIDE *DEFENDERS*

Meet *Defenders*—the quarterly magazine of Defenders of Wildlife, one of the country's leading conservation organizations, dedicated to results-oriented wildlife protection and restoration.

Providing an entertaining blend of education and inspiration, this award-winning advocacy publication explores the world of wildlife...from the plight of the polar bear in the Arctic to the reintroduction and playful antics of the black-footed ferret in Kansas. World-class photography, engaging features and investigative reports get readers up close and personal not only with wild animals and wild places, but also with the special people who are on the ground making a difference. And Defenders provides concrete ways for our readers to make a difference.

In sum, it's the magazine for people who want credible, science-based information on imperiled wildlife—and what they can do to protect them.

HALF A MILLION STRONG

As a national, nonprofit membership organization, Defenders of Wildlife represents more than half a million conservation-minded citizens who are passionate about wild animals and the natural world they inhabit.

They're also passionate about the magazine itself. In fact, *Defenders'* reputation for providing truthful, educational and downright fascinating content creates a tight bond between the magazine and its readers. Through understanding, they can act. And through action, they can make a difference.

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READER PROFILE

Readership: Approx. 500,000

Female-Skewing

Female 76%

Male 24%

Core Baby Boomers

Age 40+ 90%

Age 50+ 79%

Mean 63

Affluent

\$50,000+ HHI 60%

\$75,000+ HHI 32%

\$100,000 HHI 17%

Own Home 86%

Highly Educated

Attended College+ 82%

Graduated College+ 56%

Informed, Active, & Compassionate

Own Pets 49%

Read books 37%

Garden 34%

Bird Watch 20%

Camp/Hike 19%

Involved in Conservation 19%



Source: 2007 Edge Research Reader Survey

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EDITORIAL PROFILE

A MAGAZINE WITH A BIG IMPACT

Enter the pages of *Defenders* and you will explore a world seldom seen. Packed into every issue are compelling stories of the world's most fascinating wildlife, coupled with inspirational reports of the people who dedicate their lives to endangered species survival. News of the latest political and legal battles puts our readers on the front lines, providing them with an in-depth look at wildlife conservation's great challenges and victories.

AWARD-WINNING EXCELLENCE

Defenders is the recipient of several awards recognizing editorial excellence:



- Magnum Opus Award for best all-around nonprofit magazine, awarded by *Publications Management* magazine and the University of Missouri, 2007
- Excel Award for general excellence, awarded by the Society for National Association Publications, 2005
- Excel Award for most improved magazine, awarded by the Society for National Association Publications, 2004

STRIKING PHOTOGRAPHY

In our 2007 reader survey, “beautiful photography” was the phrase most often cited to describe *Defenders*.

We're pleased to showcase the best wildlife and nature photographers in the business. These world-class photographers have the rare ability to capture a single moment in time, captivating our readers with the delightful playfulness of the otter or the raw power of the grizzly bear.

COMPELLING WILDLIFE STORIES

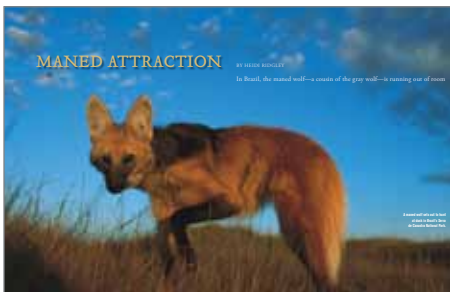
Written by some of the pre-eminent wildlife writers of our times, *Defenders* stories are always engaging.

Whether it's a feature about the melting world of the polar bear, the story of what's being done to help keep colorful tropical frogs from disappearing or the tale of one man's quest to bring the shoot-and-run killers of an Idaho grizzly bear and her cub to justice, *Defenders* stories are designed to inspire and motivate our readers.

In addition, we reveal the can't-miss refuges to visit and the important role these and other protected lands play in the conservation of our nation's treasured wildlife.

SCIENTIFIC ACCURACY

Of course, just being engaging isn't enough. *Defenders* also makes sure that all of our articles are scientifically accurate, by scrupulously checking our facts and subjecting our articles to review by scientific experts before being published.



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REASONS TO ADVERTISE IN DEFENDERS

DESIGNED TO GENERATE READER RESPONSE

Defenders' editorial mission is to promote wildlife conservation by educating and inspiring our readers to take action. To that end, we inform readers about the actions Defenders of Wildlife is taking to protect wildlife—and what they themselves can do to get involved.

As influencers, our readers count on *Defenders* to tell them how they can make a difference, whether through writing letters, signing petitions or learning about ways to reduce their carbon footprints.

HIGHLY ENGAGED AUDIENCE

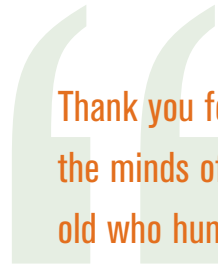
Most people who receive *Defenders* read **every single issue**, spending an average of **30 to 60 minutes** browsing its pages, and rate the magazine as **very favorable**—on par with *National Geographic*. Our readers most appreciate that *Defenders* is:

- Visually appealing (78%), with beautiful photography (86%)
- Educational (80%), helping them understand important wildlife conservation issues (74%)
- Well-written (72%) and easy to read (80%)

UPSCALE DEMOGRAPHIC

If you want to reach action-oriented, highly educated, affluent consumers, who care deeply about animals and nature, are outdoor enthusiasts and show a strong interest in green products, we've got your target demographic.

What better time to sell them products and services that align with their interests than at the very moment they are engaged with those topics?



Thank you for continuing to inspire the minds of both young and old who hunger for ways to help save nature's most wonderful and underappreciated creatures! I know you certainly helped inspire me to follow my dream to help save animals and the environment."

—Tammy Owen, *Defenders* reader

READER CREDIBILITY

An amazing **77 percent** of *Defenders* readers agreed with the statement: "If *Defenders* magazine prints an advertisement, I would assume they have investigated and endorse the product or service."

That means when you advertise in *Defenders*, your product or service gains credibility with our readers and benefits from the association with an organization our readers trust.

wildlife

Really Don't Always Show on TV
Chimpanzees are not just a TV show. They're a species that's been in the news for a long time. This is because of their intelligence and their ability to use tools. In fact, they're so smart that they can even make their own tools. This is a skill that only a few other animals have. So, it's not surprising that they're so popular on TV. But what if they were also popular in the real world? That's the question that scientists are asking. They want to know if chimpanzees are really as smart as they seem to be. And the answer is yes. They are. They're just not as famous as they should be.

THE DEAD ON BASS
The dead on bass is a phenomenon that has been around for a long time. It's when a bass dies and its body floats to the surface. This is usually because of a lack of oxygen. But there are other reasons. For example, a bass might die because of a disease or because it was caught in a net. Whatever the reason, the dead on bass is a common sight. And it's a sad one. Because it means that a beautiful creature has died. And it's a waste. Because the bass is a valuable part of the ecosystem. So, it's important to take steps to prevent the dead on bass. This can be done by making sure that the water is clean and that there is enough oxygen. And it can be done by making sure that the bass are not overfished. Because if there are too many bass, they will die. So, it's important to take care of the bass. Because they're a part of the ecosystem. And they're a beautiful creature. So, let's take care of them. Because they're worth it.

As the Curmudgeon
The curmudgeon is a character that is often found in stories. He is usually an old man who is grumpy and hates change. He is often the one who is the most resistant to new ideas. But there are some curmudgeons who are not so grumpy. They are the ones who are the most open to new ideas. They are the ones who are the most curious. They are the ones who are the most interested in learning. So, it's important to be like a curmudgeon. Because that's the only way to learn. And that's the only way to grow. So, let's be like a curmudgeon. Because we're all worth it.

TOB NOT TO TAB
The tob not to tab is a common mistake that people make. It's when they say "tob" instead of "tab". This is usually because they're in a hurry. But it's a mistake. Because "tob" is not a word. And "tab" is. So, it's important to be careful. Because you don't want to look like a fool. So, let's be careful. Because we're all worth it.

Eight Arms to Hold You
The eight arms to hold you is a common phrase. It's usually used to describe someone who is very busy. But it's also used to describe someone who is very helpful. Because if you have eight arms, you can do a lot of things. So, it's important to have eight arms. Because that's the only way to be successful. So, let's have eight arms. Because we're all worth it.

Gender Bender
The gender bender is a character that is often found in stories. He is usually a man who is very feminine. He is often the one who is the most popular. But there are some gender benders who are not so popular. They are the ones who are the most interesting. They are the ones who are the most unique. So, it's important to be like a gender bender. Because that's the only way to stand out. So, let's be like a gender bender. Because we're all worth it.

A Bachelor No More
The bachelor no more is a character that is often found in stories. He is usually a man who is no longer a bachelor. He is often the one who is the most successful. But there are some bachelor no more who are not so successful. They are the ones who are the most interesting. They are the ones who are the most unique. So, it's important to be like a bachelor no more. Because that's the only way to be successful. So, let's be like a bachelor no more. Because we're all worth it.

wildlife

A Devil of a Time
The devil of a time is a common phrase. It's usually used to describe a difficult situation. But it's also used to describe a difficult person. Because if you have a devil of a time, you're in trouble. So, it's important to avoid a devil of a time. Because that's the only way to be happy. So, let's avoid a devil of a time. Because we're all worth it.

GLOBAL INTERFERENCE
Global interference is a common problem. It's when one country interferes with another country. This is usually because of power. But it's also because of greed. Because if you have more power, you can get more. So, it's important to avoid global interference. Because that's the only way to be fair. So, let's avoid global interference. Because we're all worth it.

Gender Bender
The gender bender is a character that is often found in stories. He is usually a man who is very feminine. He is often the one who is the most popular. But there are some gender benders who are not so popular. They are the ones who are the most interesting. They are the ones who are the most unique. So, it's important to be like a gender bender. Because that's the only way to stand out. So, let's be like a gender bender. Because we're all worth it.

THEY'RE BACK!
They're back! is a common phrase. It's usually used to describe someone who has returned. But it's also used to describe someone who is back. Because if they're back, they're here. So, it's important to be like they're back. Because that's the only way to be successful. So, let's be like they're back. Because we're all worth it.

A BACHELOR NO MORE
The bachelor no more is a character that is often found in stories. He is usually a man who is no longer a bachelor. He is often the one who is the most successful. But there are some bachelor no more who are not so successful. They are the ones who are the most interesting. They are the ones who are the most unique. So, it's important to be like a bachelor no more. Because that's the only way to be successful. So, let's be like a bachelor no more. Because we're all worth it.

ADVERTISING IN *DEFENDERS*

Showcase your product or service in *Defenders* magazine! This is an amazing opportunity to connect with a targeted and hugely attentive readership that is not being reached through other publications.

A sample list of some of our ideal advertising partners:

- Outdoor enjoyment supplies (birding equipment, gardening tools, camping gear, sporting equipment)
- Pet products
- Books (general books and books specifically about environmental issues)
- Travel and tourism services, especially eco-tourism
- Health and wellness products (dietary supplements, medicines, medical devices, exercise machines)
- Financial products and services, particularly from socially responsible investment firms
- Green products (solar panels, composters, energy-saving devices, home furnishings made from sustainable materials)
- Natural and organic foods
- Your product or service!

For more information on advertising in *Defenders* magazine, contact:

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240.498.9674

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www.defenders.org/advertising