



PHOTOGRAPHY APP

Discover the story behind the pictures and get behind the lens with the National Geographic Traveller (UK) Photography Magazine. This digital-only magazine, in app format, offers a practical behind the scene look at how the magazine creates its photographic stories, whilst giving great tips and tutorials on how to improve your own photography, and offer an insight into the people who make those shots happen, and the equipment needed. National Geographic is a brand synonymous with you-are-there photography, and this new app from the Traveller portfolio gives you a taste of what it's like to be part of the creative process.

FAST FACTS

Name: National Geographic Traveller Photography Magazine

Frequency: 10 issues per year

Format: Available on iOS, Google Play and Amazon

Pagination: 15

Cost: Free

Sponsorship opportunities are available on request - please contact sales@natgeotraveller.co.uk

ABOUT US

In print: *National Geographic Traveller* (UK) has a circulation of 60,000.

Four supplements accompany the magazine throughout the year

Online: 142,000 page views and 43,000 unique visitors a month

Weekly e-newsletter: Over 61,000 subscribers

Weekly blog: Appears online at natgeotraveller.co.uk

Competitions: Regular weekly online and print competition

National Geographic photography competition: An annual photography competition attracting thousands of entrants and receiving global exposure

Social Media: Twitter, Facebook, Instagram, Pinterest, Flickr, Facebook



CONTENT

Main feature: A behind the scenes look at one of the stories in our main magazine with extra images

Profile: A Q&A with the photographer of the main story

Secondary feature: More from a photographic feature in the magazine

Photography tips: Expert knowlegde and advice on how to get that shot, from shooting a cityscape at night to street portraiture

Column: Opinion piece on everything photography

Post production: How to enhance your pictures and finish off those final touches in image processing programs

Equipment: Expert tips on the latest camera tech and accessories

Your pictures: Our favourite picks from your entries

Promotion: Our latest Masterclasses and photography events

Your videos: We select our favourites from the *National Geographic Traveller* (UK) Travel Videos of the Week

Subscription deal: Special offers for our readers

Competition: Exclusive giveaways