



MONGABAY.COM

Overview

Mongabay.com is a conservation news and environmental science web site. Mongabay.com seeks to raise interest in and appreciation of wild lands and wildlife, while examining the impact of emerging trends in climate, technology, economics, and finance on conservation and development.

History

Mongabay.com was founded in 1999 by Rhett A. Butler. Rhett continues to run the site, serving as webmaster, head writer and editor, and president of the organization. Jeremy Hance is mongabay.com's other full-time writer. Mongabay.com publishes contributions from free-lance writers on an occasional basis and uses dozens of translators for its international (non-English) editions.

Content

Mongabay.com focuses on environmental and conservation news reporting and analysis, but it also includes a variety of other content.

Conservation and environmental science news (news.mongabay.com): The news section is recognized by prominent researchers as a leading source news and information relating to tropical forests and other environmental issues, including oceans, biodiversity, climate change, and emerging ecosystem services markets.

Rainforests (rainforests.mongabay.com): The rainforest section provides information on tropical forests and deforestation as well as data. It is believed to be the Internet's most popular rainforest site.

Tropical fish (fish.mongabay.com): The tropical fish section provides information of interest to tropical freshwater fish hobbyists, including species profiles, instructions on setting up and maintaining an aquarium, and the role aquarists can play in conservation.

Madagascar (wildmadagsacar.org): WildMadagascar.org is a sister site of mongabay.com. It highlights the spectacular cultural and biological diversity of the world's fourth largest island, Madagascar, providing travel information, history, photos, news, and educational resources. WildMadagascar.org is maintained by Rhett and appears to be the most visited English-language Madagascar site on the Web.

Kids (kids.mongabay.com): The kids section includes information about rainforests and resources for teachers.

Travel (travel.mongabay.com): The travel section includes more than 35,000 pictures from more than 40 countries. It provides travel tips and information for a number of locations.

Tropical Conservation Science (tropicalconservationscience.org): TCS is mongabay.com's peer-reviewed scientific journal. Now in its third year, TCS aims to provide opportunities for scientists in tropical countries to publish their work in their native language (English, Spanish, Chinese, Portuguese, and French): TCS is open-access and charges no fees for publication.

Reference information (various, including population.mongabay.com): Mongabay.com has long been a source for reference information, including demographic, geographic, and environmental data.

Non-English languages (various, including world.mongabay.com): Mongabay.com publishes content in a number of languages. The kids site is presently available in more than 30 languages, while there are substantial versions of mongabay.com in Chinese, Spanish, French, Brazilian Portuguese, Japanese, Indonesian (Bahasa), and German. Mongabay.com expects to expand these sites significantly in 2010.

Mongabay.com's reporting has had significant impacts, including exposing and blocking illegal logging and timber shipments in Madagascar, Panama, New Guinea, and other countries; spurring conservation projects in Colombia and Central Africa; influencing political and business leaders; and raising environmental awareness among hundreds of thousands of schoolchildren.

Mongabay.com is frequently cited by scientists and used as a source by media, including the BBC, CNN, CBS, the Discovery Channel, The New York Times, The Guardian, the Daily Telegraph, Conde Nast Traveler, National Geographic, the Sydney Morning Herald, the Wall Street Journal, Fortune Magazine, NBC, UPI, Yahoo, Bloomberg, Business Week, The Ecologist, Environmental Leader, Reuters, the Associated Press, and many other outlets.

Management

Rhett Butler is founder and president of mongabay.com. In addition to mongabay.com, Rhett's writing has appeared in The Washington Monthly, Yale Environment 360, BBC News, Conservation Letters, and Trends in Evolution & Ecology.

Audience

Mongabay.com is among the world's most popular conservation and environmental sites, drawing well over a million unique visitors per month.

More data (U.S. users), according to Quantcast

- 52% female
- 37% in the 35-49 age bracket, 23% 50+, 28% 18-34
- 61% college-educated or higher, with 17% graduate school or higher
- Average household income of around \$73,000, with 23% over \$100,000

Monthly inventory (per country breakdown is available upon request).

Section/Site	Page Views	U.S. Share
Fish	134	45%
Kids	375	48%
News	350	50%
Non-English	708	2%
Rainforests	267	43%
Reference	250	65%
Travel	584	44%
WildMadagascar	206	45%

Figures based on Jan-Dec 2009. Figures in thousands

Advertising

Mongabay.com offers CPM-based advertising opportunities. Advertisers can target specific sections of the site, premium versus remnant inventory, and geographic areas (Mongabay.com uses Google Ad Manager to manage inventory). Ad units include 728x90, 300x250, 160x600, 120x600, and 468x60. Creative is expected to meet IAB standards.

Contact

Rhett A. Butler
President, mongabay.com
rhett@mongabay.com