



NATIONAL GEOGRAPHIC TRAVELLER family

National Geographic Traveller – Family will be distributed free of charge with the Jul/Aug 2016 issue of *National Geographic Traveller* (UK). Written for travel lovers who see no reason why their family shouldn't share the experience, the easy-to-use guide offers the necessary know-how to keep on the move, with great ideas, advice and suggestions.

DESTINATIONS

- England: Exploring Sealife Centre and Legoland Windsor with the family
- Lake Como: The moneyed preserve of the likes of Clooney, Versace and Branson might not be the first place to consider a family getaway, but this superstar lake also offers affordable retreats, eats and activities, if you know where to find them
- Thailand: From Chiang Mai to Koh Samui, Thailand is a great destination for kids
- Tonga: Would you be brave enough to take your children out of school for a year to travel to a remote Polynesian kingdom? Discover the trials and many triumphs of learning to live, work and teach on this tropical island, miles from home

FEATURES

- No fly: When it comes to planning your next family trip, why not give no-fly travel a go? We've rounded up some of the best ideas to inspire you to let the train, boat or car take the strain. Or, if you're a fighting-fit family, travelling under your own steam on a two-wheeled tour should make your summer holiday more memorable than a fly-and-flop

BOOK IT NOW

- Denmark: With its empty beaches, towering dunes and equally stacked ice creams, this Nordic nation is child's play for a family wanting to take a DIY coastal road trip
- Seville: Small enough to explore on foot, with no tricky metro to navigate, the Andalusian city is perfectly manageable with young children. Restaurants welcome youngsters with open arms, while its cathedrals, parks and museums can entertain all ages
- Netherlands: From Efteling theme park to Anne Frank's house, we list the top seven things to do in Holland with kids in tow





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.

ADVERTISEMENT SIZES

| SIZE | BLEED | TRIM | TYPE AREA |
|--------------------|---------------|---------------|---------------------|
| Double page spread | 285mm x 390mm | 275mm x 380mm | 10mm inside of trim |
| Full page | 285mm x 200mm | 275mm x 190mm | 10mm inside of trim |

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. 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: NGTmmyy_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

**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.