

NATIONAL GEOGRAPHIC TRAVEL MEDIA INFORMATION KIT

2019



 NATIONAL
GEOGRAPHIC
TRAVEL

MISSION

An aerial photograph of a valley with a hot air balloon. The hot air balloon is orange and red with a checkered pattern. The valley below is filled with white, rocky terrain and a winding river. In the background, there are mountains and a town with buildings. The sky is a mix of orange and blue, suggesting a sunrise or sunset.

TRAVEL WITH PASSION & PURPOSE

Backed by a powerful heritage of more than a century of exploration, global experts, and signature photography, *National Geographic Traveler* attracts the most readers – **9.7 million*** – driven to explore the world. At National Geographic, we believe that travel transforms lives. Our unique content, tools, and global expertise empower people to **DREAM. PLAN. GO. SHARE.**

*Source: GfK MRI Fall 2018

EDITORIAL

National Geographic Traveler *believes that everyone is an explorer and that discovering new places and connecting with others is not an occasional activity, but an ongoing exchange with the world.*

HIGHLIGHTS

Reaching the youngest audience of any travel title, *National Geographic Traveler* inspires millions with the means and mindset to explore. Our content shares authentic experiences that reveal a true sense of place.

- Audience: 9,664,000
- National Circulation: 500,000
- Frequency: 6x per year
- Local Language Editions: 17 editions, 15 languages, 30 countries
- Regional Editions:
East of Mississippi: 300,000 circulation
West of Mississippi: 200,000 circulation



EDITORIAL



National Geographic Traveler readers enjoy the following departments in the magazine:

- **Explorer's Guide**, featuring insider travel tips from a Nat Geo Explorer related to their area of specialty
- **Road Trip**, highlighting stops along a fascinating and scenic route in an iconic or surprising destination, including an illustrated map
- **City Guide**, featuring timely and expert recommendations for what to do, where to eat, and where to stay
- **Places We Love**, in which notable travelers give a personal ode to a destination with a visually stunning backdrop
- **Obsessions**, comprised of a personal essay on a travel passion of the author
- **Smart Cities**, profiling a city that's pursued ambitious goals to increase the quality of life for locals, and the quality of experience for visitors
- **The Quest**, a first-person narrative about a journey to find a particular item or experience
- **Best List**, providing a "hot list" of the top places or experiences in a popular travel category
- **Why It Matters**, looking at issues that align with National Geographic values around sustainability and conservation, and how they affect travelers
- **Cruising**, documenting exciting trends, new ships, and top itineraries for both ocean and river voyages
- **Travel Hacks**, featuring tips for getting the most out of a destination that may seem challenging
- **Local Flavor**, toasting a delicious dish or drink that's culturally tied to a destination
- **Great Escapes**, putting the focus on the world's most exciting destinations for outdoor adventure, featuring the best activities to do there
- **Go With Nat Geo**, spotlighting National Geographic's incredible travel opportunities, from expeditions to eco-lodges

EDITORIAL

2019



FEBRUARY/MARCH 2019

Closing Date: December 10, 2018

On-Sale Date: January 29, 2019

THE ART OF ESCAPE

Creative experiences and artful journeys in five senses: Sights, sounds, scents, sensations and taste.

APRIL/MAY 2019

Closing Date: February 4, 2019

On-Sale Date: March 26, 2019

TASTE OF TRAVEL

Culinary adventures and delicious secrets around the world.

PLUS, THE HOT LIST: CITY SECRETS AND GLOBAL ESCAPES

(First-ever flip issue)

Turning the issue over and upside down will lead to an artful celebration of indulgent experiences that reward the senses, expand our horizons, and make for unforgettable moments of discovery.

JUNE/JULY 2019

Closing Date: April 8, 2019

On-Sale Date: May 28, 2019

BEST SUMMER EVER

The best summer trips in North America with a focus on what to do right now – across various ages & stages of life, including family travel.

AMERICA'S FRIENDLIEST NEIGHBORHOODS

Celebration of America's cities in partnership with Resonance Research

AUGUST/SEPTEMBER 2019

Closing Date: June 10, 2019

On-Sale Date: July 30, 2019

THE MUSIC ISSUE

Traveling the world to listen and hear and connect with the world through sounds and music.

PLUS, TOURS OF THE FUTURE

Places and experiences that highlight sustainability, innovation, culture and community engagements.

OCTOBER/NOVEMBER 2019

Closing Date: August 5, 2019

On-Sale Date: September 24, 2019

YOUR SHOT COVER CONTEST

Our 1MM+ Your Shot photography community competes for the chance to have one of their photos grace the issue's cover.

ADVENTURES OF A LIFETIME

Round-up of the world's most spectacular adventures and experiences

DECEMBER 2019/JANUARY 2020

Closing Date: October 7, 2019

On-Sale Date: November 26, 2019

BEST TRIPS 2020

Annual list of the world's 28 most essential places and experiences for the year ahead through four focal lenses – cities, cultures, wild places and adventures.

AUDIENCE

MRI FALL 2018

	Aud (000)	Comp %
Readership		
Adults	9,664	100%
Male	4,913	50.8%
Female	4,751	49.2%
Family		
Married	4,540	47.0%
Single	3,456	35.8%
Children in HH	3,952	40.9%
Age		
Median Age 45; Average Age 45.1		
18-34	3,188	33.0%
35-44	1,651	17.1%
45-54	1,605	16.6%
55-64	1,412	14.6%
65+	1,809	18.7%
Education		
Attended/Graduated College+	6,305	65.2%
Bachelor's Degree+	3,386	35.0%
Employment		
Employed	6,451	66.8%
Managers/Professionals	2,446	25.3%
Household Income		
Median HHI \$70,819		
Average HHI \$91,194		
HHI \$100,000+	3,337	34.5%

Because 79% of our audience does not read any other travel title, National Geographic Traveler's exclusive reach makes it the premiere location to inspire millions with the means and the mindset to travel.



AUDIENCE

1.3M+ AFFLUENT READERS

Among the major travel magazines,
IPSOS Affluent Survey Spring 2019:

- #1 in concentration of readers who “Definitely Agree: I really enjoy a night out on the town”
- #1 in concentration of readers who “Definitely Agree: I am very active and always on the go”
- #1 in concentration of readers who “Typically stay at luxury boutique hotels or five-star accommodations when traveling”
- #1 in concentration of readers who “Typically fly first class or business class when traveling”
- #1 in concentration of readers who “Definitely agree: When I go on vacation, I prefer to go to places that are off the beaten track“
- #1 in concentration of readers who “Definitely agree: “When traveling, comfort and service are worth paying extra for”
- #1 in concentration of readers who “Definitely agree: “I like to extend my business trips to include leisure travel whenever possible”



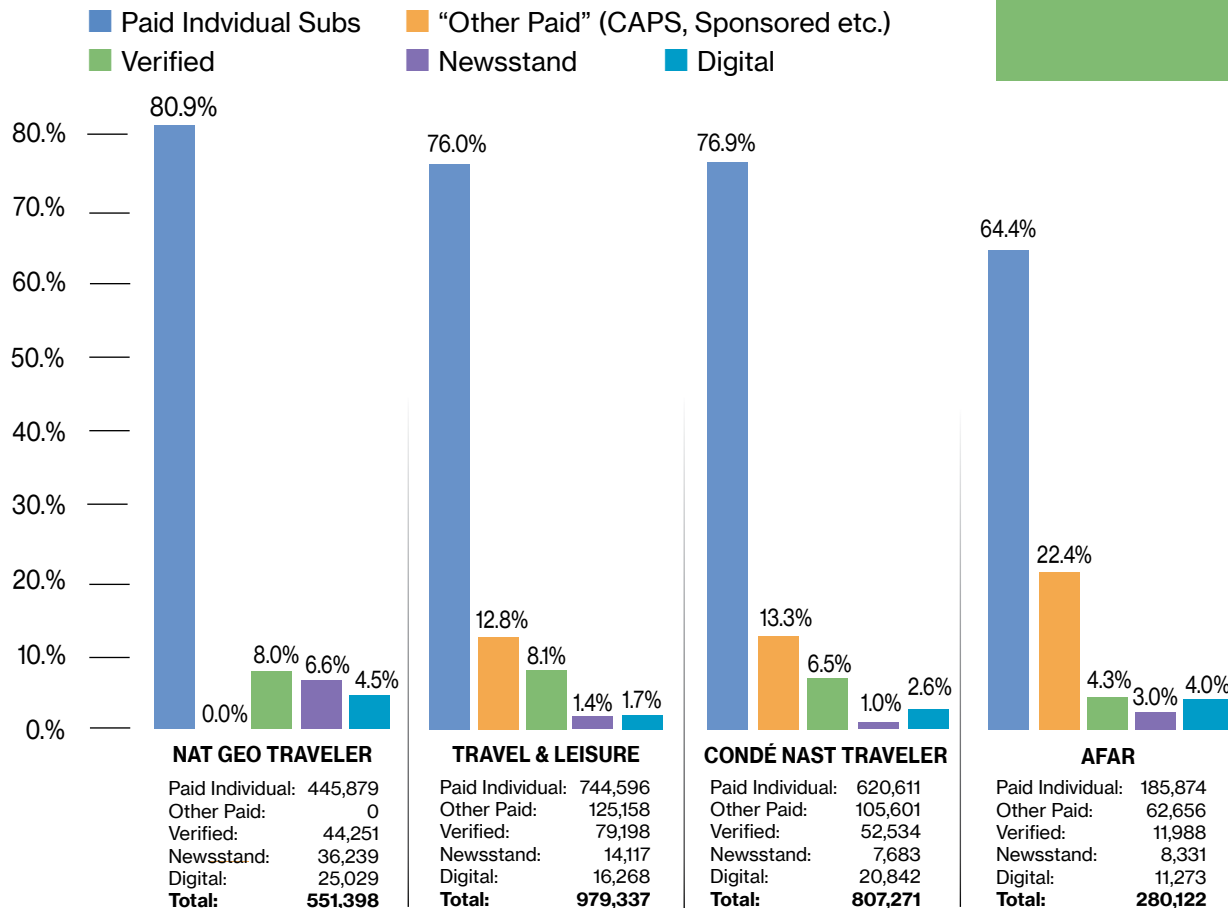
AUDIENCE



- ...in reaching the “core reader”
(reads 3/4 or 4/4 issues)
- ...in Exposures to every page
(editorial & advertising) 77% more than
Travel + Leisure and 70% more than
Condé Nast Traveler
- ...in reach and % comp who say NGT
is “very good/one of my favorites”
(5.7 million/59% of NGT readers)
- ...in % of Individual Paid Subscriptions
- ...in Newsstand Total Sales
- ...in Digital Total Sales

READER DEMAND

National Geographic Traveler subscribers value the magazine and pay for it, delivering advertisers a more cost-effective rate base.



Sources: AAM Publishers Statements, December 2018,
GfK MRI Fall 2018 vs. Travel + Leisure and Condé Nast Traveler



NATIONAL GEOGRAPHIC TRAVEL

Don't think of us as just a magazine. Think of us as a powerhouse multimedia travel resource.

MAJOR DIGITAL PLATFORM

NATIONALGEOGRAPHIC.COM

Incredible Scale and Reach

- 23.2M Global Visitors
- 98.8M Global Page Views
- 14.4M U.S. Visitors
- 60.5M U.S. Page Views

Major Mobile Audience Reach

- 43.5% of visits from mobile devices
- 7.0% of visits from tablet
- 50.5% from mobile tablet

Social Footprint

National Geographic Travel

- Facebook: 5.6M
- Twitter: 6.7M
- Instagram: 30.4M

Nat Geo Travel is the **#1 ranked social travel brand** based on actions in 2017, with nearly **6x as many actions** as *Condé Nast Traveler*, *Travel + Leisure*, *TripAdvisor* and *AFAR* combined.

Nat Geo Travel has **2x as many social followers** as *Condé Nast Traveler* and *Travel + Leisure* combined.

Of the five travel publishers, **Nat Geo Travel has 85.5% share of voice** (share of combined actions of the five travel accounts).

Sources: Adobe Analytics, March 2019; True Social Metrics, Oct 9, 2018; 2017 Shareablee State of Social Report



ADVERTISING



2019 ISSUE CLOSING DATES

FREQUENCY: 6X/YEAR

ISSUE DATES	Standard Close and Material Due Dates	On-Sale Dates	Special Units, Gatefolds, Paper Orders	Insert Due Date
December 18/January 19	10/8/18	11/27/18	9/7/18	10/24/18
February/March	12/3/18	1/29/19	11/2/18	12/19/18
April/May	2/4/19	3/26/19	1/4/19	2/20/19
June/July	4/8/19	5/28/19	3/8/19	4/24/19
August/September	6/10/19	7/30/19	5/10/19	6/26/19
October/November	8/5/19	9/24/19	7/5/19	8/21/19
December 19/January 20	10/7/19	11/26/19	9/6/19	10/23/19

All orders and contracts should be addressed to your Brand Manager.



ADVERTISING



TRAVELER GETAWAYS

Showcase your brand – from exotic tours and world-class adventures to travel gear and exclusive offers – in *National Geographic Traveler's* influential travel directory. Reach 10+ million avid travelers who rely on our authoritative content to find out where to go, what to do, and how to do enjoy it best.

ADDED VALUE

- Reader response listing - generating 500,000+ leads each year

MATERIALS

1/4 page

- Image: Horizontal, 3.25" x 2.4" at 300 DPI
- Logo: EPS vector format with all fonts converted to outlines, all spot colors converted to CMYK
- Copy: 100 words, plus short headline, URL, and phone number

1/8 page

- Image: Horizontal, 3.25" x 1.2" at 300 DPI
- Logo: EPS vector format with all fonts converted to outlines, all spot colors converted to CMYK
- Copy: 40 words, plus short headline, URL, and phone number

*National Geographic Traveler will design advertiser's Getaways unit and provide layout for final approval



Getaways materials should be sent to:
Kendall Hartzell, Sales Coordinator
kendall.hartzell@natgeo.com
212-822-7041

ADVERTISING SPECIFICATIONS



ADVERTISING PAGE DIMENSIONS

Book Trim: 8-1/4" x 10-3/4", Perfect Bound, Web Offset

Inches (Width x Depth)	Non-Bleed	Bleed	Trim	Safety
Full Page	7 3/4 x 10 1/4	8 1/2 x 11	8 1/4 x 10 3/4	1/4
Spread*	15 1/2 x 10 1/4	16 3/4 x 11	16 1/2 x 10 3/4	1/4
1/2 Horizontal Spread*	15 1/2 x 4 7/8	16 3/4 x 5 3/8	16 1/2 x 5 1/4	1/4
1/2 Horizontal	7 3/4 x 4 7/8	8 1/2 x 5 3/8	8 1/4 x 5 1/4	1/4
1/3 Vertical	2 1/2 x 10 3/8	2 7/8 x 11	2 5/8 x 10 3/4	1/4
1/3 Square	4 1/2 x 4 5/8			
1/6 Vertical	2 3/8 x 4 5/8			

* For spreads bleeding across gutter, allow no safety for photographs. Please do not mirror image in gutter. For body copy/headlines, allow 3/8" for safety on each side of gutter. Fractional Bleed Ads: 1/8" trimmed off all sides for balance.

All orders and contracts should be addressed to your Brand Manager.

QUESTIONS

Contact Julie Ibinson at julie.ibinson@natgeo.com or 202-791-1053



ADVERTISING SPECIFICATIONS

PRINT AD SPECIFICATIONS

Press-ready PDF files only.

Electronic files submitted via: www.adshuttle.com

This ad portal provides a detailed “Ad Creation Guide” and 24/7 help line to ensure your files are correctly prepared. Call 866-774-5784 for support.

Please supply 1 hard copy contract-quality proof, at 100% size, matching each uploaded digital file to:

NOTE: New Address as of 10/8/18

Sussex Blue Soho, *National Geographic Traveler*

Attn: Julie Alf

N64W23110 Main Street

Sussex, WI 53089

262-673-1259

Extensions and Questions

Contact Julie Ibinson at julie.ibinson@natgeo.com or 202-791-1053

INTERACTIVE/TABLET AD SPECIFICATIONS

Ads and editorial content are viewable in landscape mode only.

PDF Replica Digital Edition

National Geographic Traveler is available as a PDF replica on the following platforms: Nook, Kindle, Magzter, and Google Play. PDF Plus is available on iTunes, Zinio, and Next Issue Media. All advertisers running in the National Edition will be included in PDF Plus and PDF replicas with the exception of special sections and inserts. No additional creative or forms are necessary for inclusion.

Information and Questions

Contact your Brand Manager or Kimberley Kopp at kimberley.kopp@natgeo.com or 212-822-9097



ADVERTISING SPECIFICATIONS



TERMS & CONDITIONS

The following certain terms and conditions governing advertising published in the following NG Media properties (the “Properties”), defined as Print and digital editions of the following Properties (“Magazines”): *National Geographic Magazine*, *National Geographic Traveler* magazine, *National Geographic Kids* magazine, *National Geographic Little Kids* magazine and *National Geographic Newsstand Specials*. Placement of an order with the “Magazines” shall mean acceptance of all the terms and conditions of this rate card. The terms and conditions of this rate card, together with the order size, issue(s), edition(s) and agreed-upon price reflected on the order, shall constitute the complete terms of the contract between the agency and publisher for the advertisement(s). Terms and conditions that alter or conflict with this Rate Card shall not be binding.

- Orders must specify the issue, edition, ad size, color, and rates.
- All orders must reflect the rates agreed to by the agency or the in-house client and the publisher prior to the submission of the order, and will be billed accordingly.
- Disclaimers removing or limiting an agency’s responsibility for payment, or any other terms in conflict with this rate card, are not accepted.
- Agency waives any defense of sequential or conditional liability to timely payment.
- Cancellations or changes will not be accepted after the published closing dates for each issue.
- Any positions specified on orders, except covers, shall be considered requests only and not conditions of purchase.
- Advertising orders for tobacco or firearms are not accepted.
- Upon issuance of a new rate card affecting contracts already in force, insertions will be billed at the new rates corresponding to the contracted discount level.
- Execution of an order is subject to publisher’s approval of copy, including display, text, and illustration.
- The publisher will not be bound by any conditions, printed or otherwise, appearing on orders or copy instructions when such conditions conflict with the requirements set forth in this rate card.
- Contracts cannot be longer than one year from the date of first insertion, unless specifically agreed to in writing by publisher. Rate holders and short rates will be applied when applicable.
- Rates are subject to change without notice.
- Publisher shall not be liable for any failure to print, publish, or circulate all or any portion of any issue in which an advertisement is contained if such failure is due to acts of God, strikes, accidents, or other circumstances beyond publisher’s control.

- All advertisements are accepted by the publisher on the representation of the agency and the advertiser that both are authorized to publish and authorize third parties to publish the entire contents of the advertisement, both in print versions of the publication and in any other media (including by way of example and not limitation electronic on-line delivery and microfilm, microfiche, or electronic archival reproductions, and revisions of the publication).
- The advertiser and the agency, jointly and severally, will indemnify and hold harmless the magazine, its officers, agents and employees against expenses (including legal fees) and losses resulting from the publication of any advertisement including, without limitation, claims or suits for libel, violation of right of privacy, copyright infringement, or plagiarism.

ADVERTISING CREDIT/COLLECTION POLICY

This policy is designed to specify procedures for establishing credit and to ensure collection of advertising receivables as well as to maintain a cooperative relationship with our advertising agencies. The policy is effective for all sales personnel, whether employees or representatives, and no exceptions will be made to this policy’s procedures without prior written request and approval. The policy will be enforced on an account by account basis at the discretion of advertising management. All new advertising agencies (including AAAA agencies) must submit a credit application and copy of the proposed advertisement before acceptance of an insertion order. The deadline for such application is two weeks before the closing date of the desired issue.

LATE APPLICATION:

Any credit applications received within two weeks of closing or later will be accepted on cash with order basis only. The only exceptions to this rule are agencies with an AAAA rating. Business will be accepted from such agencies provided management approval is given, under the stipulation that the credit application is submitted before the closing of the next issue. Failure to submit an application by that time will require that all future orders be cash with order until the application is received. Accounts that have established a poor credit history with National Geographic may be barred from any future activity. In such an event, payment of all outstanding balances may not be sufficient to reestablish credit. Unless cash is received with the order, credit will not be granted without the prior approval of management and will be reevaluated at each insertion. No sequential liability statements will be accepted on orders. The rate card contract requirement and general information section clearly outlines National Geographic Society’s policy.

AWARDS & RECOGNITION

National Geographic Traveler *has been honored with multiple awards—inclusive of 37 Lowell Thomas Awards in the last five years, including 'Best Travel Magazine'—a testament to our expertise in travel that advertisers highly value.*

North American Travel Journalists Association Awards

One of the most highly recognized in the travel industry, honoring all aspects of travel journalism and destination marketing.

2018: 14 awards, across Publication (Grand Prize) for Travel Magazine; Destination Travel; Illustrated Story; Travel Series; Lifestyle, Sports, Recreation and Adventure; Cruises; Historical Travel; 50+ Travel; Culinary Travel; Cultural, Educational, Self-Improvement Travel; Eco, Environmental or Special Purpose Travel; Personality and Profiles; Photography: Overall Excellence, Landscape/Seascape, Portrait/People, Nature/Photo Essay; and Travel Roundups

Society of American Travel Writers Foundation – Lowell Thomas Travel Journalism Awards

Recognizing excellence in travel journalism. Recognized with more than 37 awards in the last five years.

2018: 7 awards, including Photography (Gold), Service Feature (Gold), Personal Comment (Gold), Special Packages (Silver), Best Travel Magazine (Bronze), Short Work (Bronze), and International Travel (Honorable mention)

NPPA: Best of Photojournalism Awards

The National Press Photographers Association is dedicated to the advancement of visual journalism.

2018: 4 awards, including Best Use of Photography: Magazines, Magazine Recurring Feature or Series (Second place), Magazine Story Opener (Second place and Honorable Mention) and Magazine Illustrative Story (Honorable Mention)

American Society of Magazine Editors / Ellie Awards: National Magazine Awards

Recognizing magazine-quality journalism published across mediums.

2018: Digital Innovation (Finalist)

Spirit of Hospitality Awards

2018: Honoring the magazine's excellence in destination editorial, support for sustainability in tourism, and contribution to the hospitality community

Society for News Design

2019: 4 awards, including Silver for Combination Print & Digital, and Awards of Excellence for Overall Design, Art Direction Portfolio, and Illustration

2018: Awards of Excellence for Story Design/Features, Page Design/Staff Portfolio, Features, Portrait or Caricature/Color, and Multiple Illustrations

Society of Publication Design

2019: Finalist for Single Page Design, Web (winners announced May 3, 2019) and Merit awards for Illustration Story; Feature, Lifestyle, Travel/Food/Shelter; and Photography

Travel Weekly Magellan Awards

Honoring the best in travel and salutes the outstanding travel professionals behind it all.

2017: Gold, Tour Operators – Marketing-Consumer Direct Mail

Hospitality Sales & Marketing Association International (HSMIA) Adrian Awards

Recognizing hospitality brands and agencies for creativity and innovation in advertising, digital marketing, and public relations.

2017: Silver, National Geographic Expeditions June 2017 Travel Catalog

Webby Awards

The leading international awards program honoring excellence on the Internet

2018: Best Travel Site, National Geographic Travel