

NATIONAL  
GEOGRAPHIC

TRAVELLER

# *Luxury Spas*

T H E C O L L E C T I O N



2014/15 MEDIA INFORMATION



## WELCOME

*National Geographic Traveller* (UK) is proud to present a second series of *The Collection* after a successful launch to its extensive portfolio.

*The Collection - Luxury Spas* by *National Geographic Traveller* (UK) is the first of the series, preceding *Africa* and *Luxury* designed to meet the aspirations of its high-profile readers with an A-Z of the best spa destinations across the world.

This beautiful coffee table book will appeal to a new generation of affluent spa consumers, as well as our loyal subscribers, whether they're looking for a day spa or an overseas pampering break.

*The Collection - Luxury Spas* by *National Geographic Traveller* (UK) appeals to the growing wellbeing sector, focusing on spas, health, and travel.

Research shows an increasing interest in medical spa treatments, preventative therapies, and a thriving male and female readership.

*The Collection* will be supported by its own microsite and an app available in the App Store.

**Cover Image:** iStockphoto.

**This page:** Conrad Maldives Rangali Island

## THE BRAND

*National Geographic Traveller* (UK) has successfully established itself as a major player in consumer travel publications since its launch in December 2010. With over 25,000 subscribers (Jan 2013), it has increased to a ten-issue frequency this year and the magazine has further expanded the reach of the *National Geographic Traveler* US brand as one of the most widely read magazines in the world.

*National Geographic Traveller* (UK) continues the theme of storytelling with 'you-are-there' photography to inspire readers; and insightful, reader-friendly information to help readers travel widely and safely. Part of the *National Geographic* stable, the UK launch became the 14th international edition to join the family, which has already reached over 20 countries.



## THE COLLECTION

**Welcome:** An introduction.

**The Spa Scene:** The latest trends in the world of spa, from facials, energy boosts and healthy hotels to luxury organic products and complete lifestyle spas.

**A-Z:** Profiling the best spas in more than 150 countries, from urban and rural retreats to destination spas.

**Geographical summary:**

Regional breakdown.

**What's new:** New openings.

**Medical Spa:** Cosmetic spas in the spotlight.

**Index**

## FAST FACTS

**Frequency:** Annual.

**Cover price:** £10.99.

**Circulation:** 40,000.

**Design:** Oversized A4, high-quality, perfect-bound bookazine in full colour. Cutting-edge design, vibrant colours and NG branding.

**Pagination:** Approx. 200 pages.

**On sale date/distribution date:**

December 2014.

**Distribution sectors\*:**

10,000 – Newsstand, including Selfridges, Harrods and polybagged with copies of *March 2015* NGT issue.

10,000 – Requested copies throughout leading spas, five-star hotels and luxury day spas worldwide.

20,000 – Available to NGT Subscribers, VIP venues, prestigious salons, dental and cosmetic surgeries, and business and first-class airline lounges.

\* Distribution subject to confirmation

## READERSHIP DEMOGRAPHICS

It has a thriving captive audience with a unique demographic and yields a high readership per issue.

Gender base:	65% female/35% male
Age range:	25-65
Annual income:	£100,000+
Socio-economic groups:	ABC1
	(at least 80% of readership)
Readership:	150,000



## ADVERTISING RATES

Run of paper full page:	£9,950
Specific Position full page:	£10,350
Early Right full page:	£11,550
Double page spread:	£18,775
IFC DPS:	£22,675
Second DPS:	£22,050
Inside Back:	£13,750
Opposite Contents:	£11,550
Index Listing:	£1,970
Gatefold:	POA
Advertorial:	+25%

A 25% charge will be added to cover advertorial costs. Special positions and requirements on request.

### Each offer includes:

- Editorial and design of each 'Full Page' by our in-house *National Geographic Traveller* (UK) design team using the bookazine templates.
- A page dedicated to your property on *The Collection - Luxury Spas* by *National Geographic Traveller* (UK) microsite for six months.
- A page included in the digital edition of the publication, available on the *National Geographic Traveller* (UK) iOS and Android apps.
  - *The Collection - Luxury Spas* by *National Geographic Traveller* (UK) Participation Certificate for your property.

## AGENCY DETAILS

Full terms and conditions available on request.

## MECHANICAL DATA

DPS Bleed*:	h310mm x w476mm
DPS Trim:	h300mm x w466mm
DPS Type Area:	h280mm x w446mm
Full Page Bleed:	h310mm x w243mm
Full Page Trim:	h300mm x w233mm
Full Page Type Area:	h280mm x w213mm

\*Allow 10mm gutter and please avoid running text across the spine

## INTERACTIVE APP ADVERT

Ads and editorial content are viewable in landscape mode only.

Artwork should be supplied as a high res PDF to trim (original artwork and layout must be high-res 300dpi or higher).

Ad size is 1024 pixels x 768 pixels.

Artwork must contain a clear 70px at the top and 55px at the bottom of each frame, into which no links or interactivity may be placed.

Please also supply a .txt document specifying links to be applied to the artwork and URLs. If you wish to track link opens, we recommend you supply your own tracking links.

For additional interactivity, we require advertisers to supply an open InDesign file and all assets in a zip file.

For production queries, email:  
[copy@aplmedia.co.uk](mailto:copy@aplmedia.co.uk)

PDF Specifications: Please supply Adobe Acrobat PDFs set up to PPA Standard file formats [[www.ppa.co.uk](http://www.ppa.co.uk) see *pass4press* section]. All ads should be supplied with a colour proof and according to the naming convention provided. Publication Name, Month of advertisement, Advertisers Name. Example: SPA0312\_advertisersname.pdf

Image: Split Apple Retreat, New Zealand



## EXAMPLE OF DPS ADVERT AND FULL PAGE

### Advertisement



## EXAMPLE OF FULL PAGE

### Header

- Name of property
- Location
- Address
- Tel: xxxx Fax: xxxx
- Email
- Website

### Main copy

Copy for this main section should be about the hotel and the spa.  
Do not write in first person  
**400 words**



### Images

Please supply 3 images as high resolution (300dpi) CMYK JPGs.

### 'At a glance' box

The spa:  
**50 words**

Key treatments:  
*LIST ONLY*

Facilities:  
*LIST ONLY*

## EXAMPLE OF HALF PAGE

### Header

### Main copy

Copy for this main section should be about the hotel and the spa. Do not write in first person  
**200 words**



### 'At a glance' box

The spa:  
**50 words**

Key treatments:  
*LIST ONLY*

Facilities:  
*LIST ONLY*

### Images

Please supply 1 image as high resolution (300dpi) CMYK JPGs.

**APL Media Limited reserves the right to alter copy to conform with National Geographic Traveller's brand style**



NATIONAL  
GEOGRAPHIC  
**TRAVELLER**  
*The Collection*

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