



The British Trust for Ornithology

About The BTO

The British Trust for Ornithology was founded in 1933 as an independent, scientific research trust, investigating the populations, movements and ecology of wild birds in the British Isles. Specialising in the design and implementation of volunteer wild bird surveys. Volunteers of all ages and from all walks of life put their bird-watching skills to good use, recording wild birds systematically using survey methods developed by our scientists, who then compile the records and analyse them for publication. This work makes a direct and vital contribution to bird conservation, by enabling both campaigners and decision-makers to set priorities and target resources. It also provides a unique insight into the state of our environment and how it may be changing.

Why advertise with BTO.org

BTO.org is the online content destination for The British Trust for Ornithology, attracting a substantial and loyal community of bird-watchers and naturalists of all kinds.

- The site provides users of all ages and interest groups with a forum to submit information on the birds they record in their local areas to contribute to the wide range of migration and bird population surveys carried out by The BTO. These include Bird Track, Bird Atlas, The Breeding Bird Survey, Garden Birdwatch and Nest Box Challenge.
- In addition, BTO.org provides users with a rich and informative content experience, allowing users access to up-to-date bird

conservation news, survey results and species information such as Bird Facts and Bird Trends from the huge archive of data collated over 76 years.

BTO.org as part of "The Ads for Good" Birding Portfolio

BTO.org is also part of the Digital Spring "Ads for Good" Birding Portfolio which is a group of the world's leading Birding websites including:

[BTO.org](#)
[BirdLife International](#)
[BirdGuides](#)
[The Internet Bird Collection](#)

and, coming soon, British Birds.

This Portfolio of web destinations gives advertisers the opportunity to display their messages to over **350,000** birders with a single campaign, within a selection of the most relevant and engaging editorial environments available. The "Ads for Good" Birding Portfolio has been set up to generate funds for Bird Conservation charities, through the advertising revenues generated across all it's sites.

BTO.org - A Valuable Audience

There are 530,000 regular birders in the UK. (*Source: TGI 2009*)

A unique audience of some 70,000 bird-watchers, ornithologists and naturalists use BTO.org on a regular basis, engaging with the site to deliver over 500,000 page views per month.

This means that BTO.org reaches 13% of the total UK bird-watching population and almost 40% of those that access the web (*Source: TGI 2009*). This compares very favourably with the leading birding and wildlife magazines.

In fact, coupled with the other sites within the Digital Spring "Ads for Good" Birding Portfolio, we can get your advertising in front of over 350,000 unique bird-watchers and conservationists each month.

Users of BTO.org are extremely valuable to many different kinds of advertisers.

- Travel : Birders are frequent flyers, travelling more than the UK average in pursuit of their passion and frequently staying in hotels and rental properties around the UK and the World.
- Optical equipment: Birders are heavy consumers of the very best optical and camera equipment. They spend twice as much as the average person on this kind of equipment, replacing it and upgrading it regularly.
- Mobile telecommunications and Consumer technology: Birders are also heavy consumers of mobile telecommunications and technology, regularly accessing and sharing bird news content and images whilst in the field.
- Outdoor Clothing: Birders are also regular purchasers of outdoor clothing and equipment.

Source: TGI 2009

A Valuable Editorial Environment

BTO.org provides a diverse range of editorial environments for advertisers to align themselves against, ranging from interactive platforms such as Bird Atlas and Bird Track, which engage the user directly to create and upload their own data, through to scientific content sections such as Bird Facts and Bird Trends, which inform, educate and entertain the audience.

A Strong Audience Relationship

Users of BTO.org are exceptionally site & brand loyal, frequently contributing their own data, and accessing the site on a regular basis.

- 80% of BTO.org users are repeat visitors
- Each user visits the site on average 5 times per month
- Each user generates on average 10 page impressions per month
- Each users visits the site for 6 minutes per visit.

(Source: BTO Webstats 2009)

In addition, the work of The BTO is vital to on-going bird conservation, which means that our users, brought together by a collective passion for the UK's birds, have a stronger than average bond with the BTO brand than the audiences of most websites.

This level of audience trust and loyalty creates more effective and better performing advertising.

Site Advertising Opportunities

We offer a variety of advertising packages across the site and in different formats depending on the needs of the advertiser.

For full details of the rates and packages we can offer please contact us through our advertising partner, Digital Spring by [email](#) or phone (details below).

Online Sponsorship and Creative Solutions

Beyond the standard advertising packages, we offer a variety of sponsorship and content partnership options that allow you to develop a deeper engagement with our audience and content.

We will tailor a solution to suit the needs of your campaign. This can take the form of section sponsorship, a game or interactive competition with your brand at the centre & promoted across the site or the creation of new, interactive content related to your brand. We welcome any ideas or suggestions you might have. [Drop us a line](#).

Advertising Effectiveness

Through our advertising partner, Digital Spring Ltd, we can help you get the most from every campaign you run on BTO.org or across "The Ads for Good" Birding Portfolio by providing information on the number of times your adverts are viewed and the number of times users click through to your website.

We can help you test different products, creative executions and advertising sizes to ensure that your message is at it's most effective at any stage in the campaign.

We can also help you with your online advertising design and creative.

For full details of all advertising, sponsorship and solution opportunities please get in touch.

Contact Us

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Email us : info@digital-spring.co.uk

Skype: rob.llewellyn

Our advertising partner



our advertising partner, Digital Spring Ltd. Digital Spring represents a portfolio of premium charity and commercially run, content-rich websites (The "Ads for Good" Birding Portfolio), where the revenue raised from the advertising you run gives us a valuable funding stream to help finance on-going projects.

The purpose of the "Ads for Good" Portfolio is to provide advertisers with targeted, effective advertising solutions, whilst generating revenues for it's member websites and charities. Unlike other agencies, Digital Spring works closely with the charity sector, understanding the sensitive nature of the audiences and ensuring high quality, ethical and appropriate advertising at all times. Digital Spring values ethical business operations and quality creative to ensure the highest standards possible for the charities and publishers it represents.

If you would like to advertise your products to our audience on the portfolio of sites or if you would like to become a member of the "Ads for Good" publishing community and earn money for charities as well as for your website, then please Drop us a line.