

NATIONAL
GEOGRAPHIC

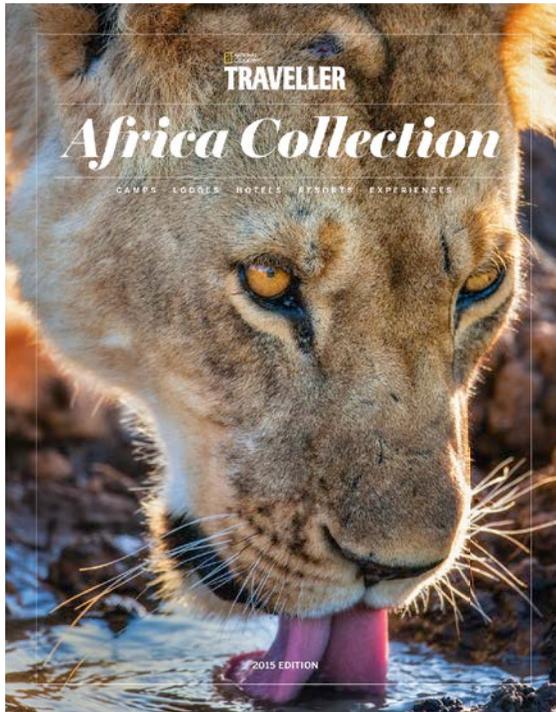
TRAVELLER

Africa

T H E C O L L E C T I O N



2016 MEDIA INFORMATION



NATIONAL
GEOGRAPHIC
TRAVELLER

WELCOME

National Geographic Traveller (UK) is proud to present the third series of *The Collection*, following the successful launch of its three-part portfolio in 2014.

National Geographic Traveller — The Africa Collection is the second of the series, which also includes the *Spa & Wellness* and *Luxury* collections. It's designed to meet the aspirations of its high-profile readers with an A-Z of the best destinations and experiences across Africa.

This beautiful coffee-table book appeals to a new generation of affluent travellers, as well as our loyal subscribers, whether they're looking for safari camps in Botswana, riads in Marrakech or boutique hotels in Cape Town.

National Geographic Traveller — The Africa Collection appeals to the growing UK travel market heading to the continent to experience everything from city breaks to diverse wildlife.

The Collection is supported by its own microsite and an iOS app available in the App Store.

THE BRAND

National Geographic Traveller (UK) has successfully established itself as a major player in the consumer travel market. With over 25,000 subscribers (Jan 2015), and a 10-issue frequency, the magazine has further expanded the reach of the *National Geographic Traveler* (US) brand as one of the most widely read magazines in the world.

National Geographic Traveller (UK) continues the theme of storytelling with 'you-are-there' photography to inspire readers, and insightful, reader-friendly information to help readers travel widely and safely. Part of the National Geographic stable, the brand has already reached over 20 countries.

Images: iStockphoto



THE CONTENT

Welcome: An introduction.

Up front: Highlighting the best of this emerging travel destination, from thrilling safaris to city break ideas.

A-Z: Profiling top resorts, hotels, camps, golf and wineries.

Geographical summary:

Regional breakdown.

FAST FACTS

Frequency: Annual.

Circulation: 40,000.

Design: Oversized A4, high-quality, perfect-bound bookazine in full colour. Cutting-edge design, vibrant colours and NG branding.

Pagination: Approx.150 pages.

Distribution date:

September 2016.

Distribution sectors*:

10,000 – Newsstand, polybagged with copies of *National Geographic Traveller (UK)*.

10,000 – Requested copies throughout leading spas, five-star hotels and luxury day spas worldwide.

20,000 – Available to NGT subscribers, VIP venues, prestigious salons, dental and cosmetic surgeries, and business and first-class airline lounges.

* Distribution subject to confirmation

READERSHIP DEMOGRAPHICS

It has a thriving captive audience with a unique demographic and yields a high readership per issue.

Gender base: 65% female/35% male

Age range: 25-65

Annual income: £100,000+

Socio-economic groups: ABC1

(at least 80% of readership)

Readership: 150,000



ADVERTISING RATES

Run of paper full page:	£9,950
Specific Position full page:	£10,350
Early Right full page:	£11,550
Double page spread:	£18,775
IFC DPS:	£22,675
Second DPS:	£22,050
Inside Back:	£13,750
Opposite Contents:	£11,550
Index Listing:	£1,970
Gatefold:	POA
Advertorial:	+25%

A 25% charge will be added to cover advertorial costs. Special positions and requirements on request.

Each offer includes:

- Editorial and design of each 'Full Page Advertorial' by our in-house *National Geographic Traveller* (UK) — *The Africa Collection* design team using the bookazine templates.
- A page dedicated to your property on the *National Geographic Traveller* — *The Africa Collection* microsite for six months.
- A page included in the digital edition of the publication, available on *National Geographic Traveller* — *The Africa Collection* iOS and Android apps.
- *National Geographic Traveller* — *The Africa Collection* participation certificate for your property.

MECHANICAL DATA

DPS Bleed*:	h310mm x w476mm
DPS Trim:	h300mm x w466mm
DPS Type Area:	h280mm x w446mm
Full Page Bleed:	h310mm x w243mm
Full Page Trim:	h300mm x w233mm
Full Page Type Area:	h280mm x w213mm

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.
Compatibility: 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, Year of publication, Advertiser's Name. Example: TCA16_advertisersname.pdf

Files under 8Mb can be sent via email to production@natgeotraveller.co.uk. Contact the Production Department: +44 (0) 20 7553 7372 for further info on file transfer if files exceed 8Mb limit.



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.

*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.

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 Advertiser 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.

ADVERTORIAL APPROVALS & AMENDMENTS

- APL Media Ltd will provide a PDF for client approval.
- The client will have the option of two sets of amendments before final approval.
- The final third PDF is for fact checking and approval/records only.
- Amendments over and above the two rounds of amendments, will incur extra charge of £45 per round of changes / per hour. As such please ensure any amendments are clear and concise.
- Approval is required within 48 hours.

EXAMPLE OF DPS ADVERT AND FULL PAGE

Advertisement



Advertorial

EXAMPLE OF FULL PAGE

Main copy

Copy should be about the hotel, camp or resort, the destination and experiences on offer. Do not write in first person ('I', 'we').
300-350 words

'Don't miss' box

Copy for this boxout should highlight a new or unique experience, hotel speciality or local attraction (ie a luxury hot air balloon safari or views from an outdoor pool). **30-40 words**



Header

- Name of property
- Location

Images

Please supply 3 images as high-resolution (300dpi) CMYK JPGs.

'Need to know' box

The hotel, resort or camp:
50 words
Facilities:
LIST ONLY
Contact:
Tel no/email/website

Images

Please supply 1 image as high-resolution (300dpi) CMYK JPG.

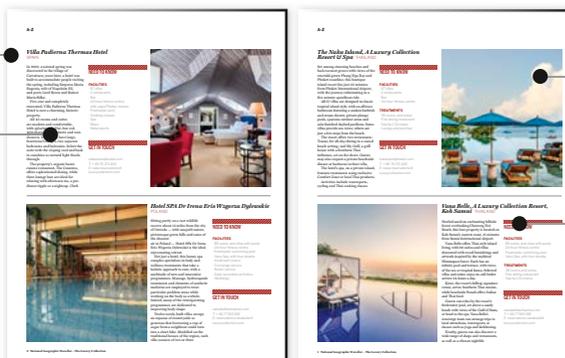
EXAMPLE OF HALF PAGE

Header

As full page.

Main copy

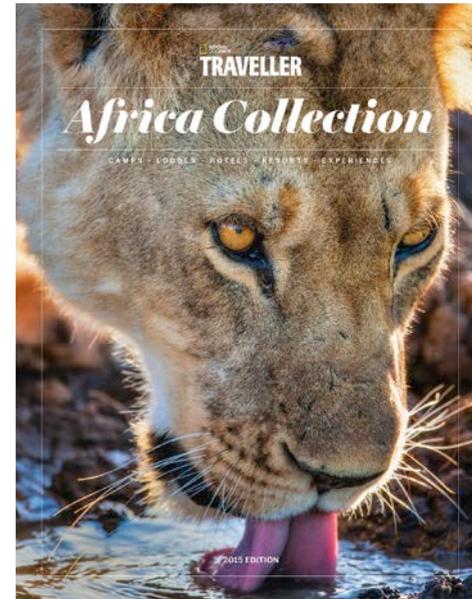
As full page.
200 words



'Need to know' box

As full page.

Where a client cannot provide the advertisement/advertorial material and requires the Publisher to create this content, this will incur a production charge of 25% of the value of the contract, unless otherwise agreed, or a minimum charge of £600!. The service provided is outlined in this Media Pack and online.



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CONTACTS

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The Collection is published by APL Media Limited