



NATIONAL  
GEOGRAPHIC

# TRAVELLER

MEDIA PACK 2018



## AWARD-WINNING MAGAZINE

*National Geographic Traveller* (UK) is part of one of the most iconic brands in the world, known for its work in award-winning journalism, expeditions, science and education. *National Geographic Traveller* is packed with compelling storytelling, authentic travel experiences and 'you-are-there' photography, alongside insightful 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.

#### DIGITAL

[natgeotraveller.co.uk](http://natgeotraveller.co.uk) is one of the UK's leading travel websites, receiving more than one-and-a-half million page views a year.

#### IPAD APP

With more than 600,000 downloads from the App Store, the iPad app shares the print magazine's content with 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

An annual 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

**45%**  
don't read any  
other travel magazine

**63%** ARE AGED  
30-50  
YEARS OLD

**62%**  
ARE FEMALE

**READERSHIP**  
**150,000**  
every issue

### READERS' PREFERRED TYPE OF TRAVEL

- Cities
- Culture
- Adventure
- Experiential/Luxury
- Great outdoors
- Wildlife/Nature

**TRAVEL**  
more than  
three times a year  
**80%**

**700,000**  
unique users  
GOOGLE ANALYTICS  
OCT 2016-SEPT 2017

**TRAVEL**  
more than  
six times a year:  
**35%**

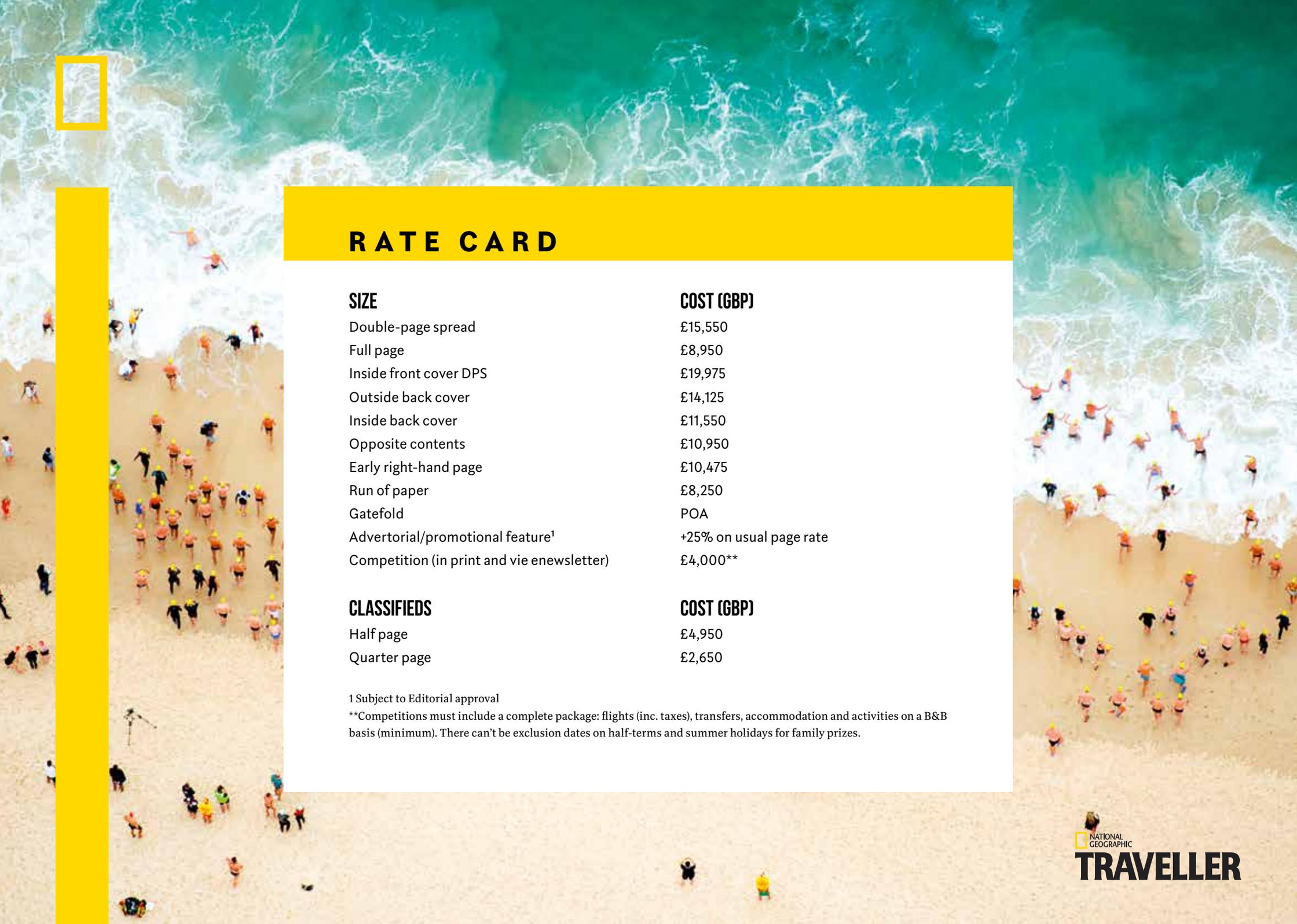
**@NatGeoTravelUK**  
 **99,000 LIKES**  
 **41,500 FOLLOWERS**

[natgeotraveller.co.uk](http://natgeotraveller.co.uk)

**1.5**  
**MILLION**  
**PAGE VIEWS**

## 2018 SCHEDULE

ISSUE	ON SALE	SUPPLEMENT	ADVERTISEMENT DEADLINE
Jan/Feb	1 December	Family	2 November
March	2 February	Qinghai	11 January
April	2 March	Rome	1 February
May	6 April	Australia	1 March
June	4 May	TBC	5 April
Jul/Aug	1 June	Trips of a lifetime	3 May
September	3 August	Adventure	5 July
October	7 September	South America	2 August
November	5 October	Winter sports	6 September
December	2 November	TBC	4 October
Jan/Feb '19	7 December	Family	1 November



## 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 <sup>1</sup>	+25% on usual page rate
Competition (in print and via newsletter)	£4,000**

### COST (GBP)

### CLASSIFIEDS

Half page	£4,950
Quarter page	£2,650

### COST (GBP)

<sup>1</sup> Subject to Editorial approval

\*\*Competitions must include a complete package: flights (inc. taxes), transfers, accommodation and activities on a B&B basis (minimum). There can't be exclusion dates on half-terms and summer holidays for family prizes.

## SUPPLEMENTS

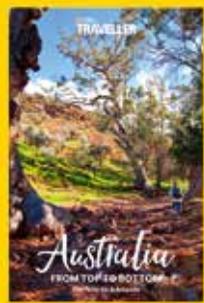
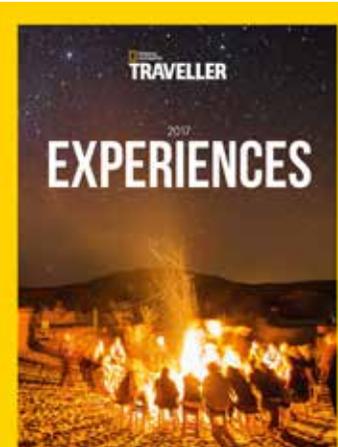
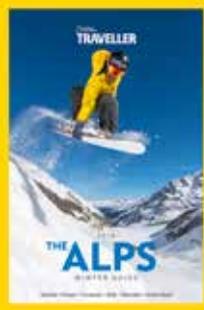
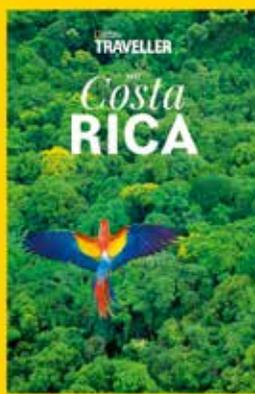
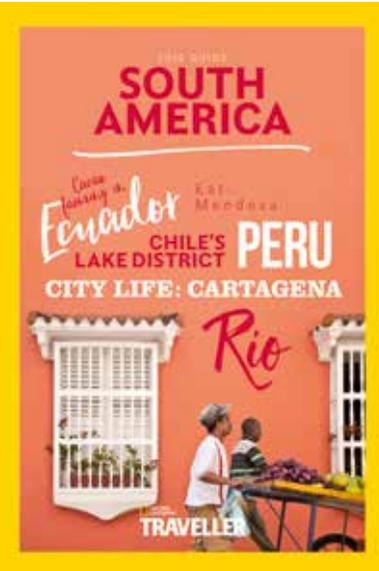
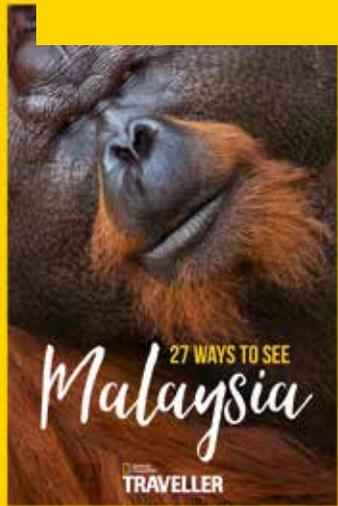
Supplements offer organisations the opportunity to tell their story to our readers through pages designed by the *National Geographic Traveller* design team, with guidance from the *National Geographic Traveller* editorial team

Supplements are designed for organisations that have a particularly engaging story to tell, fully in keeping with the *National Geographic Traveller* brand and ethos. They're written by one or more of our journalists following a trip to the destination specifically for the purpose of writing about it.

As sponsor of the supplement, you'll have the opportunity to discuss the direction of the article with our project editor at the beginning of the process. The journalist will then visit the destination and the feature will be designed by the *National Geographic Traveller* team in the style of one of our regular features.

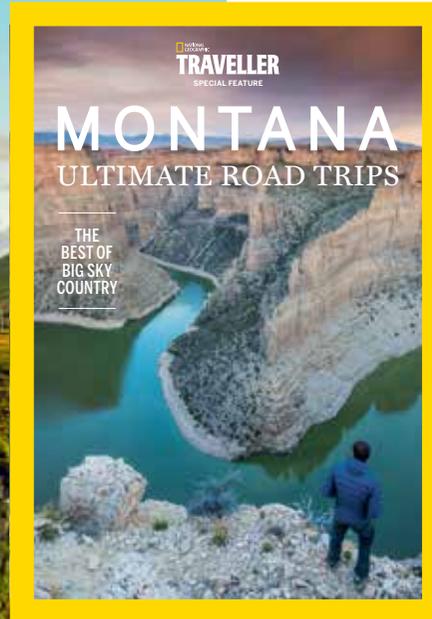
You'll have the chance to fact-check the pages before publication, giving you the opportunity to correct any factual mistakes, such as spelling or the incorrect use of an image. In accordance with CAP/ASA guidelines, to ensure it qualifies as a *National Geographic Traveller* supplement, you'll not be able to request changes that deviate from the style or tone of the piece or the design and images selected. If you do wish to make such changes, we'll happily accept these, but the supplement will no longer feature a 'yellow border'.

On the contents page, there will be an acknowledgement of any partnership other than that with a tourist office — e.g. 'This feature was produced in partnership with British Airways'.





## SPECIAL FEATURE



Special Features are designed for organisations that have a particularly engaging story to tell, fully in keeping with the *National Geographic Traveller* brand and ethos. They're written by one of our journalists following a trip to the destination specifically for the purpose of writing about it. As sponsor of the feature, you'll have the opportunity to discuss the direction of the article with our project editor at the beginning of the process. The journalist will then visit the destination and the feature will be designed by the *National Geographic Traveller* team in the style of one of our regular features. As sponsor, you'll have the chance to fact-check the feature before publication, giving you the opportunity to correct any factual mistakes, such as spelling or the incorrect use of an image. In accordance with CAP/ASA guidelines (see next page), to ensure the feature qualifies as an *National Geographic Traveller* Special Feature, you'll not be able to request changes that deviate from the style or tone of the piece or the design and images selected. If you do wish to make such changes, we'll happily accept these, but the piece will then be reconsidered as a promotional feature (see below).

- The piece will be identified as a 'Special Feature' in the publication, and on our website destination pages.
- At the end of the feature, there'll be an acknowledgement of any partnership other than that with a tourist office — e.g. 'This feature was produced in partnership with British Airways'.
- A Special Features can be redesigned into a standalone piece with a yellow-bordered cover for sponsors to use for their own promotional use.



## PROMOTIONAL FEATURE



Promotional Features offer organisations the opportunity to tell their story to our readers through pages designed by the *National Geographic Traveller* design team with guidance from the *National Geographic Traveller* editorial team. There are two types of Promotional Feature:

### CLIENT-SUPPLIED

You provide the separate elements for the pages, including text, images, logo and contact details.

### COPYWRITTEN BY NGT

A project editor is allocated to the project to discuss the theme of the feature, before working the theme into a brief and liaising with you regarding the text and imagery.

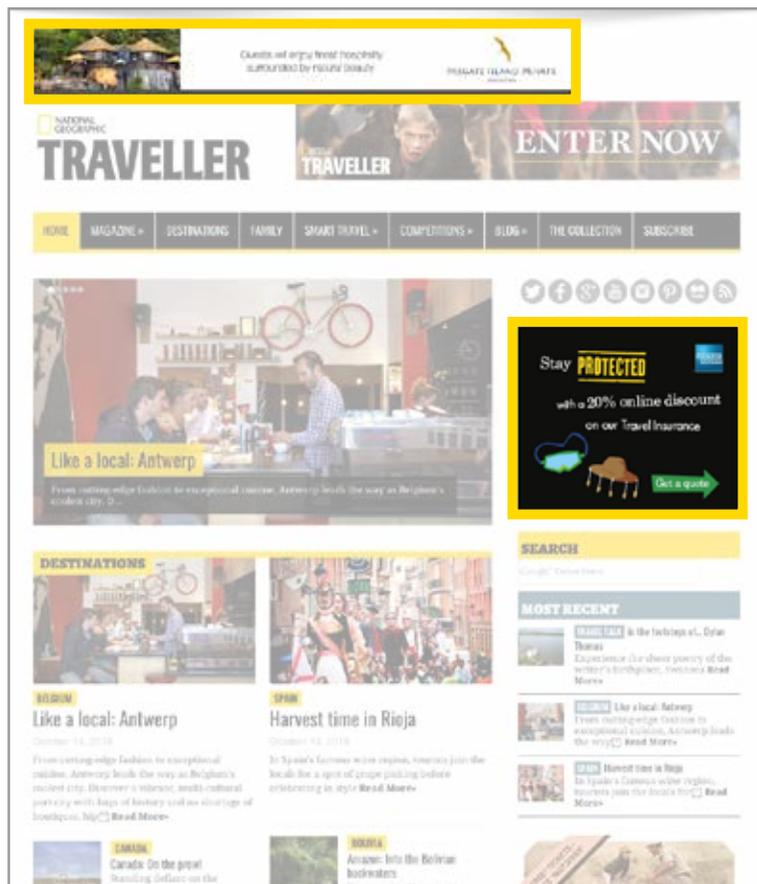
Once the content of the piece has been finalised, the feature is then designed by the *National Geographic Traveller* design team, sub-edited and sent to you for approval. We allow for two rounds of changes to ensure you're entirely happy with the final feature.

The feature will be clearly labelled in the magazine as a 'Promotional Feature'. Features of more than two pages can be replicated online and will appear on the relevant destination pages of our website under the 'Sponsored Content' section, again labelled as a 'Promotional Feature'.



# DIGITAL SPONSORSHIP

01



02

## 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, 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

## HOMEPAGE TAKEOVER

### LEADERBOARD, DOUBLE MPU, SINGLE MPU & WALLPAPER

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

## EXCLUSIVE EMAIL SERVICES

Our newsletters reach the inboxes of more than 70,000 readers every week, making them an ideal platform for advertisers to introduce their brand to a captive audience with an interest in travel. 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. Tracking link is required.

Newsletter sponsorship £5,950

## 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



## EVENTS

From competitions and awards through to festivals and reader events, *National Geographic Traveller* offers a series of events throughout the year which offer your brand the opportunity to partner with us and reach thousands of consumers across our multi-platform channels

### SPONSORSHIP PACKAGES

Talk to us about the range of opportunities available — from smaller reader events for up to 100 people right through to competitions and awards.

### AWARDS

From our Reader Awards to our Big Sleep Awards, our annual events see the best in the travel industry recognised for their destinations, attractions and hotels.

### FESTIVAL

The inaugural *National Geographic Traveller* Festival took place in September 2017 and saw more than 500 people witness the magazine come to life across a number of different stages, with headline and expert speakers.

### COMPETITIONS

Our annual Photography and Travel Writing Competitions see thousands of entrants every year, with global coverage reaching audiences in their millions.



# ADVERTISEMENT SIZES

## 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 **ADVERTISEMENT 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.

## AD SUGGESTIONS

- We recommend using a maximum of 50 words and a single stunning image when designing your advert for the best response

\*APL Media Ltd will provide two sets of PDFs (design and changes) for client approval. The final, third set of PDFs are for fact checking and approval/ records only. Approval is required within 48 hours. If further changes are required, this incurs a £45 charge per round of amendments per hour.

†Excludes image(s) cost; image searches £40 per hour; and copywriting £40 per hour.

\*\*Competitions must include flights, transfers, accommodation on a B&B basis (minimum). No school holiday exclusion dates on family prizes.

## MAIN MAGAZINE SIZES

MAIN MAGAZINE SIZES	BLEED (5MM)	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

## SUPPLEMENT SIZES

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 PDFs. Standard: PDF/X-1a:2001. Compatibility: Acrobat 4 (PDF1.3). Colour Profile / Output intent: ISO Coated v2 300% (ECI).

We can't guarantee the quality of the final print for files supplied outside of these specifications. Colour variations will occur if your files don't utilise the colour profile and respect the 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, according to the naming convention provided: Publication Name, Month of advertisement, Advertiser's Name. For 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 five 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.	£450 minimum
Advert* OR promotional feature* — APL sourced material	£600 minimum†
Additional amendments / Artwork resizing*	£45 per round of amendments per hour.



# CONTACTS

## SALES

[sales@natgeotraveller.co.uk](mailto:sales@natgeotraveller.co.uk)  
+44 (0)20 7553 7388

## PRODUCTION

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## EDITORIAL

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