

BIRD Keeper



WHAT BIRD CLUBS HAVE TO OFFER



The UK's best-selling
monthly for people who
keep birds as pets

Launched: 1988

Circulation: 5,907

Cover Price: £3.10

Frequency: Monthly

Reader Profile

Male/Female: 62% / 38%

Median Age: 50

C1C2's: 70%

Invaluable Read

82% read every issue

63% have been reading *Bird Keeper* for more than 3 years

Average time spent reading the magazine is almost **2 hours!**

38% bought a bird healthcare product from an advert in the magazine

Reader Interests

71% own a parrot/parakeet

39% own a canary

38% own a foreign/exotic bird

44% belong to bird club/society

Source: ABC Jan-Dec 2004/Reader Survey 2002

For more information, please contact:

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