



 NATIONAL  
GEOGRAPHIC

# TRAVELLER

## MEDIA PACK 2019



## AWARD-WINNING MAGAZINE

**BEST CONSUMER HOLIDAY MAGAZINE 2014, 2015 & 2017**

*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* seeks to extol great 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 including Best Consumer Holiday Magazine at the British Travel Awards 2017, 2015 and 2014.



#### DIGITAL

[nationalgeographic.co.uk/travel](http://nationalgeographic.co.uk/travel) is one of the UK's leading travel websites, receiving over two million page views a year.

#### IPAD APP

With over 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.

#### FOOD

A quarterly supplement distributed with the main title, *National Geographic Traveller Food* celebrates gastronomy from across the world with a focus on culinary trends, provenance and producers.



# FAST FACTS

## LIFESTYLE:

Readers favour high-street retailers such as:  
**WAITROSE | M&S | H&M | JOHN LEWIS | WHSMITH**

Average household income  
**£100,000+**

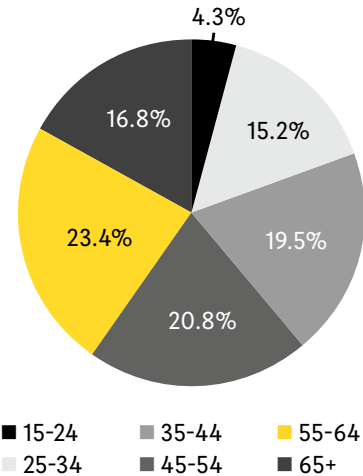
## DEMOGRAPHICS

(% ABOVE NATIONAL AVERAGE)

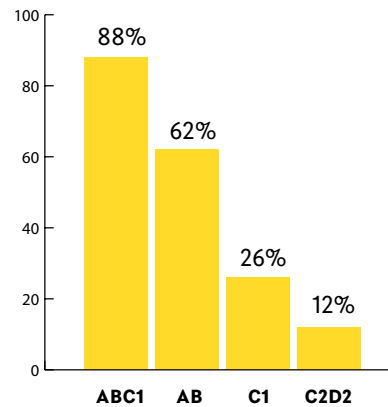
- CITY SOPHISTICATES 181%
- LAVISH LIFESTYLES 129%
- EXECUTIVE WEALTH 91%
- CAREER CLIMBERS 69%
- MATURE MONEY 31%
- SUCCESSFUL SUBURBS 19%

(INFORMATION SUPPLIED BY CACI LTD)

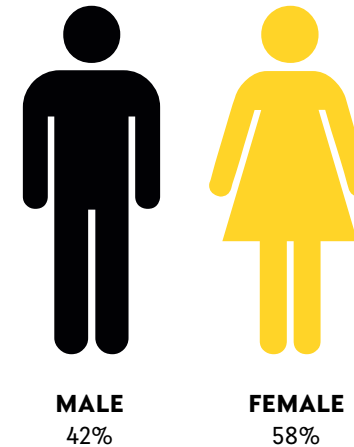
## AGE:



## SOCIAL GRADE:



## GENDER:



Younger, higher female demographic who purchase premium brands and are interested in:

- CULTURE
- FOOD
- ADVENTURE TRAVEL
- LUXURY TRAVEL
- TRAVEL NEWS & INFO

## TWITTER & FACEBOOK



**FEMALE**  
58%

- 25-34 - 53%
- 35-44 - 23%



**FEMALE**  
44%

- 25-34 - 35%
- 35-44 - 22%



**45,500**  
FOLLOWERS



**148,600**  
FOLLOWERS



**29,000**  
FOLLOWERS



**26,000**  
SUBSCRIBERS



**300,000**  
UNIQUE PAGE VIEWS A MONTH



**58,242**  
CIRCULATION

## 2019 SCHEDULE

ISSUE	ON SALE	ADVERTISEMENT DEADLINE
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Jan/Feb	6 December	2 November
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March	7 February	4 January
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April	7 March	1 February
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May	4 April	1 March
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June	2 May	5 April
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Jul/Aug	6 June	3 May
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September	1 August	5 July
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October	5 September	2 August
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November	3 October	6 September
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December	7 November	4 October
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Jan/Feb '20	5 December	1 November
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## 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**

### CLASSIFIEDS

	COST (GBP)
Half page	£4,950
Quarter page	£2,650

<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 cannot be exclusion dates on half terms and summer holidays for family prizes.

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## 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.

## SUPPLEMENTS

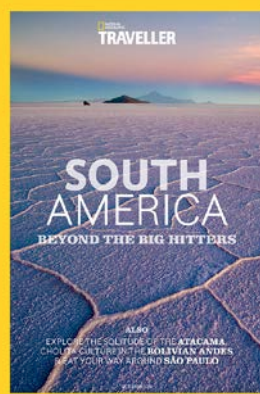
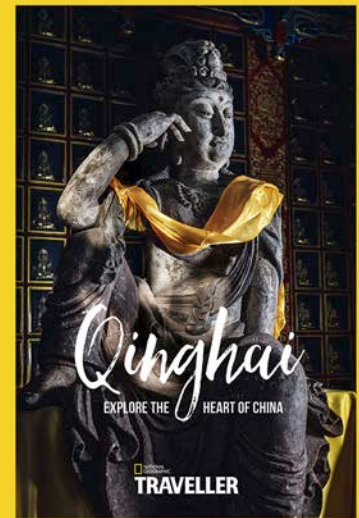
Supplements offer organisations the opportunity to tell their story to our readers through pages designed by the National Geographic Traveller design team with guidance from the National Geographic Traveller editorial team

Supplements are designed for organisations that have a particularly engaging story to tell, fully in keeping with the *National Geographic Traveller* (UK) 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'.

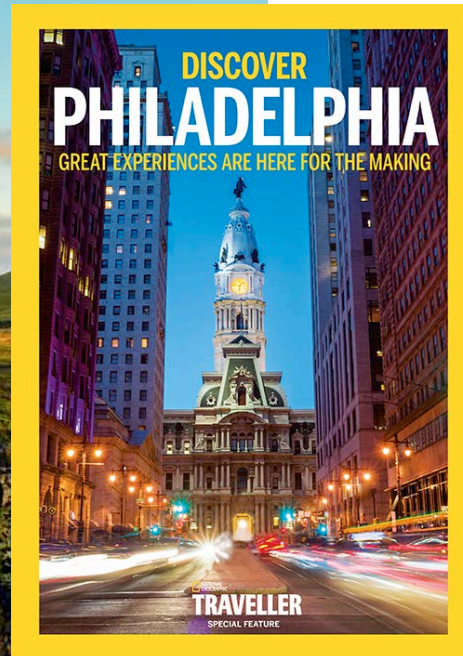
On the contents page there will be an acknowledgement of any partnership other than that with a tourist office — e.g. 'This feature was produced in partnership with British Airways'.







## SPECIAL FEATURE



Special Features are designed for organisations that have a particularly engaging story to tell, fully in keeping with the *National Geographic Traveller* (UK) 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.

# PARTNER CONTENT

Partner Content features offer the opportunity to tell a story to our readers through pages edited and designed by the National Geographic Traveller team:

## COPY-WRITTEN BY NATIONAL GEOGRAPHIC TRAVELLER

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 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 'Partner Content'. Features of over 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 'Partner Content'.





## EMAIL NEWSLETTER

### EXCLUSIVE EMAIL SERVICES

Our newsletters reach the inboxes of over 26,000 engaged readers\* every week, making them an ideal platform for advertisers to introduce their brand to a captive audience with an interest in travel.

The newsletters provide a glimpse of the inspiring travel content and competitions available on our website, as well as a preview of the latest issue of the magazine. 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.

Each exclusive sponsorship package consists of a banner placed prominently in-content, within the first half of the newsletter. Tracking link required.

Newsletter sponsorship

£5,950

*\*as of March 2019*

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## 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 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 awarded for their destinations, attractions and hotels.

### THE MASTERCLASSES

Following the inaugural National Geographic Traveller The Masterclasses in July 2018, this year sees the event return with a wealth of travel writers and photographers sharing their top tips and advice to over 500 attendees.

### COMPETITIONS

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





## 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.

\*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 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.

## A4 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 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: NGTmmy\_advertisersname.pdf

## ARTWORK DESIGN (3 WEEK LEAD IN TIME)

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.

For further information on artwork design and costs, email [production@natgeotraveller.co.uk](mailto:production@natgeotraveller.co.uk) or call the

Production department: +44 (0) 20 7553 7372.

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## CONTACTS

### SALES

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### PRODUCTION

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### EDITORIAL

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National Geographic Traveller (UK) [nationalgeographic.co.uk/travel](http://nationalgeographic.co.uk/travel)

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