



THE DEFINING MOMENT IN THE 2026 EDITORIAL CALENDAR

Honors 33 visionary individuals from diverse fields who are actively shaping the future through meaningful change. Inspired by the organization's 33 founders from 1888, the initiative celebrates modern leaders uniting passion with purpose to deepen humanity's understanding of the world.

CHANGE MAKERS ACROSS FOUR CATEGORIES

The Adventurers

Fearless boundary-pushers who are exploring frontiers to inspire and raise awareness

The Icons

Influential figures who are building and supporting ways to take action and drive progress

The Creators

Out-of-the-box thinkers who are developing the next wave of innovation

The Visionaries

Bold leaders who are creating imaginative solutions with meaningful impact

2025 SUCCESS

850+

PIECES
OF CONTENT

38.7B

TOTAL MEDIA
IMPRESSIONS

3.86B

EARNED
IMPRESSION

SPONSORSHIP AND BRAND INTEGRATION OPPORTUNITY - \$250K

Gain premium exposure by aligning to National Geographic's global priority franchise, benefiting from extensive media & marketing activations across multiple high-impact touch points reaching millions of highly engaged audiences. To find out more reach out to Kaja.Larsen@natgeo.com

