



 NATIONAL
GEOGRAPHIC

TRAVELLER

EUROPEAN CITIES

THE COLLECTION

MEDIA PACK

2020





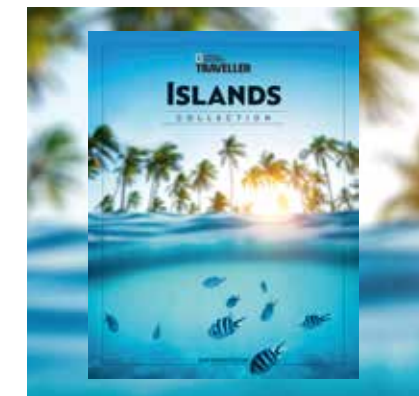
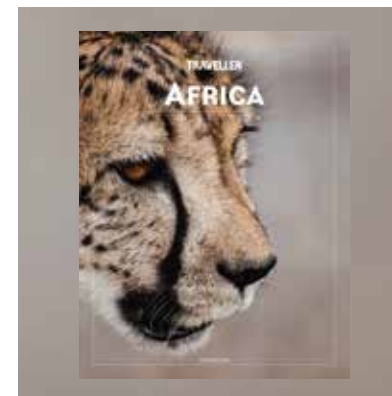
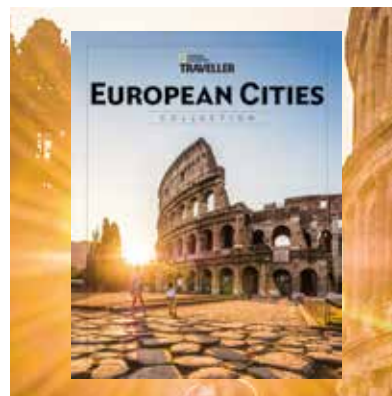
National Geographic Traveller (UK) is proud to present *National Geographic Traveller – European Cities Collection*.

National Geographic Traveller – European Cities Collection is the second edition in the annual series, joining the *Spa & Wellness*, *Africa*, *Earth* and *Luxury* Collections.

The publication is designed to appeal to history and culture buffs, highlighting the destinations and properties with a story to tell. It also includes an A-Z travel directory, showcasing the best places to stay with historic credentials.

This beautiful coffee table book is designed for a new generation of affluent travellers, including our loyal readers.

The Collection series is supported by its own microsite and is available on the National Geographic Traveller apps.





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: A look at the most exciting cultural events, experiences and urban trends across Europe's cities.

A-Z: Profiling historic resorts and hotels. Please note: destinations included are required to meet city 'criteria' with an approximate population of 100,000 or more. Any ambiguity is subject to editorial approval.

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: 6 August 2020.

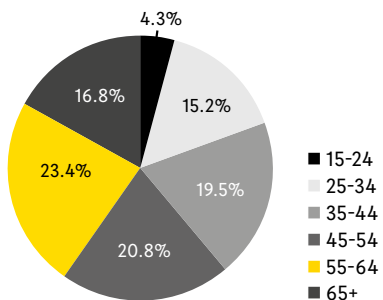
Distribution sectors*: 10,000 – newsstand, polybagged with copies of *National Geographic Traveller*.

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

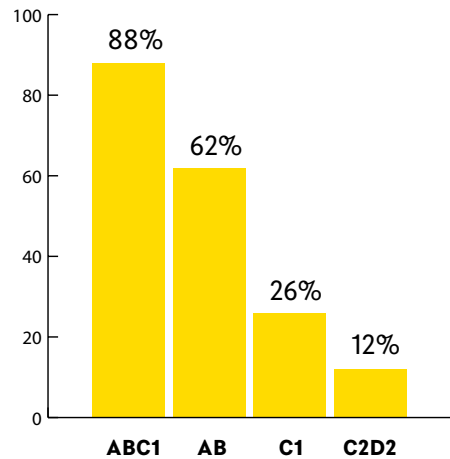
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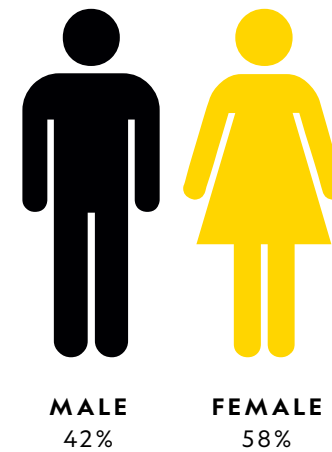
ANNUAL INCOME



SOCIAL GRADE



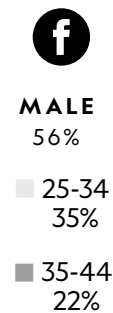
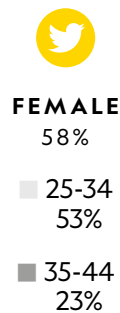
GENDER



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* – *Cities 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.

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.

*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.

For further information on artwork design and costs, email production@natgeotraveller.co.uk or call the Production department on +44 (0) 20 7553 7372.



Example of DPS advert and full page

Example of full page

Example of half page

DPS advertorial



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

Images

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

'Need to know' box
As full page

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**

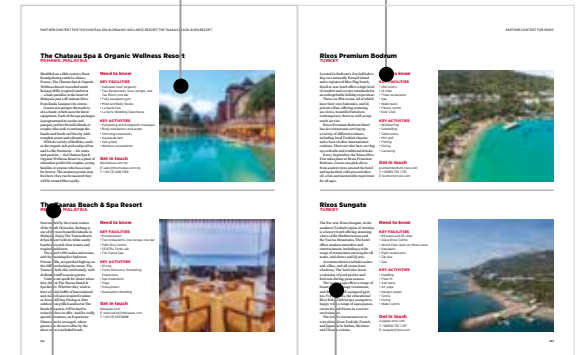
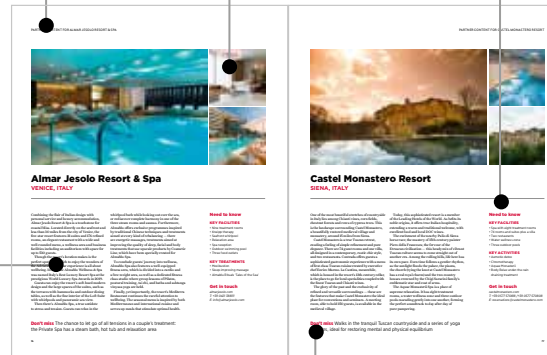
'Don't miss' box

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**

Header

As full page

Main copy
As full page
250-300 words





 NATIONAL
GEOGRAPHIC

TRAVELLER

CONTACTS

SALES

sales@natgeotraveller.co.uk
+44 (0)20 7553 7388

EDITORIAL

editorial@natgeotraveller.co.uk
+44 (0)20 7253 9906

PRODUCTION

production@natgeotraveller.co.uk
+44 (0)20 7253 9909

National Geographic Traveller (UK) – The Collection

nationalgeographic.co.uk/collection

Published by APL Media Limited, Unit 310,
Highgate Studios, 53-79 Highgate Road, London NW5 1TL
+44 (0)20 7253 9909 sales@natgeotraveller.co.uk

Registered Office: 30 City Road, London EC1Y 2AB
Registered Number: 339 3234 VAT 701391176 aplmedia.co.uk