



 NATIONAL
GEOGRAPHIC

TRAVELLER

SPA & WELLNESS

THE COLLECTION

MEDIA PACK

2021





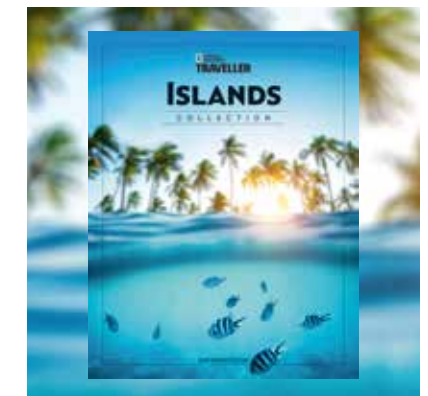
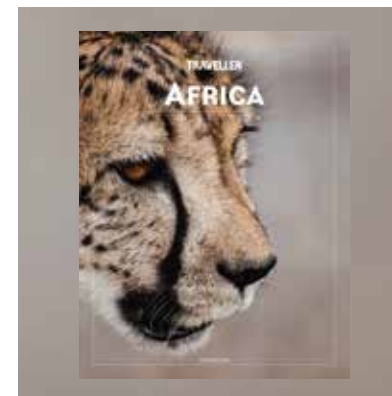
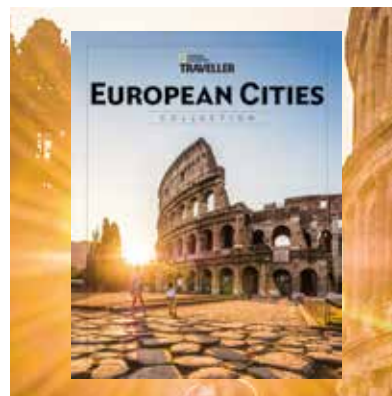
National Geographic Traveller (UK) is proud to present *National Geographic Traveller – Spa & Wellness Collection*.

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

The publication is designed to whet readers' appetites for wellness travel – from yoga hotspots and culinary tours to the best fitness events across the globe – with a vivid A-Z guide of the best spa destinations and experiences.

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

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



National Geographic Traveller (UK) 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 (UK) 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 latest wellness trends and treatments in the market and featuring Q&As with well-known specialists and fitness gurus.

A-Z: Profiling spa resorts and hotels.

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 150 pages.

On sale date/distribution date: 3 December 2020.

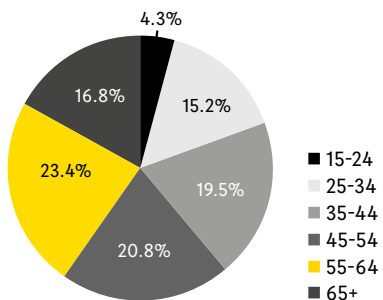
Distribution sectors*: 10,000 – newsstand, polybagged with copies of *National Geographic Traveller*.

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

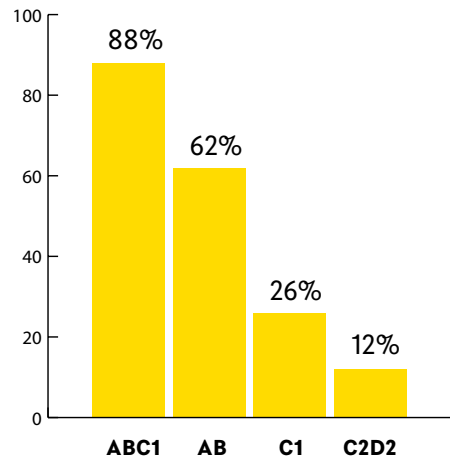
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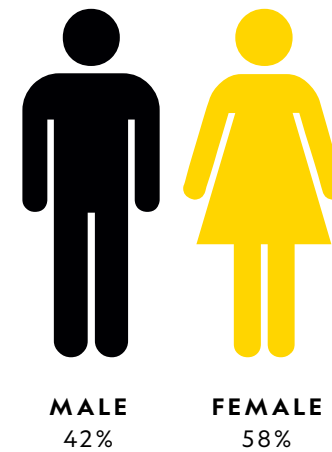
ANNUAL INCOME



SOCIAL GRADE



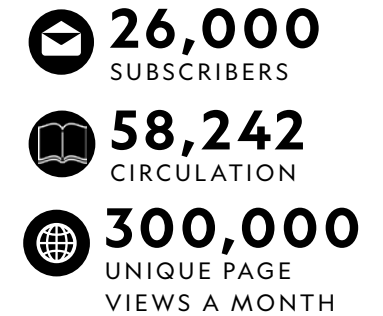
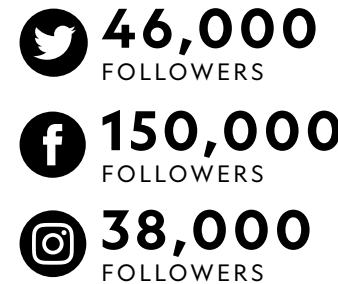
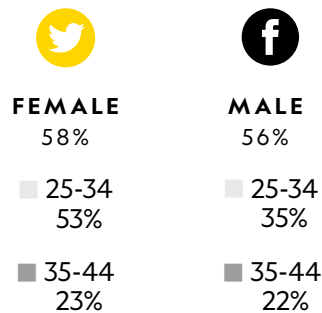
GENDER



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 – Spa & Wellness 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.

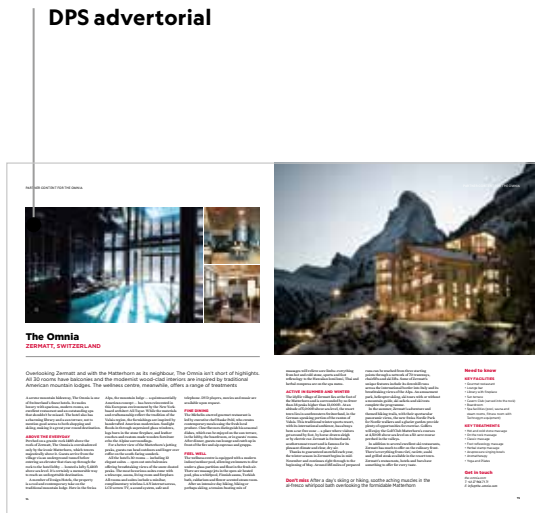
Advert* – client supplies all material.	£300 minimum
Advert* OR Partner Content* – APL sources material	£600 minimum*
Additional amendments / Artwork resizing*	£45 per round of amendments per hour.

*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

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

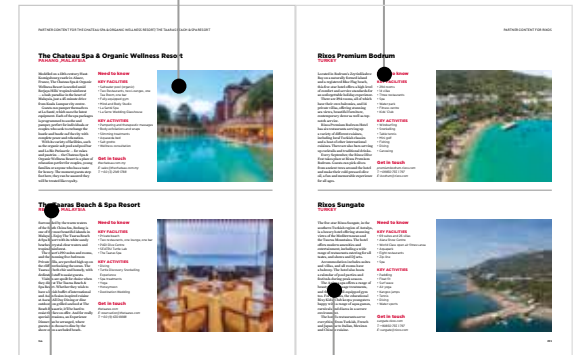
Main copy
Copy for this section should be about the hotel, resort, island, destination or experience. Don't write in first person ('I', 'we'). **400-450 words**

'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**

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



 NATIONAL
GEOGRAPHIC

TRAVELLER

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National Geographic Traveller (UK) – The Collection

nationalgeographic.co.uk/collection

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