



 NATIONAL
GEOGRAPHIC

TRAVELLER

THE MASTERCLASSES 2019

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After the huge success of last year's inaugural event, the team behind the award-winning magazine is returning with The Masterclasses 2019 — a one-day event focused on Travel Writing and Photography Masterclasses — set to build on the sell-out popularity of last year's sessions.

This day of intensive in-depth courses, led by the magazine's senior editors, renowned contributors and brand ambassadors, provides the consumer with stimulating workshops and lectures that illuminate the art of written and visual storytelling. For the curious travel writer and avid photographer, this is an opportunity to immerse themselves in a day of inspiration and practical instruction from some of the industry's leading experts.

PROVISIONAL SCHEDULE

TIME:	10am – 6pm
DATE:	Sunday 6 October 2019
VENUE:	The University of Westminster, Marylebone Road Campus
TICKET PRICE:	£50, or two tickets for £90
FOOD & DRINK:	Can be purchased on-site
GOODY BAGS:	Will be provided to all 600 attendees



MARKETING & CONTENT

MARKETING CAMPAIGN

National press advertising including *The Guardian* and *The Telegraph*; targeted mailings; *National Geographic Traveller* (UK) print campaign; social media campaign; and various *National Geographic* channels.

SPEAKERS

National Geographic Traveller (UK) editors, art directors, travel writers and high-profile travel photographers.

TRAVEL WRITING MASTERCLASS THEMES

Not only will there be sessions for travel writing beginners, aimed at how budding writers can break into the industry, but there will also be a range of classes at a more intermediate level, covering everything from self-editing to perfecting a range of different styles, such as guidebooks and more complex, long-form city breaks.



MARKETING & CONTENT

PHOTOGRAPHY MASTERCLASS THEMES

As with the travel writing sessions, the day's classes will cover both beginner and intermediate levels of travel photography, providing invaluable advice on all aspects of the craft, from pitching and publication to finding the right kit.

Two to three experts from the *National Geographic Traveller* (UK) team will lead each masterclass. Partners may request to have their ambassadors feature on masterclass panels.

There will also be the opportunity for attendees to book individual, one-on-one tutorials with a photography expert in advance.



SPONSOR PACKAGES

HEADLINE SPONSOR // PACKAGE COST: £50,000

The headline sponsor of *National Geographic Traveller*

— The Masterclasses will receive title partnership:

‘National Geographic Traveller — The Masterclasses in association with (your company name or brand).’

THE HEADLINE SPONSOR WILL GET:

- Three full-page adverts in the magazine.
- The right to use the **National Geographic Traveller (UK) — The Masterclasses** logo on its own marketing materials for the duration of the partnership period (subject to approval).
- The rights to logo placement on *National Geographic Traveller* (UK)'s website (natgeotraveller.co.uk) on The Masterclasses 2019 event page, all branded marketing material and media releases for the event.
- A 25-word editorial profile online and in print, which will feature in every issue until the event.
- Logo placement on material distributed on the day.
- The chance to display banners at the event.
- 10 tickets to The Masterclasses, plus discounted tickets to offer to its own database.

WHAT WE WILL EXPECT FROM THE HEADLINE SPONSOR:

- Presence at the event, which can include brand ambassadors, a promotional stand or other promotional opportunities (all subject to editorial discretion).
- To provide a free gift for inclusion within attendee goody bags.
- Cross-marketing of The Masterclasses across the headline sponsor's platforms.



SPONSOR PACKAGES

SECOND-TIER SPONSORSHIP // PACKAGE COST: £20,000

There are opportunities for four second-tier sponsors of The Masterclasses 2019

THE SECOND-TIER SPONSORS WILL GET:

- One full-page advert in the magazine.
- The chance to be featured in every issue of *National Geographic Traveller* (UK) leading up to The Masterclasses, and have a 25-word editorial profile online and in print, which will feature in every issue until the event.
- Logo placement on material distributed on the day.
- The chance to display banners at the event.
- Five tickets to The Masterclasses, plus discounted tickets to offer to its own database.

WHAT WE WILL EXPECT FROM THE SECOND-TIER SPONSOR:

- Presence at the event, which can include brand ambassadors, a promotional stand or other promotional opportunities (all subject to editorial discretion).
- To provide a free gift for inclusion within attendee goody bags.
- Cross-marketing of The Masterclasses across the headline sponsor's platforms.



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