



 NATIONAL
GEOGRAPHIC

TRAVELLER

COLLECTION

MEDIA PACK

2026

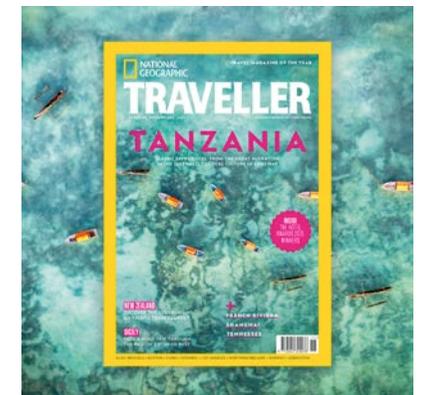
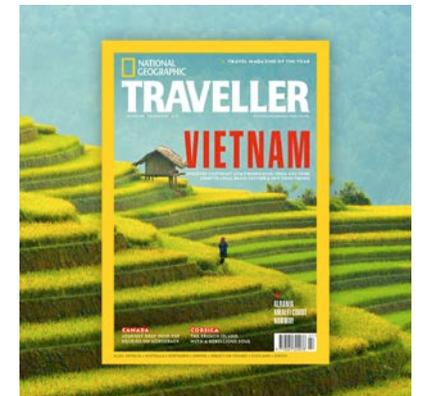
UK
TRAVEL
MAGAZINE
OF THE
YEAR



| UK TRAVEL MAGAZINE OF THE YEAR 2025

National Geographic Traveller (UK) is part of one of the most iconic brands in the world, which is known for its work in award-winning journalism, expeditions, science and education. The magazine seeks to extol great storytelling, authentic travel experiences and 'you-are-there' photography, with insightful information to help would-be explorers travel widely and safely.

It aims to inspire those who are ready to experience the world, championing sustainable travel and celebrating journeys with a local and cultural perspective. The 10-issue-a-year magazine is one of the UK's leading consumer travel publications, with accolades that include Newsstand Magazine of the Year 2025 at the Newspaper & Magazine Awards and Travel Magazine of the Year 2025 at the TravMedia Awards.



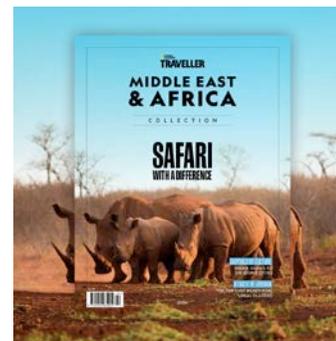
| THE COLLECTION



National Geographic Traveller (UK) is proud to present the *Collection*, a series of premium bookazines and in-magazine features that celebrate the world's most exceptional destinations, experiences and places to stay.

Originally launched as a standalone, high-end annual publication, the *Collection* brings together inspiring editorial and bespoke partner content to engage discerning, well-travelled readers.

Each issue includes an A to Z travel directory, showcasing the best experiences and places to stay, brought to you by our advertising partners.



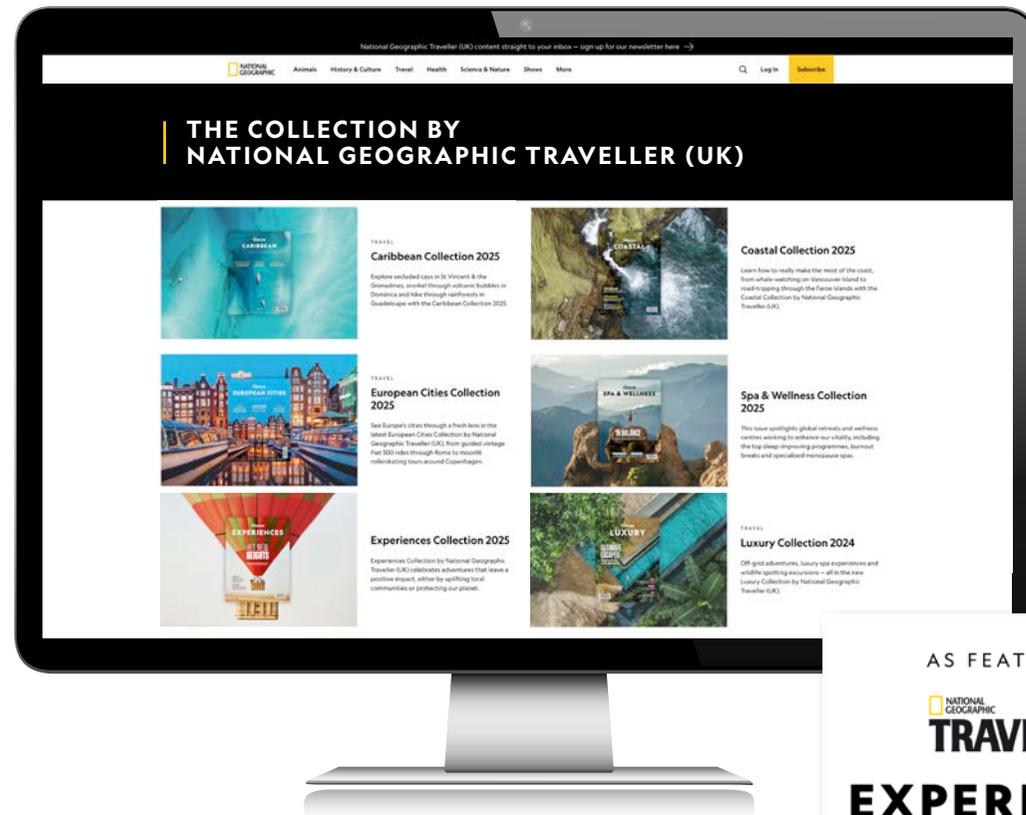
| RATE CARD & INCLUSIONS



SIZE	COST
Full content page	£12,150
Double-page content spread	£21,500
Leading advert	£13,750

EACH OFFER INCLUDES:

- A full-page or double-page spread of content to be placed in the print edition of *National Geographic Traveller (UK)*.
- Design of each full-page branded content page by our in-house *National Geographic Traveller (UK)* design team using the bookazine templates.
- A page dedicated to your hotel in *National Geographic Traveller (UK) – the Collection* digital magazine for 12 months, hosted on nationalgeographic.com/travel
- A *National Geographic Traveller (UK) – the Collection* participation certificate provided for your property.
- Access to the *National Geographic Traveller (UK) – the Collection* logo, to use on your emails, website and socials.



| FAST FACTS



| LIFESTYLE

UK readers favour high-street retailers such as:

WAITROSE | M&S | JOHN LEWIS | WHSMITH

Average household income

£100,000+

DEMOGRAPHICS

(% ABOVE NATIONAL AVERAGE)

CITY SOPHISTICATES 181%

LAVISH LIFESTYLES 129%

EXECUTIVE WEALTH 91%

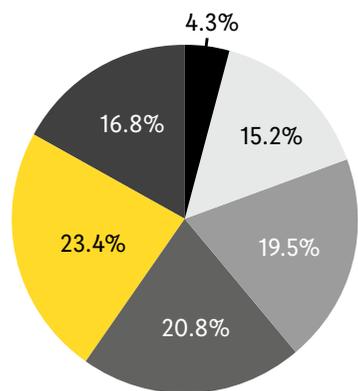
CAREER CLIMBERS 69%

MATURE MONEY 31%

SUCCESSFUL SUBURBS 19%

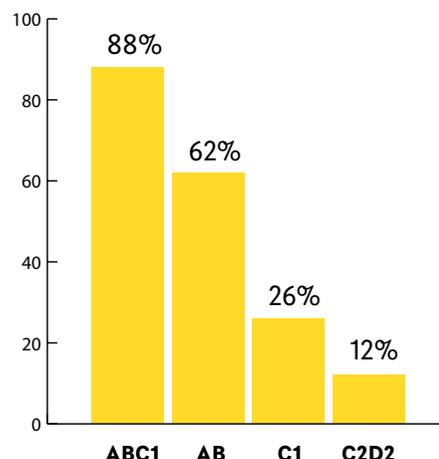
(INFORMATION SUPPLIED BY CACI LTD)

| AGE

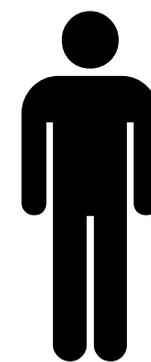


■ 15-24 ■ 35-44 ■ 55-64
 ■ 25-34 ■ 45-54 ■ 65+

| SOCIAL GRADE



| GENDER



MALE
42%



FEMALE
58%

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

CULTURE

FOOD

ADVENTURE TRAVEL

LUXURY TRAVEL

TRAVEL NEWS & INFO

| STATISTICS



FEMALE
58%



MALE
42%

■ 25-34 - 53%
■ 35-44 - 23%

■ 25-34 - 35%
■ 35-44 - 22%



56,000
FOLLOWERS



251,000
FOLLOWERS



119,000
FOLLOWERS



33,500
SUBSCRIBERS



1,276,683
UNIQUE UK VISITORS A MONTH



74,715
CIRCULATION

EXAMPLES



Example of DPS advertorial

DPS advertorial

Disclosure Paid Content

Header: Name of property

Main copy: Copy for this section should be about the hotel, resort, island, destination or experience. **750 words**

'What to try' box
Copy for this box should highlight a key experience that travellers can participate in. **90 words**

'Need to know'
The hotel, resort, island or experience contact details etc. **50 words**

Q&A box
Copy for this box should showcase a key member of the team for readers, the head chef, for example, or a member of the concierge team. **160 words**

Images*
Please supply 4-5 images as high-res (300dpi) JPGs.

Example of full-page advertorial

Full-page advertorial

Disclosure Paid Content

Header: Name of property

Main copy: Copy for this section should be about the hotel, resort, island, destination or experience. **315 words**

'What to try' box
Copy for this box should highlight a key experience that travellers can participate in. **90 words**

'Need to know'
The hotel, resort, island or experience contact details etc. **50 words**

* **Rights & Consent Warranty.** The Advertiser warrants that all client-supplied materials are legally cleared for publication and promotional use, including all necessary permissions and model releases for identifiable individuals. **Liability.** The Advertiser assumes full responsibility for securing such clearances and agrees to indemnify APL Media and its affiliates against any claims, costs, or losses arising from non-compliance.



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CONTACTS

SALES

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

PRODUCTION

production@natgeotraveller.co.uk
+44 (0)20 7553 7372

EDITORIAL

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

National Geographic Traveller (UK)

nationalgeographic.com/travel

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Highgate Studios, 53-79 Highgate Road, London NW5 1TL
+44 (0)20 7253 9909 sales@natgeotraveller.co.uk

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Kings Langley, Hertfordshire WD4 9JB
Registered Number: 339 3234 VAT 701391176 aplmedia.co.uk