



NATIONAL
GEOGRAPHIC

TRAVELLER READER AWARDS 2019

WEDNESDAY DECEMBER 4TH 2019 • THE MONTCALM HOTEL, LONDON

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.



READER AWARDS 2019

The National Geographic Traveller Reader Awards, one of the travel industry's most prestigious events, sees the world's best destinations, hotels, airlines, attractions and companies receive awards as voted for by our readers. Sponsorship packages offer your business the opportunity to be seen by a global audience

THE PROCESS

Thousands of our readers vote over the summer with the results announced at a top London hotel in November.

THE 2018 EVENT

The third *National Geographic Traveller* Reader Awards took place at London's May Fair Hotel in November 2018. Over 300 travel industry professionals attended the invite-only event, which was hosted by the editor and editorial director.

With thousands of votes cast by readers, 18 awards were presented; culminating in an Outstanding Contribution to Travel award for Bill Bryson.

The #NGTReaderAwards hashtag is estimated to have reached over 750,000 Twitter accounts with over 3 million impressions.
natgeotraveller.co.uk/readerawards





HEADLINE SPONSOR

THE PACKAGE: £69,950

- As sponsor of the Reader Awards, you'll receive title sponsorship: *National Geographic Traveller* Reader Awards, in association with (your company name or brand).
- Right to acclaim 'Headline Sponsor of the *National Geographic Traveller* Reader Awards' in television, radio, online and print promotional material. Permission to use the *National Geographic Traveller* logo on sponsor's own marketing materials for the duration of the sponsorship period (subject to approval).
- Logo placement on website, media releases and all marketing material as 'Headline Sponsor of the *National Geographic Traveller* Reader Awards' plus 25-word editorial profile online and in print.
- Featured in four issues of *National Geographic Traveller*.
- Ten tickets to the *National Geographic Traveller* Reader Awards.
- Sponsor of one award at the *National Geographic Traveller* Reader Awards. A senior representative of your organisation to present the award to the winner of the sponsored category.
- Promotional booth and banner placement at the *National Geographic Traveller* Reader Awards.
- Three full-page ads in three different issues of *National Geographic Traveller* during the run-up to the *National Geographic Traveller* Reader Awards.

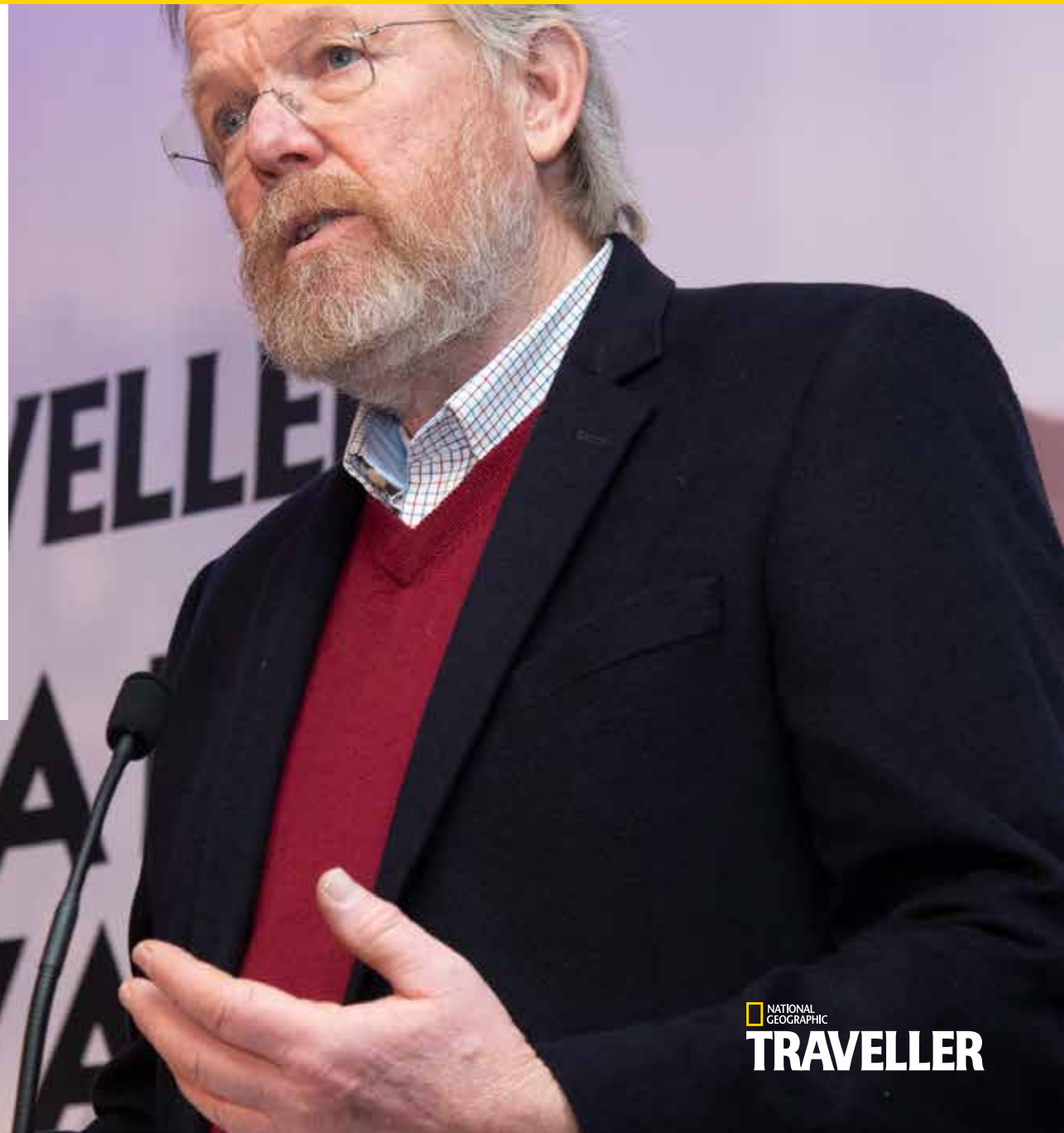




SECOND TIER SPONSOR

THE PACKAGE: £19,950

- Logo placement on website, posters, flyers and all marketing as 'Sponsor of the *National Geographic Traveller* Reader Awards'.
- Logo, branding and web link on the sponsors' section of the website, as well as in four issues of *National Geographic Traveller*.
- Five tickets to the *National Geographic Traveller* Reader Awards.
- Sponsor of one award at the *National Geographic Traveller* Reader Awards. A senior representative of your organisation to present the award to the winner of the sponsored category.
- Banner placement at the *National Geographic Traveller* Reader Awards.
- One full-page ad in *National Geographic Traveller* during the run-up to the *National Geographic Traveller* Reader Awards.





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