



 NATIONAL  
GEOGRAPHIC

# TRAVELLER

AFRICA

THE COLLECTION

MEDIA PACK

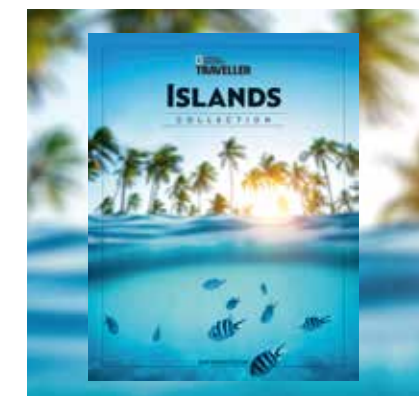
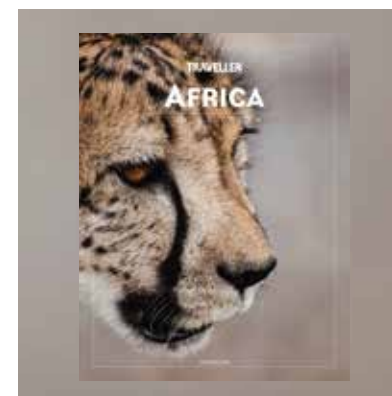
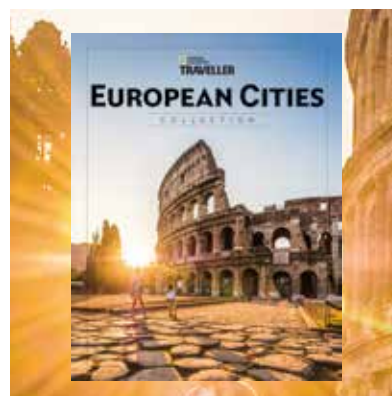
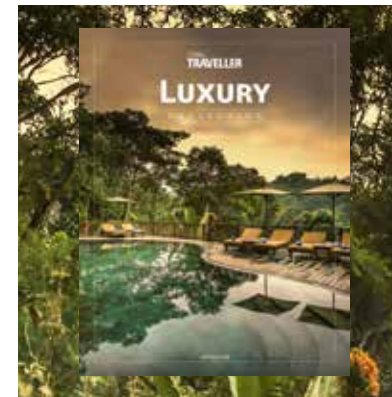
2020



*National Geographic Traveller – Africa Collection* is designed to meet the aspirations of its readers with the best destinations and experiences across Africa, from the wild, watery theatre of the Okavango Delta to its arid counterpart, the Kalahari Desert.

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

*National Geographic Traveller – Africa Collection* appeals to the growing UK travel market heading to the continent to experience everything from edgy city breaks to diverse wildlife and extreme landscapes. Readers will be inspired to try gorilla trekking in Uganda, a yoga safari in Zambia or an epic boat journey along the Congo River.



*National Geographic Traveller* has successfully established itself as a major player in the consumer travel market. With a print-run of 60,000 and a 10-issue frequency, the magazine further expands the National Geographic brand globally.

*National Geographic Traveller* continues the theme of storytelling with you-are-there photography to inspire readers, and provides insightful, easy-to-digest information to help them travel widely and safely. Part of the National Geographic stable, the brand has already reached more than 20 countries.

## THE CONTENT

**Welcome:** An introduction.

**Up front:** Highlighting the destinations and experiences that will be taking travellers by storm in 2020, from the hottest city breaks to the new safari trends.

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

**Geographical summary:** Regional breakdown.



# FAST FACTS



## THE COLLECTION

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

**Pagination:** Approximately 60 pages.

**On sale date/distribution date:** May 2020.

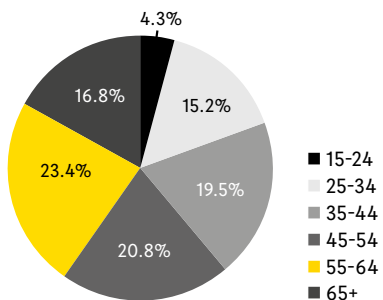
**Distribution sectors\*:** 10,000 – newsstand, polybagged with copies of *National Geographic Traveller*.

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

20,000 – available to *National Geographic Traveller* subscribers, VIP venues, prestigious salons, dental and cosmetic surgeries, and business and first-class airline lounges.

\* Distribution subject to confirmation

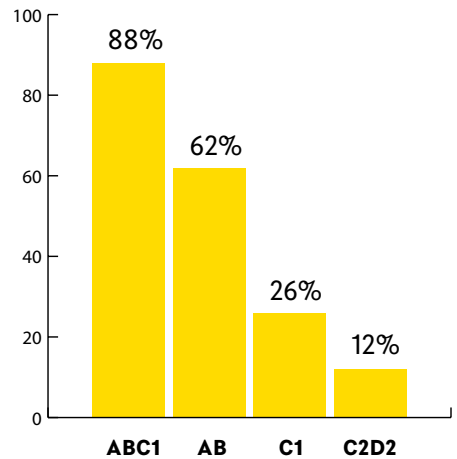
## AGE



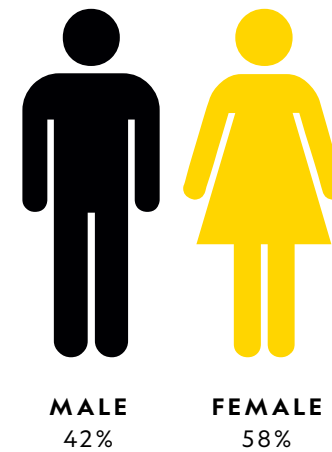
## ANNUAL INCOME



## SOCIAL GRADE



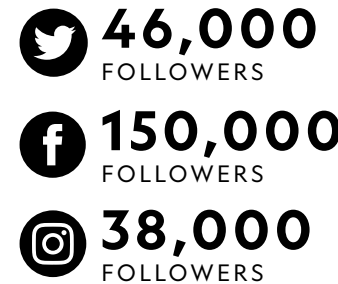
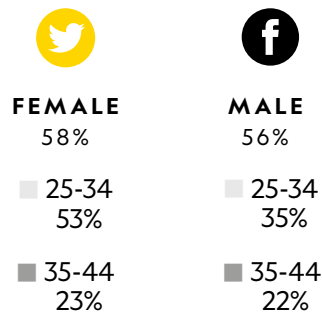
## GENDER



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

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

## STATISTICS FOR NATIONAL GEOGRAPHIC TRAVELLER (UK)





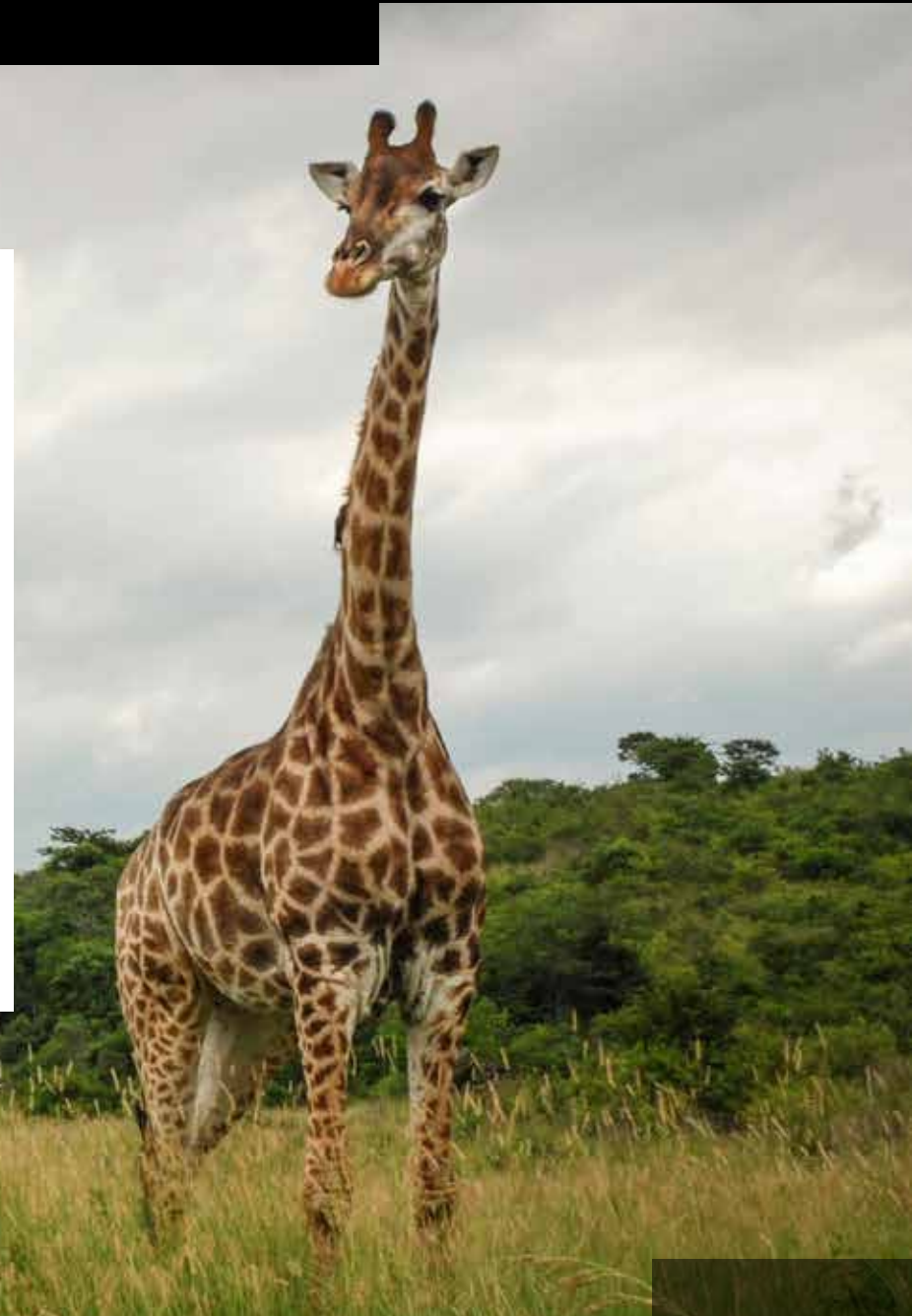
**SIZE**

Run of paper full page	£9,950
Specific position full page	£10,350
Early right full page	£11,550
Double-page spread (DPS)	£16,950
Inside front-cover DPS	£22,675
Second DPS	£22,050
Inside back cover	£13,750
Index listing	£1,970
Gatefold	POA

**COST**

**EACH OFFER INCLUDES:**

- Editing and design of each full-page advertorial by our in-house *National Geographic Traveller* design team using the bookazine templates.
- A *National Geographic Traveller – Africa Collection* participation certificate provided for your property.
- Use of *National Geographic Traveller – The Collection* logo for a year.
- A link to the digital edition of the publication on National Geographic’s UK website for 12 months.
- A page included in the digital edition of the publication, available on the *National Geographic Traveller* (UK) iOS and Android apps.





## 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 **PARTNER CONTENT** on the eyebrow.
- Advertiser-supplied advertorials must have **ADVERTISEMENT** on the eyebrow.
- All adverts/partner content/ 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; copy writing costs £40 per hour.

## MAGAZINE SIZE

Double-page spread  
Full page  
Half page  
Quarter page

## BLEED (5MM)

310mm x 476mm  
310mm x 243mm  
N/A  
N/A

## TRIM

300mm x 466mm  
300mm x 233mm  
130mm x 177mm  
130mm x 84mm

## TYPE AREA

10mm inside of trim  
10mm inside of trim  
5mm inside of trim  
5mm inside of trim

All sizes height x width. Allow 10mm gutter (for text running across the spine). If the size is not correct, the advert will fail our pre-flight and be returned to you for resizing. Branded adverts should contain no more than 100 words. Text-heavy advertising that could be construed as editorial content may be rejected by the Editorial team.

## 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, Year of advertisement, Advertiser's Name. Example: TCH20\_advertisersname.pdf

## ARTWORK DESIGN (3-6 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

Advert\* OR Partner Content\* – APL sources 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 on +44 (0) 20 7553 7372.



## Example of DPS advert and full page

**DPS advertorial**

**The Omnia**  
ZERMATT, SWITZERLAND

Overlooking Zermatt and with the Matterhorn as its neighbour, The Omnia isn't short of highlights. At 35 rooms, five facilities and the modernist wood-clad exterior are inspired by traditional American mountain lodges. The wellness centre, meanwhile, offers a range of treatments.

**ACTIVE RECREATION AND SPA**

Whether it's a relaxing day at the spa or a more active day on the slopes, The Omnia has everything you need to make the most of your stay. The wellness centre, meanwhile, offers a range of treatments.

**Need to know**

**KEY FACILITIES**

- Spa
- Swimming pool
- Bar
- Restaurant
- Room service
- Free Wi-Fi
- Free parking
- Free breakfast
- Free pet-friendly

**Get in touch**

0041 79 310 00 00  
www.omnia.ch

## Example of full page

**Header**  
Name of property  
Location

**Images**  
Please supply three images as high-res (300dpi) CMYK JPGs.

**'Need to know' box**  
The hotel, resort, island or experience.  
**50 words**  
Facilities: List only  
Contact: Telephone / email/website

**Main copy**  
Copy for this section should be about the hotel, resort, island, destination or experience. Don't write in first person ('I', 'we'). **400-450 words**

**'Don't miss' box**  
Copy for this box should highlight a unique experience or facility (e.g. a spa experience room, butler service or a local attraction). **30-40 words**

**Almar Jesolo Resort & Spa**  
JESOLO, ITALY

**Castel Monastero Resort**  
SIRMA, ITALY

## Example of half page

**Images**  
Please supply one image as high-res (300dpi) CMYK JPGs.

**'Need to know' box**  
As full page

**Header**  
As full page

**Main copy**  
As full page  
**250-300 words**

**The Chateau Spa & Organic Wellness Resort**  
JALING, JACOB, USA

**Rixos Premium Bodrum**  
BODRUM, TURKEY

**The Beach & Spa Resort**  
JALING, JACOB, USA

**Rixos Sungate**  
BODRUM, TURKEY



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# TRAVELLER

## CONTACTS

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### National Geographic Traveller (UK) – The Collection

[nationalgeographic.co.uk/collection](http://nationalgeographic.co.uk/collection)

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