



SUSTAINABLE  
ADVENTURE  
TOURISM

# Birding



## *Nikon's* BIRDING ADVENTURES TV

invites you to partner in **Season 4** on **NBC Sports**

**Nikon's Birding Adventures TV** presents a unique opportunity for you to place your destination before hundreds of thousands of dedicated birding and travel enthusiasts every week.

**Nikon's Birding Adventures TV** is offering a limited amount of :30 advertising slots within our popular weekly TV show.

For under **\$3.00** per 1,000 targeted viewers/impressions, this is the very best way to market your destination to our affluent and highly motivated audience.

### SPONSORSHIP PACKAGES

**DESTINATION INTRO**  
**8-Week Flight**  
**\$9,900**

**DESTINATION SPOTLIGHT**  
**16-Week Flight**  
**\$17,900**

**DESTINATION IMMERSION**  
**26-Week Flight**  
**\$24,900**

Includes production costs of :30 commercial

Previously featured destinations on **Nikon's BATV** include:

- Australia, Northern Territory
- Australia, South
- Belize, Turneffe Island
- California
- Costa Rica, Selva Verde Lodge
- Dominican Republic
- Ecuador
- Florida, South
- Guyana
- Jamaica
- New York City
- Cape May, New Jersey
- Panama, Canopy Tower
- Portugal
- Suriname
- Texas, Rio Grande Valley



"Nikon's Birding Adventures TV" is the only bird watching travel show in the United States. We are broadcast on NBC Sports, the largest sports and outdoor TV network in the world and home of the Tour de France and The Summer Olympics. We are available in 80 million households every week.

by the numbers...

## The US Birding Market

48 million birders in the United States

20 million travel away from home

56% earn over \$50,000 a year

35 billion in retail sales in US

\$82 billion in overall economic output

(2009 data)



contact us...

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### Nikon's BIRDING ADVENTURES TV

A nationally syndicated television series on NBC Sports twice weekly (26 weeks) from December 2011.

NBC Sports reaches 78,000,000 TVHH weekly cleared in every major market and all 210 DMA's in the US. All programming on NBC Sports is Nielsen-rated. NBC Sports shares the same viewer demographic as ESPN2.

Each episode airs four times per season and will reach a projected average of 660,000 unique viewers. Projected 26 week series delivery over 9.1 million viewers.

#### NBC Sports Viewer Profile:

Income: \$75,900

Median age: 40

59% Are College Educated

75% Are Home Owners

"My wife and I enjoy Birding Adventures TV. Your show has prompted us to travel to some of the destinations that have been featured on the shows, and in fact are now planning a trip to Australia. Portugal is now also on my birding trip list. I appreciate how each show provides contact information on places visited. The only problem now is deciding where to go first and having the time to get it all in!"  
Mark Davis, Florida

"You've given me the travel bug. I've been watching the Season One DVD's and decided to go to Punta Cana for a combined family vacation/birding trip. Just thought I'd let you know we booked our trip to Punta Cana resort - thanks to your fun episode!"  
Donna Griffith Quinn, Virginia

"Ecuador is number 1 on my list of birding destinations. The show just reinforced that desire. Antpittas are awesome, I can't wait to see them."  
Andy Wraithmell, Florida