

eNature.com™ Media Kit

eNature.com—The Internet's premier site for wildlife and nature.

Reach an affluent, educated and passionate audience. People who are interested in nature—and who buy, travel, garden, read and live an active life.

eNature provides you

- *Unequaled Reach-no other site serves this community on the scale of eNature*
- *Unmatched Flexibility-we'll work with you to develop a customized program tailored to meet your specific goals*
- *A highly desirable demographic*

Our editorial mission: To inform, entertain and inspire our visitors to enjoy the wonders of nature by providing comprehensive and accurate nature information and programming that is localized and personally relevant.

From the creators of the award-winning Audubon Field Guides, eNature's geographically searchable database of America's plants and animals helps our viewers understand and enjoy nature in their backyard—and as well as anywhere else in the US.

eNature's range of advertising and sponsorship opportunities can meet your branding, traffic, and customer acquisition needs. And our unique niche and loyal viewership makes eNature a distinctive advertising choice on the Web.

Your eNature media kit includes information on

- **Site advertising**
- **Sponsorship opportunities**
- **Email advertising**
- **Our editorial plan**
- **Demographics on our visitors**



For advertising and business development contact::

Brittanie Williams

Phone: 415.309.2971

Email: advertising@enature.com

eNature's diverse inventory and attractive pricing provide advertisers the most efficient way to reach a market of engaged and affluent buyers

We offer a variety of ad units, from text links to the big box placements, that allow us to create an advertising program that delivers your marketing objectives.

Ad Unit Dimensions -we support most common ad types and can work with specialty ads as requested

Ad Unit	Location	Dimensions	File Size	Animation and/or Audio	Rich Media	Third Party Ad Serving
Leaderboard	Top and bottom of all section homes and internal content pages	728 x 90	20k	Up to 30 seconds	Yes	Yes
Widescraper	Right-hand column, all pages	160 x 600	20k	Up to 30 seconds	Yes	Yes
Medium Rectangle	Lower left column, above the fold	300 x 250	20k	Up to 30 seconds	Yes	Yes
Pop-up	Site-wide	Varies	20k	Up to 30 seconds	Yes	Yes
Pop under	Site-wide	Varies	50k	Up to 30 seconds	Yes	Yes
Interstitials	Between page loads	Varies	60k	Up to 10 seconds	Yes	No

Homepage and other premium or targeted placements are available, as are other positions and ad units based on your advertising needs.

Contact Brittanie Williams at 415.309.2971 or Advertising@enature.com for pricing and availability



Sponsoring a section of eNature lets our partners reach our visitors in ways that go far beyond basic ad placements.

Sponsorship puts you in front of our loyal viewers multiple times and builds on their strong connection to nature and the site. As a site or section sponsor you will be:

- *Featured on the site consistently and prominently—providing you very cost efficient multiple impression*
- *Included in outbound email to our large (over 250,000) mailing list*
- *Seen by viewers as a site partner—bringing our viewers something they value*

Sponsors generally support one of the eNature's primary sections—although sponsors may choose to support the entire site if they choose—and receive acknowledgement throughout that section as well as in outbound email sent to our users.

Sections available for sponsorship include:

Field Guides—enature's guides to all the animals and plants in the US

National Park Guides—Guides to the wildlife and other features of our National Parks and Wildlife Refuges

Local/Personalized Zip-Guides—Customized information about the wildlife for every Zip Code in the US

Gardening—Using your yard and garden to attract and enjoy wildlife

Wildlife Ringtones—The sounds of nature on your cell phone

eCards—Share your love of nature with others

Wildlife Travel—Where to go to see wildlife and how to get there



We can also create customized content for specific promotions or needs that you might have as well as create micro-sites and related custom content presentation vehicles.

Contact Brittanie Williams at 415.309.2971 or Advertising@enature.com to discuss creating a high impact sponsorship

Advertise in eNature's monthly newsletter

Deliver your message to eNature's most loyal and active subscribers via our monthly editorial e-mail, *The Wildside*

Circulation: 250,000

Ad Unit	Location	Frequency	Dimensions	File Size
Leaderboard HTML	Top of page	Monthly	468 x 60	15K
Widescraper HTML	Right side of page	Monthly	120 x 600	15K
Text	Varies	Monthly	NA	NA

Other positions are available based on your advertising needs. Speak to your sales representative to discuss availability

Co-branded Private Email—The highest impact

Reach your audience with a customized one-to-one communication. This monthly opt-in email is sent from eNature and features your content in a contextual wrapper—delivering your marketing message to our users in an interesting and relevant way that delivers results.

Specifications:

Weight: 100k (no more than 50k in Images)

Size: 620 x 580 pixels maximum

Characters: 2,000

E-mail must be submitted 7 days prior to send date.

No HTML 4.0-specific tags

E-mail design to be mutually agreed upon by eNature and partner.

Editorial Plan and Coming Site Attractions

eNature.com

eNature.com will be launching a number of new features in the coming months— all of which will be featured on the site as well as in outbound email.

Here's a taste of what's coming.

- *Wildlife Ringtones—delivered regularly via email as well as on the site*
- *Discussion forums and blogs*
- *Travel and Wildlife—featured destinations and tours and helpful information*
- *Podcasts*
- *Photo sharing sections and contests*

Launches of new features will be supported with extensive onsite and email publicity as well as national PR campaigns to print and broadcast media.

All new features can be sponsored—take advantage of the attention both the press and our visitors will be paying them.

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Audience

eNature viewers are engaged—visits to the site average almost 5 minutes with over 10 pages being viewed. They are avid hobbyists who enjoy outdoor activities, traveling, and a range of media. College educated with an above average income, our viewers have a demonstrated ability to transact online and are extremely loyal to the eNature brand.

Site Metrics -May 2007

Visitors: 258,669

Unique Users: 218,123

Page Views: 2,775,648

Avg. Pages per Visit: 10.73

Avg. Time on Site: 4:58 min.

E-mail Subscribers: 275,000

Opt-in Viewers: 380,000

Demographics

Female/Male: 71%/29%

College Educated: 79%

Employed: 67%

Median Age: 46 years

Income: 50k+: 56%

Data from Edge Research, Quantcast.com

Interests

Wildlife Watching 79%
Outdoor Recreation 69%
Gardening 71%
Environment/Ecology 66%

Conservation Efforts 60%
Travel 59%
Photography 49%
Books/Magazines 48%

Health and Fitness 47%
Cooking 45%
Fishing/Hunting 29%

Targeting

Whether based on demographic, technology, or content relevance, eNature ad targeting gives you the ability to reach our visitors...and your marketing objectives.

Demographic

Zip-based
Interest

Technology

Frequency
Ad Sequence
Time of Day

Content

Field Guides
Zip Guides
Wildlife Challenge Contest
Ask an Expert

Parks and Refuges
Birding
Backyard Wildlife Lists
eCards