2024 is a great time to add wildlife guides and gifts to your range, with more and more people valuing being in their garden and outdoors for their well being. A recent survey showed 84% of the population are keen to engage with nature – our WildID guides are an easy and attractive way to discover nature. With an RRP of £4 and attractive margins for retailers our WildID guides are already sold in over 200 outlets like garden centres, gift shops and visitor centres across the UK.

From butterflies, bees and birds to ferns, fish and flowers, our guides have it covered. Tough enough for outdoor use whatever the weather, our WildID guides are splashproof, rucksack-sized and light enough to carry all day. With stunning illustrations and pictures, wildlife identification has never been easier. We have over 90 WildID guides to choose from, as well as Wildlife Packs, children’s Nature Spotters books and gifts.

As one of the UK’s leading publishers of wildlife guides our experienced design team works with leading experts, authors and illustrators to ensure our guides are both beautiful and packed full of facts. We also work with national bodies such as Butterfly Conservation, Buglife and the Mammal Society to co-create guides, as well as producing bespoke guides for local sites.

WildID are produced by Field Studies Council who have been helping people explore nature since the 1940s. We want to create a world where everyone feels connected to the environment so they can enjoy the benefits it gives and make choices that help protect it.

Dr Rebecca Farley-Brown (WildID Manager)
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Our story

WildID is part of Field Studies Council, a registered charity established in 1943 and now the UK’s leading provider of environmental identification guides and related adult training.

The vision of far-sighted pioneers working with evacuee children during the Second World War, we now welcome over 150,000 people each year to our field centres across the UK.

We give children their first experience of the countryside. We provide tuition for pupils with additional needs. We provide class groups with wellies and pond nets. And we do so much more...

Your customers can be reassured that buying from WildID helps us transform young lives by funding nature education, helping create the next generation of wildlife enthusiasts.

Read more about our charitable impact
www.field-studies-council.org/our-charitys-impact
WildID guides sound great. But what can you offer retailers?

Good question!

- 40% discount on RRP available to retailers
- Free delivery on orders over £200
- No minimum order size
- In-store display equipment and merchandising available (see page 18)

We take our environmental responsibility seriously. Do you?

YES! WildID guides have great green credentials

- Responsibly sourced: 100% of our paper is Forestry Stewardship Council accredited
- Carbon neutral: with Woodland Carbon
- Vegetable-based inks since 2010
- Totally chlorine-free since 2005
- No single-use plastics
- UK manufacturing: over 95% printing within 30 miles of our HQ in Telford
- Charitable support: Buying WildID guides helps our charity support nature education (see page 3)
WildID guides
For everyone • ages 8–80+

Rucksack sized: folding down to 175mm x 245mm
Accompanying text helps to confirm identification
In-store display options available (see page 17)
Similar species arranged nearby for comparison

Accurate colour images make identification easy

““The guides give information and enhanced understanding of the natural wildlife to our valued and inquisitive customers, and help them identify the different species of natural wildlife that surrounds our nature reserve and cafe.”
Debbie Lewney, Hauxley Visitor Centre

“The WildID guides were flying off the shelves over the May Day bank holiday weekend.”
Marianne Gray, Elan Valley Visitor Centre

“FSC WildID laminated guides are a must-have for outdoor explorers.
Their jewel-like illustrations capture the features of each subject and show just the right amount of detail for confident identification, including scale.

“Beyond the imagery, there is a wealth of information, laid out in with simple clarity that makes them very readable but with substance and depth that’s useful to enthusiasts and ecologists alike.”
Paul Jupp, Meadow in My Garden

Excellent customer reviews
94% people using WildID guides would recommend them to other people

In-store display options available (see page 17)
Discover nature with WildID guides

Do you know a Blue Tit from a Great Tit?

• Get to know garden wildlife with over 90 different guides
• 142,000 guides used by wildlife lovers and families in 2022
• Join over 200 shops already selling our WildID guides
Park and garden birds
SKU OP197 • ISBN 978 1 90881 965 9

Is that a chaffinch, greenfinch or bullfinch at the bird feeder? Do you know a great tit from a blue tit? Covering the top 50 birds seen in parks and gardens, including ponds and rivers.

Butterflies
SKU OP184 • ISBN 978 1 90881 945 1

Covering all 60 wild butterflies of Britain and Ireland, with beautiful colour life-sized paintings by acclaimed artist Richard Lewington. Co-created with Butterfly Conservation.

Garden bugs and beasties
SKU OP162 • ISBN 978 1 90881 915 4

Head into the garden and peer among flowers, grasses and plant pots. Featuring common garden minibeasts, from shieldbugs to snails and froghoppers to flower beetles. Great for young explorers!

Trees
SKU OP51 • ISBN 978 1 85153 861 4

Can you tell apart maple and sycamore? Beech and hornbeam? Pine, cedar, spruce and fir? Straightforward questions will quickly guide you to the right answers. Co-created with the Forestry Commission.

Bees
SKU OP119 • ISBN 978 1 85153 230 8

Gardeners know the value of pollinators. Featuring 28 species of bees found in gardens, including mining bees, cavity-nesting bees and cuckoo bees as well as the Big Six bumblebees. Co-created with Buglife.
Walks and wayside flowers
SKU OP176 • ISBN 978 1 90881 934 5

Looking for a quick guide to common wild flowers? Gardens, grassy tracks, quiet lanes, hedgerows, playing fields and canal towpaths are a great place to look. Features 42 different flowers to spot.

Woodlands: trees, flowers and fungi
SKU OP195 • ISBN 978 1 90881 963 5

A woodland walk is a wonderful way to get outdoors and explore nature. Featuring 61 different trees, flowers, ferns and fungi, this guide will help you find plants all year round.

Hedgerows
SKU OP134 • ISBN 978 1 85153 246 9

A great introductory guide to the countryside, with beautiful colour paintings of the common woody plants, wild flowers, berries and seed heads, birds, mammals and invertebrates that live in the hedgerow.

Foraging
SKU OP168 • ISBN 978 1 90881 925 3

Written by an experienced forest schools leader, this is a great guide to take on a walk with children. It covers the top 25 most common and tasty plants that can be found from just outside your front door.

Non-native invasive plants
SKU OP186 • ISBN 978 1 90881 949 9

31 terrestrial plants restricted by UK and Irish legislation, including perfoliate alexanders, pirri-pirri bur, skunk cabbage, Japanese knotweed, variegated yellow archangel and several cotoneasters.
Dragonflies
SKU OP207 • ISBN 978 1 90881 983 3
Featuring all 20 damselflies and 26 dragonflies of Britain and Ireland, plus 5 common vagrant species. Designed for speedy identification in the field, with paintings shown at life-size.

Ladybirds
SKU OP102 • ISBN 978 1 85153 297 1
There are 26 different ladybird species in Britain and Ireland. Beautiful colour paintings of all species by Chris Shields show the key colours and patterns to look out. Co-created with the UK Ladybird Survey.

Day flying moths
SKU OP106 • ISBN 978 1 85153 215 5
Although most moths fly at night, many are active during the day. A surprising number can be seen in gardens. Featuring 103 species which fly in the daytime, including tiger moths, burnet moths and clearwings.

Spiders
SKU OP69 • ISBN 978 1 85153 879 9
Featuring 40 common spiders seen in homes, unheated outbuildings and around gardens. Also includes a concise guide to web shapes. Co-created with the British Arachnological Society.

Freshwater name trail
SKU OP39 • ISBN 978 1 85153 839 3
The classic pond-dipping guide! Used successfully by generations of children. The straightforward flow chart guides you quickly to the main groups of animals of ponds and streams.
Ducks, geese and swans
SKU OP183 • ISBN 978 1 90881 944 4
Visiting a wetland reserve? Covering all 32 wild waterfowl in Britain including dabbling ducks, diving ducks, sawbills, swans and wild geese. Especially suitable for winter wildlife watching.

Land mammals
SKU OP149 • ISBN 978 1 90881 900 0
A fantastic identification guide to all of the major wild and naturalised terrestrial mammals in Britain, from hares and rabbits to mustelids, insectivores, deer and rodents like mice, voles, rats and squirrels.

Bats
SKU OP65 • ISBN 978 1 85153 875 1
A question trail to identify all 16 British species with images of bats, plus a concise guide to bat calls when using a detector, for identifying bats in flight and at night. Co-created with the Mammal Society.

Bird tracks and signs
SKU OP187 • ISBN 978 1 90881 950 5
Develop bushcraft skills by tracking birds in gardens, woodland, sandy beaches, snow and mud. Bird signs to look out for include footprints, tracks, droppings and evidence of feeding.

Owls and owl pellets
SKU OP123 • ISBN 978 1 85153 235 3
Two guides in one: both a field guide to the 5 wild owls of the UK plus a guide to investigating the small mammal bones found in owl pellets. Co-created with the Hawk and Owl Trust.
Seaside flowers
SKU OP188 • ISBN 978 1 90881 954 3

38 special flowers of cliffs, sand dunes, saltmarshes and shingle, from buck's-horn plantain and biting stoncrop to viper's bugloss and yellow-horned poppy. Many seaside flowers don't grow anywhere else.

Seashells
SKU OP154 • ISBN 978 1 90881 906 2

From cockles to scallops, from limpets to topshells, this guide includes 40 common seashells to find around the coast. All pictures show empty shells. It's great for exploring beaches and rockpools.

Summer coastal birds
SKU OP161 • ISBN 978 1 90881 914 7

28 birds to spot along the coast in summer. Featuring both cliff-nesting birds (like gannet and razorbill) and waders (like oystercatcher and avocet) as well as all the common seagulls.

Rocky shore name trail
SKU OP61 • ISBN 978 1 85153 871 3

Going rockpooling? This guide covers the most common limpets, mussels, periwinkles, topshells, starfish, crabs and fishes you might see, plus seaweeds, lichens and sponges. Ideal for ages 7-11.

Cetaceans and seals
SKU OP155 • ISBN 978 1 90881 907 9

A guide to marine mammals, featuring 25 species of seals, dolphins, porpoises and whales most likely to be seen in British and Irish waters. Co-created with Whale and Dolphin Conservation.
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In the Garden
SKU NS01 • ISBN 978 1 90881 947 5
Go out into the garden and gaze among the flowers, grasses and plant pots. From birds and butterflies to pollinators and plants, each will win you a bronze, silver or gold medal. Can you find all 80 Nature Spots?

In the Countryside
SKU NS02 • ISBN 978 1 90881 948 2
Head out into the countryside and explore the fields, hedgerows and waysides. From ladybirds and squirrels to wild flowers and animal tracks, there's wildlife to see all year round. Can you find all 80 Nature Spots?

In Trees and Woodland
SKU NS03 • ISBN 978 1 90881 961 1
Explore trees, woods and forests. From broadleaved and conifer trees to shieldbugs and fungi, there are Nature Spots to see all year round. Can you find all 80 Nature Spots?

At the Seaside
SKU NS04 • ISBN 978 1 90881 962 8
From barnacles and bladder wrack to starfish and sea squirts, head out to the coast and explore sandy beaches, rock pools, clifftops, dunes and saltmarshes. Can you find all 80 Nature Spots?

Counter-top display with Full Fill (24 books) £72

In-store display options available
See page 17 (Counter-top display)
Wildlife packs

**Garden safari**
SKU WP11 • ISBN 978 1 90881 967 3
Explore the wildlife of our gardens
Garden bugs and beasties • Ladybirds
Butterflies • Spiders • Park and garden birds

**Seashores**
SKU WP12 • ISBN 978 1 90881 968 0
Amazing wildlife of our coastline
Seashells • Rocky shore • Summer coastal birds • Cetaceans and seals • Seaside flowers

**Woodlands**
SKU WP13 • ISBN 978 1 90881 969 7
Over 100 flowers, fungi and animals to see
Woodlands: trees, flowers, fungi • Tree name trail • Hedgerows • Ferns • Ancient woodland

**Winged insects**
SKU WP14 • ISBN 978 1 90881 970 3
Garden insects that buzz, drift or zoom
Bees • Shieldbugs • Butterflies • Day-flying moths • Hawkmoths

**Birds**
SKU WP15 • ISBN 978 1 90881 971 0
Birds of gardens, countryside and water
Park and garden birds • Birds of prey • Owls • Ducks, geese and swans • Bird tracks

**Ponds**
SKU WP16 • ISBN 978 1 90881 972 7
What’s in your pond?
Freshwater trail • Water plants • Tadpoles • Dragonflies • Ducks, geese and swans

Counter-top display
with Full Fill (12 Packs) £147

In-store display options available
See page 17 (Counter-top display)
Nature Notelets
SKU G34 • EAN 507 0 002309 910 9
retail £12.50 • trade £7.50 • margin 40%

Featuring 4 different designs showing wildlife of freshwater, woodlands, meadows and the coast. Supplied boxed.

- A mixed set of 8 greeting cards
- Left blank inside for your own messages
- Printed on recycled paper
- 148 x 148 mm (Royal Mail Letter rate)

Nature Mugs
SKU G37-40
retail £12.50 • trade £7.50 • margin 40%

Sit back and enjoy a cuppa in your garden with our enamel mugs. Choose from 4 designs. Supplied individually boxed.

- Freshwater SKU G37 • EAN 507 0 002309 911 6
- Woodland SKU G38 • EAN 507 0 002309 912 3
- Meadow SKU G39 • EAN 507 0 002309 913 0
- Coast SKU G40 • EAN 507 0 002309 914 7

Wildlife Homes
SKU G35-6
retail £30.00 • trade £18.00 • margin 40%

Help garden wildlife with these handy homes. Each comes with a WildID guide and a Wildlife homes booklet. Supplied in durable paper bag.

- Bird hotel pack SKU G35
- Bug hotel pack SKU G36

Wildlife & Birdcare wildlife homes are handmade in Staffordshire by people with diverse needs, using wood from sustainable UK forests.
Wildlife gifts

Pollinator Pack (Bee Mix)
SKU G25
retail £20.00 • trade £12.00 • margin 40%

Encourage bees and other pollinators in your garden with our Pollinator Pack featuring seedballs, a Wildlife Gardening booklet and WildID guides to Butterflies, Bees and Day-flying Moths.

Create your own guide

Would a guide to your site or local habitat work better for your visitors?

We can work with you to create wildlife guides for your location and audiences.

Our wildlife guides are simple, fun, and low-cost. For over 40 years, charities, businesses, and governments have commissioned Field Studies Council to co-create and distribute bespoke wildlife guides.

We can adapt existing guides (over 90 to choose from), or produce new guides for your location and develop bespoke posters, brochures, activity packs and interpretation boards.

Contact our team to discuss your project at www.field-studies-council.org/create-your-own-guide
In-store displays

Drive impulse sales of WildID guides in-store with our specially customised displays.

Counter-top (3 tier)

✔ Fits WildID guides and Wildlife Packs

Counter-top (2 tier)

✔ Fits Nature Spotters, Wildlife Packs, WildID guides and Wildlife Gifts

Metal spinner

✔ Fits WildID guides
✔ Supplied with merchandising

Restocking options

✔ Fast Top-up
  Don’t run out of guides! We will send you half as much stock again.

✔ Bespoke Restock
  Choose whichever guides and whatever quantities you need

Contact our sales team on 01952 208910 or publications@field-studies-council.org
Counter-top (2 tier or 3 tier) £144

- **Display type:** Counter-top, free on loan (base 1 sq ft, height 2 ft, holds 60 guides)
- **Stock:** 60 WildID guides
  20 copies of any 3 titles (to suit your location and customers)
  OR choose from 5 ready-made options*
- **Margin:** 40%
- **Cost for Full Restock:** £144

Spinner with Half Fill £360

- **Display type:** 4-sided spinner, free on loan (base 2 sq ft, height 6 ft, holds 300 guides)
- **Stock:** 150 WildID guides
  Choose any 150 guides
  OR 20 of each Top sellers 1-5 & 10 of each Top sellers 6-10
- **Margin:** 40%
- **Cost for Fast Top-up:** £180
  10 of each Top sellers 1-5 & 5 of each Top sellers 6-10
- **Cost for Full Restock:** £360

Spinner with Full Fill £660

- **Display type:** 4-sided spinner, free on loan (base 2 sq ft, height 6 ft, holds 300 guides)
- **Stock:** 300 WildID guides
  Choose any 300 guides
  OR 40 of each Top sellers 1-5 & 10 of each Top sellers 6-15
- **Margin:** 45%
- **Cost for Fast Top-up:** £330
  20 of each Top sellers 1-5 & 5 of each Top sellers 6-15
- **Cost for Full Restock:** £660

* Choose from 5 ready-made options to suit your customers

1. Gardens package: Park and garden birds; Butterflies; Garden bugs and beasts.
2. Birds package: Park and garden birds; Ducks, geese and swans; Birds of prey.
3. Pollinators package: Bees; Butterflies; Ladybirds.
4. Plants package: Wayside, plants; Woodlands; Foraging.
5. Seaside package: Seashells; Seaside flowers; Summer coastal birds.
As one of the UK’s leading publishers of wildlife identification guides, we’ve been helping people explore nature since the 1940s.

See why over 200 visitor centres, gift shops and other retail outlets stock WildID guides. Trustworthy, user-friendly... and great value.

Call us on 01952 208910
Email publications@field-studies-council.org
www.field-studies-council.org/trade

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