



 NATIONAL
GEOGRAPHIC

TRAVELLER

MEDIA PACK 2016



**BEST
CONSUMER
HOLIDAY
MAGAZINE
2014**

THE AWARD-WINNING NATIONAL GEOGRAPHIC TRAVELLER

National Geographic Traveller (UK) is part of one of the most iconic brands in the world, well-known for its work in award-winning journalism, expeditions, science and education. *National Geographic Traveller* seeks to extol great storytelling, authentic travel experiences and 'you-are-there' photography, plus insightful, reader-friendly information to help would-be explorers travel widely and safely.

It aims to inspire those who are passionate about experiencing the world, championing sustainable travel and celebrating journeys from a local or cultural perspective. The 10-issue a year magazine has successfully established itself as one of the UK's leading consumer travel publications, having achieved a number of accolades, including Best Consumer Holiday Magazine at the British Travel Awards 2014.

DIGITAL

natgeotraveller.co.uk is one of the UK's leading travel websites, receiving over a million page views a year.

IPAD APP

With over 600,000 downloads from the App Store, the iPad app showcases the print magazine's great content to a global audience.

SUPPLEMENTS

National Geographic Traveller guides are produced as in-depth reviews of some of the world's most dynamic and fast-growing tourist destinations.

FAMILY

A twice yearly, 64-page supplement distributed with the main title for the family market, *National Geographic Traveller - Family*, celebrates families who travel and is packed full of tips and ideas.



FAST FACTS

Circulation
58,242

copies each month

Readership
150,000

every issue

30%

of readers are subscribers

58%

are female

49%

are aged
35-64 years old

DEMOGRAPHICS (% ABOVE NATIONAL AVERAGE)

- Lavish Lifestyles: 100%
- City Sophisticates: 100%
- Executive Wealth: 91%
- Career Climbers: 69%
- Mature Money: 31%

(Information supplied by CACI Ltd)

Readers favour high-street
retailers such as

**WAITROSE, M&S, H&M,
JOHN LEWIS AND WHSMITH**

Households
with children:

38%

Average household income:

£100,000+

@NatGeoTraveller

f 37,000 FANS

t 31,000 FOLLOWERS

natgeotraveller.co.uk

1.2
MILLION
PAGE VIEWS

409,000

unique users

GOOGLE ANALYTICS
OCT 2014-SEPT 2015

NATIONAL
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2016 SCHEDULE

ISSUE	ON SALE	SUPPLEMENT
Jan/Feb	3 December	Family
March	4 February	Costa Rica
April	3 March	Photography Competition
May	7 April	Switzerland
June	5 May	
Jul/Aug	2 June	Family
September	4 August	
October	1 September	South America
November	6 October	Alpine
December	3 November	Malaysia
Jan/Feb '17	1 December	Family





RATE CARD

SIZE

Double page spread	£15,550
Full page	£8,950
Inside front cover DPS	£19,975
Outside back cover	£14,125
Inside back cover	£11,550
Opposite contents	£10,950
Early right hand page	£10,475
Run of paper	£8,250
Gatefold	POA
Advertorial/Promotional feature ¹	+25% on usual page rate
Competition (in print and via newsletter)	£4,000**

CLASSIFIEDS

	COST (GBP)
Half page	£4,950
Quarter page	£2,650

¹ Subject to Editorial approval

**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.

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ADVERTISEMENT SIZES

WHAT ELSE WE CAN DO

Inserts: Loose single page inserts from £46 per '000. Bound inserts and other formats on application. Display Advertising.

Travel Directory: Classified.

Advertisement features in a range of formats.

Barn doors and gatefolds.

Backing boards and showcards.

Tailored supplements and brochures.

For online campaigns, contact us.

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 **Advertisent 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.

SIZE	BLEED	TRIM	TYPE AREA
Double page spread	307mm x 430mm	297mm x 420mm	10mm inside of trim
Full page	307mm x 220mm	297mm x 210mm	10mm inside of trim
Half page	N/A	130mm x 177mm	5mm inside of trim
Quarter page	N/A	130mm x 84mm	5mm inside of trim

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

PPDF SPECIFICATIONS

Our preferred method of delivery is Adobe Acrobat PDF's. Standard: PDF/X-1a:2001. Compatability: 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, Month of advertisement, Advertiser's Name. Example: NGTmmy_advertisersname.pdf

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†

Additional Amendments / Artwork resizing* £45 per round of amendments per hour.

For further information on artwork design & costs, email production@natgeotraveller.co.uk or call the Production Department: +44 (0) 20 7553 7372.

*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

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SPECIAL FEATURES

Work with us on a special feature promoting your destination in a way only *National Geographic Traveller* can. Help us to send a writer and/or photographer on assignment to write a special feature in the magazine, focusing on what you know best about your destination.

DIGITAL NOMAD

Work with our digital team to create an online campaign to send a *National Geographic Traveller* writer to your destination who will blog, tweet and YouTube as they travel.

Get in touch to discuss your bespoke campaign.



01



02

DIGITAL SPONSORSHIP

PREMIUM OR DESTINATION SECTIONS

National Geographic Traveller offers the opportunity for advertisers to sponsor the most prominent sections and pages of the site, including: Homepage, Competitions and Smart Traveller — our news section — or Destinations. These exclusive slots allow advertisers to put their message in front of a highly targeted audience with a specific interest in travel.

HOME PAGE/PREMIUM

One-month sponsorship (leaderboard or MPU) £5,950

HOME PAGE TAKEOVER: LEADERBOARD, DOUBLE MPU, SINGLE MPU & WALLPAPER

One-week sponsorship £19,950
(maximum two weeks in a row)

DESTINATIONS

Six-month sponsorship (per banner) £5,950
12-month sponsorship (per banner) £10,450

DESTINATIONS TAKEOVER: LEADERBOARD, DOUBLE MPU, SINGLE MPU & WALLPAPER

12-month sponsorship £19,950

SPONSORED CONTENT

Our sponsored content posts allow advertisers to more closely align their brand with *National Geographic Traveller*, by displaying their message in an editorial style.

1. Destinations: £8,950 for three months or £15,950 for 12 months
2. Premium: £8,950 a month



EMAIL NEWSLETTER

EXCLUSIVE EMAIL SERVICES

Our newsletters reach the inboxes of over 60,000 readers* every week, making them an ideal platform for advertisers to introduce their brand to a captive audience with an interest in travel.

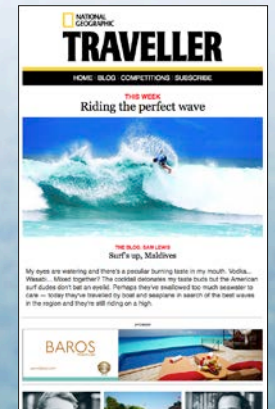
The newsletters provide a glimpse of the inspiring travel content and competitions available on our website, as well as a preview of the latest issue of the magazine. Each newsletter contains an exclusive sponsorship box, allowing advertisers to extend their message to our readers and share inspirational content and exclusive special offers with them.

Each exclusive sponsorship package consists of a banner placed prominently in-content, within the first half of the newsletter. Tracking link required.

Newsletter sponsorship

£5,950

**as of November 2015*





CONTACTS

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