

NATIONAL  
GEOGRAPHIC

# TRAVELLER READER AWARDS 2016

IN ASSOCIATION WITH

QATAR

29 NOVEMBER 2016  
LE MERIDIEN PICCADILLY, LONDON

# MEDIA PACK



**BEST  
CONSUMER  
HOLIDAY  
MAGAZINE  
2015**

**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 and 2015.

## 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.



**TRAVELLER**



# READER AWARDS 2015

The inaugural *National Geographic Traveller* Reader Awards took place at London's Le Meridien Piccadilly in November 2015. Over 240 travel industry professionals attended the invite-only event, which was hosted by radio presenter and TV host Tim Shaw.

The event was live-streamed on the night and the #NGTReaderAwards hashtag is estimated to have reached over 750,000 Twitter accounts with over 3 million impressions. [natgeotraveller.co.uk/readerawards](http://natgeotraveller.co.uk/readerawards)

With thousands of votes cast by readers, 16 awards were presented; culminating in an Outstanding Contribution to Travel award for writer and novelist Paul Theroux, which was collected by his son Louis Theroux.

## SHORT-HAUL CITY

Barcelona

## SHORT-HAUL COUNTRY

Italy

## SHORT-HAUL AIRLINE

British Airways

## LONG-HAUL CITY

New York

## LONG-HAUL COUNTRY

USA

## LONG-HAUL AIRLINE

British Airways

## OVERSEAS HOTEL GROUP

Marriott International

## UK HOTEL GROUP

Premier Inn

## OVERSEAS ATTRACTION

Grand Canyon

## UK ATTRACTION

Tower of London

## TOUR OPERATOR

Virgin Holidays

## DIGITAL

TripAdvisor

## GREEN

The Eden Project

## TV PROGRAMME

The Mekong River  
with Sue Perkins

## BOOK

National Geographic:  
World's Best Cities

## OUTSTANDING CONTRIBUTION TO TRAVEL

Paul Theroux



# TRAVELLER



# HEADLINE SPONSOR

## THE PACKAGE

As sponsor of the Reader Awards, you'll receive title sponsorship: *National Geographic Traveller* Reader Awards, in association with (your company name or brand).

Right to acclaim 'Headline Sponsor of the *National Geographic Traveller Reader Awards*' in television, radio, online and print promotional material. Permission to use the *National Geographic Traveller* logo on sponsor's own marketing materials for the duration of the sponsorship period (subject to approval).

Logo placement on website, media releases and all marketing material as 'Headline Sponsor of the *National Geographic Traveller* Reader Awards' plus 25-word editorial profile online and in print.

Featured in four issues of *National Geographic Traveller*.

Ten tickets to the *National Geographic Traveller* Reader Awards.

Sponsor of one award at the *National Geographic Traveller* Reader Awards. A senior representative of your organisation to present the award to the winner of the sponsored category.

Promotional booth and banner placement at the *National Geographic Traveller* Reader Awards.

Three full-page ads in three different issues of *National Geographic Traveller* during the run-up to the *National Geographic Traveller* Reader Awards.

Package cost: £69,950



# SECOND TIER SPONSORSHIP

## THE PACKAGE

Logo placement on website, posters, flyers and all marketing as 'Sponsor of the *National Geographic Traveller* Reader Awards'.

Logo, branding and web link on the sponsors' section of the website, as well as in four issues of *National Geographic Traveller*.

Five tickets to the *National Geographic Traveller* Reader Awards.

Sponsor of one award at the *National Geographic Traveller* Reader Awards. A senior representative of your organisation to present the award to the winner of the sponsored category.

Banner placement at the *National Geographic Traveller* Reader Awards.

One full-page ad in *National Geographic Traveller* during the run-up to the *National Geographic Traveller* Reader Awards.

Package cost: £19,950





# 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

 **41,000 FANS**

 **32,000 FOLLOWERS**

NATIONAL GEOGRAPHIC

**TRAVELLER**



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