

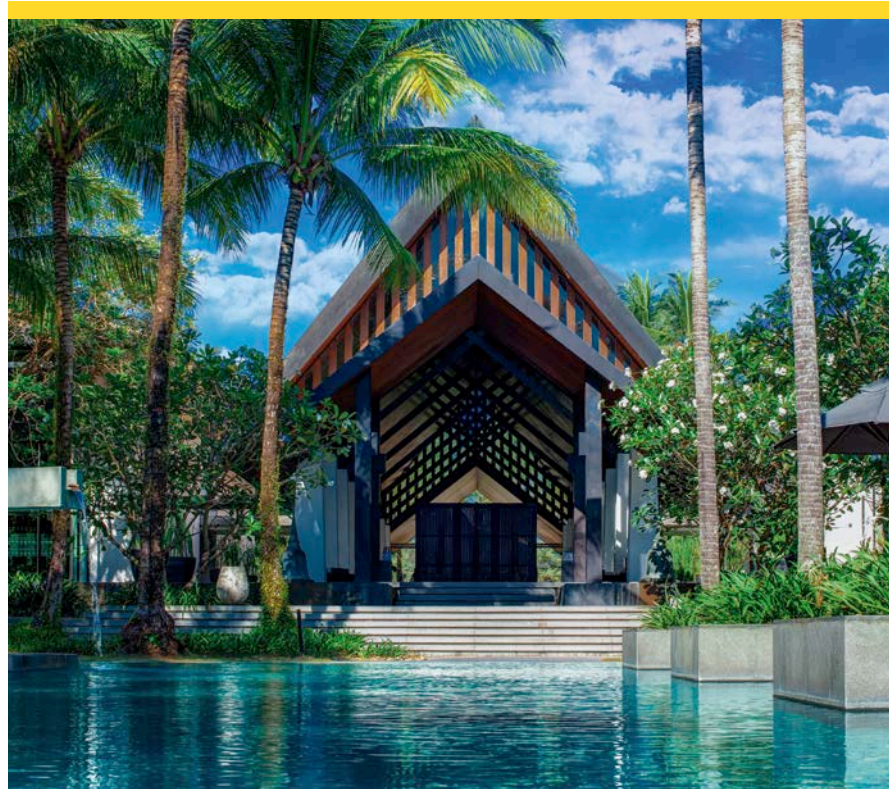
NATIONAL  
GEOGRAPHIC  
**TRAVELLER**

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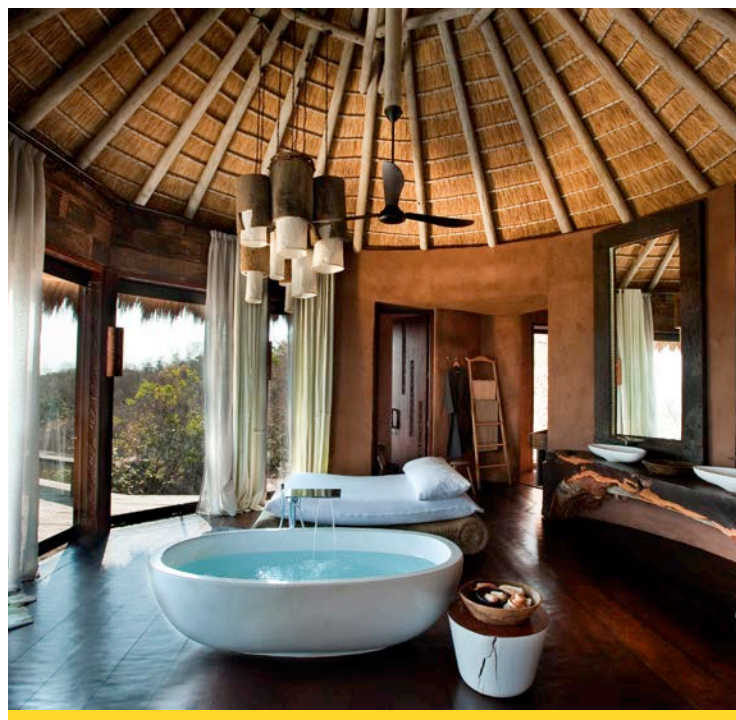
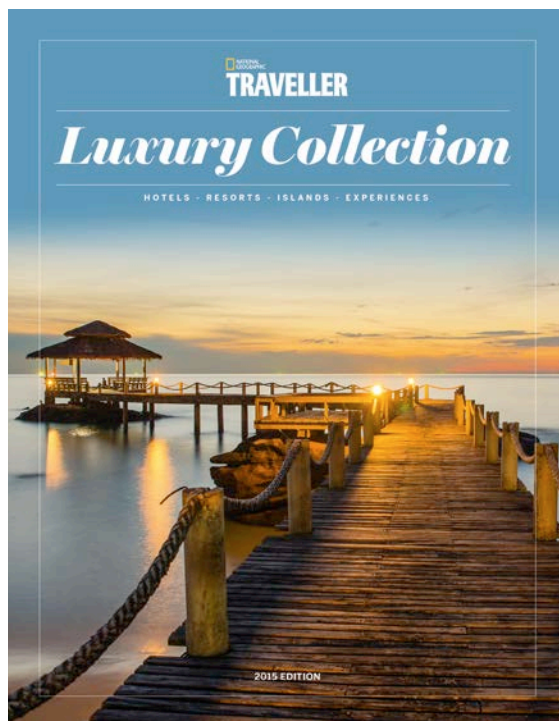
# *Luxury*

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



2016 MEDIA INFORMATION



NATIONAL  
GEOGRAPHIC  
**TRAVELLER**

## WELCOME

*National Geographic Traveller* (UK) is proud to present the third series of *The Collection*, following the successful launch of its three-part portfolio in 2014.

*National Geographic Traveller* (UK) — *The Luxury Collection* is the third of the series, following *Spa & Wellness* and *Africa*. It's designed to meet the aspirations of its high-profile readers with luxury destinations and experiences, and an A-Z travel directory.

This beautiful coffee-table book will appeal to a new generation of affluent travellers, as well as our loyal subscribers, whether they're looking for indulgent holidays, five-star hotels, high-end boutiques or luxury accessories.

*National Geographic Traveller* (UK) — *The Luxury Collection* appeals to the growing UK luxury market, which is set to become a £2.2 billion industry by 2017.

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

## THE BRAND

*National Geographic Traveller* (UK) has successfully established itself as a major player in the consumer travel market. With over 25,000 subscribers (Jan 2015), and a 10-issue frequency, 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 brand has already reached over 20 countries.

Images: Dookphoto.com



## THE COLLECTION

**Welcome:** An introduction.

**Up front:** Highlighting the best of the luxury travel market with the latest trends, from elite members' clubs and luxury air travel to once-in-a-lifetime experiences and destinations.

**A-Z:** Profiling top luxury resorts, hotels and islands around the world.

### Geographical summary:

Regional breakdown.

## FAST FACTS

**Frequency:** Annual.

**Circulation:** 40,000.

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

**Pagination:** Approx. 150 pages.

### On sale date/distribution date:

December 2016.

### Distribution sectors\*:

10,000 – Newsstand, polybagged with copies of December 2016 *National Geographic Traveller (UK)* issue.

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

20,000 – Available to *National Geographic Traveller (UK)* 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 Advertorial' by our in-house *National Geographic Traveller* (UK) design team using the bookazine templates.
- A page dedicated to your property on the *National Geographic Traveller* (UK) — *The Luxury Collection* 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.
- *National Geographic Traveller* (UK) — *The Luxury Collection* participation certificate for your property.

## MECHANICAL DATA

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

All sizes height x width.  
Allow 10mm gutter (for text running across the spine)

## PDF SPECIFICATIONS

Our preferred method of delivery is Adobe Acrobat PDF's. **Standard:** PDF/X-1a:2001. **Compatibility:** Acrobat 4 (PDF1.3). Colour **Profile/Output intent:** ISO Coated v2 300% (ECI).

We cannot guarantee the quality of the final print for files supplied outside of these specifications. Colour variations will occur if your files do not utilise the colour profile and respect guidelines outlined above. Artwork not meeting the technical specifications will fail our preflight and be returned to you for resupply.

All ads should be supplied with a colour proof and according to the naming convention provided: Publication Name, Year of publication, Advertiser's Name. Example: TCA16\_advertisersname.pdf

Files under 8Mb can be sent via email to [production@natgeotraveller.co.uk](mailto:production@natgeotraveller.co.uk). Contact the Production Department: +44 (0) 20 7553 7372 for further info on file transfer if files exceed 8Mb limit.



## ARTWORK DESIGN

APL Media is able to offer an artwork design service for advertisers who are unable to produce artwork. Advertisers are expected to provide elements to specification at least 5 weeks prior to the on sale date. Costs vary depending on artwork requirements.

Advert* — client supplies all material.	£300 minimum
Promotional Feature* — client supplies all material.	£400 minimum
Advert* OR Promotional Feature* — APL sourced material	£600 minimum <sup>†</sup>
Additional Amendments / Artwork resizing*	£45 per round of amendments per hour.

\*APL Media Ltd will provide two sets of PDFs (design and changes) for client approval. The final third set of pdfs for fact checking and approval/records only. Approval is required within 48 hours. If further changes are required this will incur a £45 charge per round of amendments, per hour. †Excludes image(s) cost; image searches £40 per hour; and copy writing £40 per hour. \*\*Competitions must include a complete package: flights (inc. taxes), transfers, accommodation and activities on a B&B basis (minimum). There cannot be exclusion dates on half terms and summer holidays for family prizes.

## TERMS OF SERVICE

- If APL Media Ltd is required to amend or resize supplied artwork a £45 charge will be incurred per round of changes per hour.
- Own-brand house-style advertorials must have Promotional Feature on the eyebrow.
- Advertiser-supplied advertorials will state Advertiser Feature on the eyebrow.
- All adverts/promotional features/advertisement features are subject to Editorial approval.
- APL Media reserves the right to make grammatical changes and corrections in order to meet the house style.

## ADVERTORIAL APPROVALS & AMENDMENTS

- APL Media Ltd will provide a PDF for client approval.
- The client will have the option of two sets of amendments before final approval.
- The final third PDF is for fact checking and approval/records only.
- Amendments over and above the two rounds of amendments, will incur extra charge of £45 per round of changes / per hour. As such please ensure any amendments are clear and concise.
- Approval is required within 48 hours.

## EXAMPLE OF DPS ADVERT AND FULL PAGE

Advertisement



Advertorial

## EXAMPLE OF FULL PAGE

Main copy

Copy for this section should be about the hotel, resort, island, destination or experience. Don't write in first person ('I', 'we'). **300-350 words**

'Don't miss' box

Copy for this boxout should highlight a unique experience or facility (i.e. a spa experience room, butler service or a local attraction). **30-40 words**



Header

Name of property  
Location

Images

Please supply three images as high-res (300dpi) CMYK JPGs.

'Need to know' box

The hotel, resort, island or experience.  
**50 words**  
Facilities: List only  
Contact: *Tel no / email / website*

Images

Please supply one image as high-res (300dpi) CMYK JPGs.

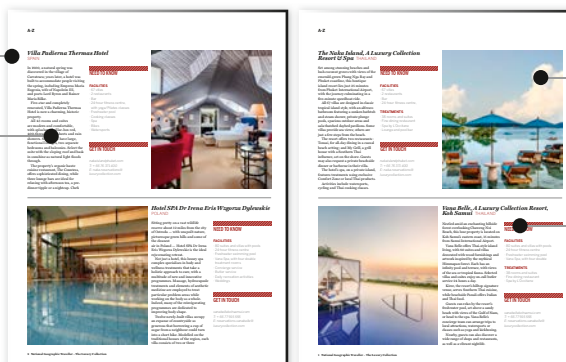
## EXAMPLE OF HALF PAGE

Header

As full page

Main copy

As full page  
**200 words**



'Need to know' box

As full page

Where a client cannot provide the advertisement/advertorial material and requires the Publisher to create this content, this will incur a production charge of 25% of the value of the contract, unless otherwise agreed, or a minimum charge of £600!. The service provided is outlined in this Media Pack and online.



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**CONTACTS**

**Sales:** +44 (0)20 7253 9909

**Production:** T: +44 (0) 20 7553 7372  
[production@natgeotraveller.co.uk](mailto:production@natgeotraveller.co.uk)



*The Collection* is published by APL Media Limited