



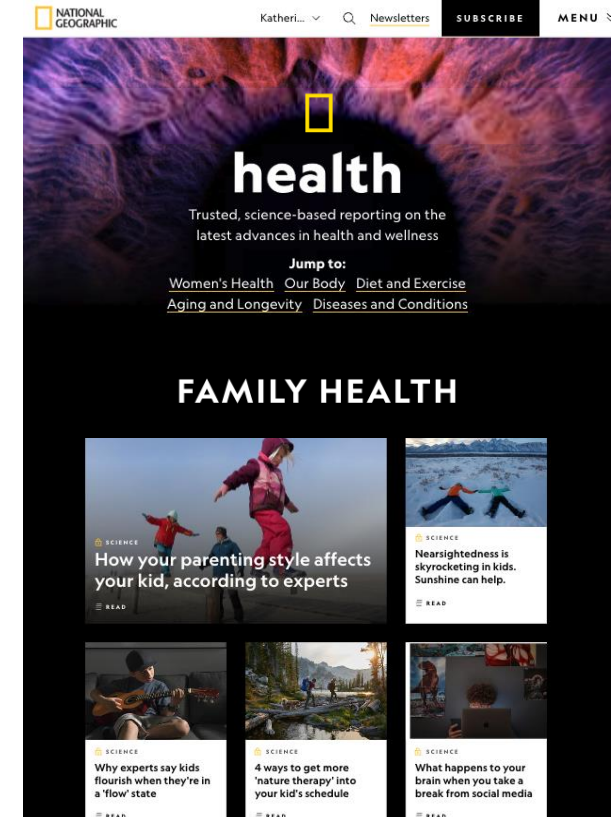
health

health

We've all read the headlines about what it takes to live a longer, healthier life. But how do you decipher what to pay attention to?

National Geographic has been exploring health and wellness through the lens of longevity, women's health, brain health, and diet and nutrition.

Using the latest in scientific research and information from experts in the medical field, we answer questions about what's essential to the future of our health.



SCIENCE

Why iron deficiency is more common than you think

READ



SCIENCE

9 simple ways to boost your mental health, according to science

READ



SCIENCE

Mindful eating vs. intuitive eating: Which one is right for you?

READ



National Geographic delivers a valuable audience

INTERESTED IN HEALTH & WELLNESS

62%



Of the Nat Geo audience interested in health & wellness describe themselves as “health-conscious”

(+20% more likely)

46%



of the Nat Geo’s social & digital audience trust new technology to improve their health

(+39% more likely)

58%



of the Nat Geo’s social & digital audience are interested in fitness and exercise

(+17% more likely)

Nat Geo social audience are

+82%

more likely to be the first to try new things



Nat Geo social audience are

+70%

more likely to do meditation sessions



Nat Geo social audience are

+73%

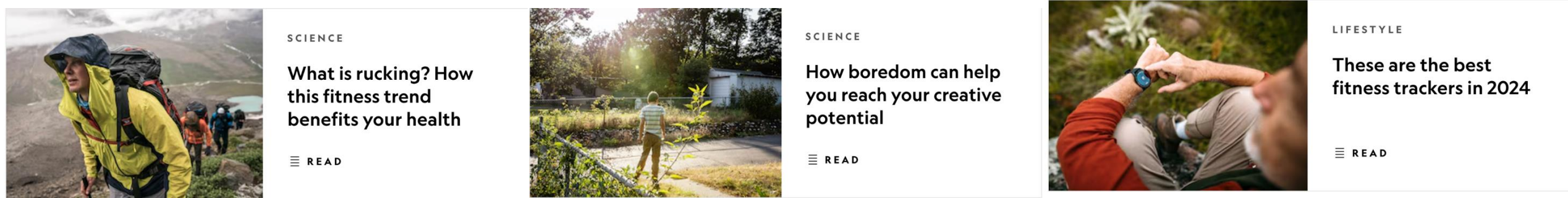
more likely to use a meditation tool on any device in the last week



Source: GWI Core/Core Plus, Waves: Q4'23-Q3'24, Markets: Global, Audience = Individuals aged 16-64 who engage with NG's print/TV/web/social media channels, Indexes vs. an average Internet user

health

HEALTH AND WELLNESS IS A TOP PERFORMER WITH NAT GEO AUDIENCES



2x



The traffic compared to other verticals on NatGeo.com

40%

Of the top performing articles on NatGeo.com articles are Health & Wellness related

2X

Average time on content compared to other verticals on NatGeo.com



Content calendar

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
KEY EXAMPLE TOPICS	• Family Health • The surprising benefits of being outside • How to make screentime work for you • How sound therapy and breathing helps kids with tantrums • 9 ways to boost mental health			• Mental Health			• TBC			• TBC		
KEY MOMENTS	• American Heart Month (Feb) • Nutrition Month (Mar) • Sleep Awareness Week (Mar 12-18)			• Stress Awareness Month (April) • World Health Day (April 7) • Mental Health Month (May) • World Meditation Day (May 21) • Global Wellness Day / Get Outdoors Day (June 10) • International Yoga Day (June 21) • World Well-being Week (June 21-29)			• National Wellness Month (Aug) • National Yoga Awareness Month (Sept) • National Women's Health & Fitness Day / World Heart Day (Sept 29)			• Mental Health Day (Oct 10) • Breast Cancer Awareness Month (Oct) • National Stress Awareness Day (Nov 1)		

← ALWAYS ON CROSS-PLATFORM STORYTELLING →



MENTAL HEALTH IS A PRIORITY TOPIC



9 simple ways to boost your mental health, according to science

October 10, 2024 – In a world where there's not much you can control, these tips are easy and can be put into practice immediately.



More people are turning to mental health AI chatbots. What could go...

July 15, 2024 – Chatbots and facial recognition technology are increasingly being used to treat and diagnose mental health conditions, but therapists caution that the technology might do more harm than good.



Discover the planet's last few 'naturally quiet' places

November 27, 2024 – From Taiwan to Namibia, peaceful places remind us that quiet has the power to remedy a variety of health issues.



It's getting dark out again. Here's why it's actually good for your health.

November 01, 2024 – As dark sky sanctuaries grow in popularity, scientists are revealing more of the benefits of darkness—from repairing DNA to improving your mental health.



Here's why planning a trip can help your mental health

October 07, 2024 – The benefits of going on a trip start before you leave your house—here's why.



How silence became the newest luxury lifestyle

November 12, 2024 – From silent walking to noise-mitigating architecture, here's how individuals and cities are pushing back against the roar of modern life—one decibel at a time.



Olympic athletes struggle with mental health too. Here's how to talk to...

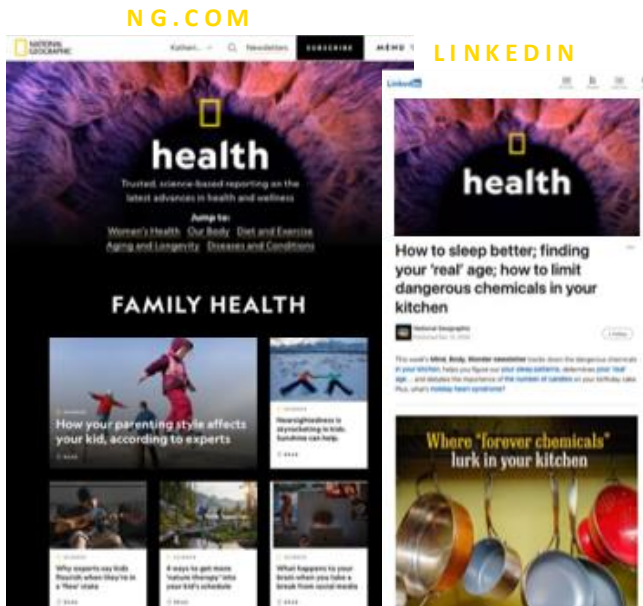
August 05, 2024 – Athletes like Simone Biles and Noah Lyles are under tons of stress—and speaking out about it. Here's how to help your own superstars from buckling under pressure.



Quieting your mind to meditate can be hard. Here's how sound can help.

April 29, 2024 – Studies show that when it comes to silencing your mind, sound may be the most effective tool.

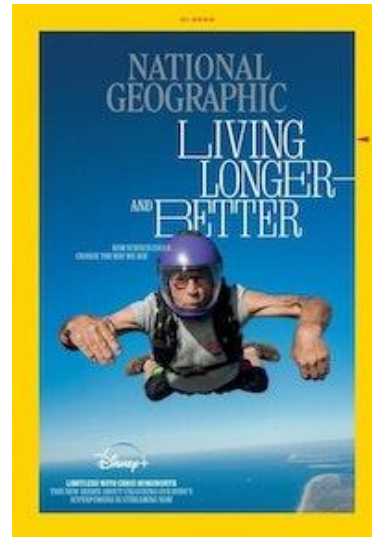
NG health content distribution



Digital

23M

Monthly global
unique visitors



Print

45M

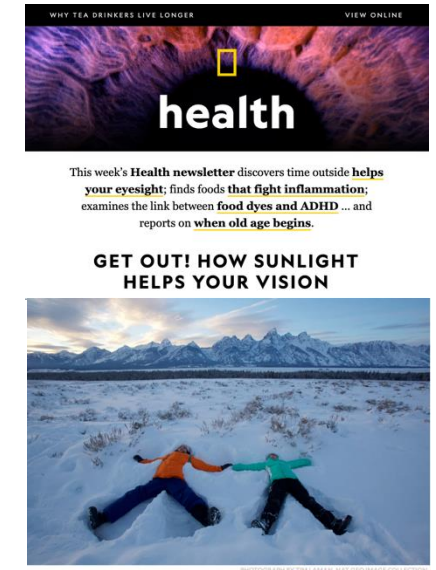
Print & digital readers
in 32 languages



Social

+706M

Followers globally
across all platforms



Weekly Newsletter

+1M

Globally



The audience

DEMOGRAPHIC PROFILE



MALE

53%



FEMALE

47%

1997-2012

GEN Z

28%

1981-1996

MILLENNIAL

38%

1965-1980

GEN X

31%

1946-1964

BOOMER

3%

GWI data based on 18-64 year olds only



PARENTS

57%



UNI / POST GRAD DEGREE

37%

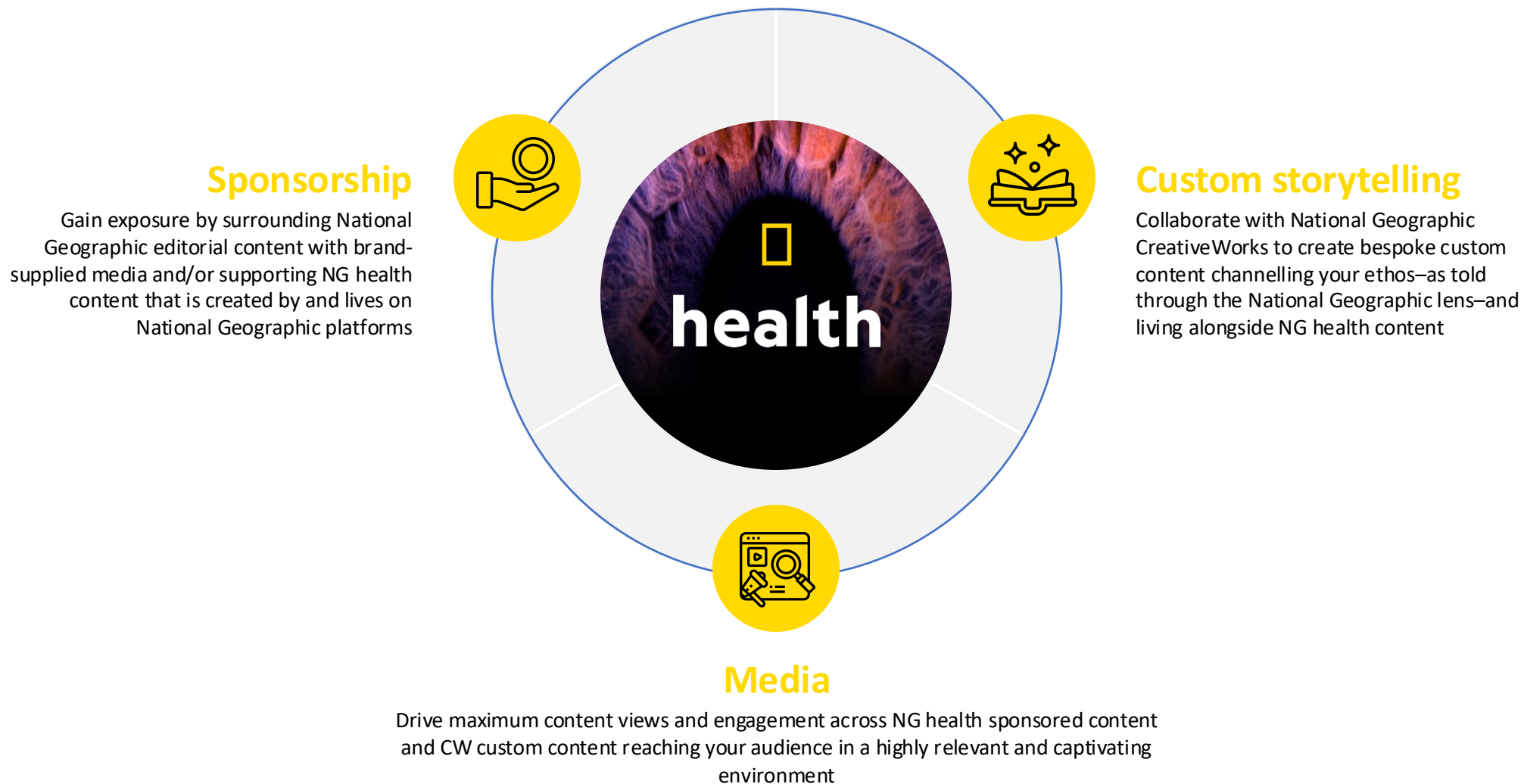


HIGH INCOME

36%



Activation opportunities



Media & Sponsorship

OPPORTUNITIES

Join National Geographic as we shine a spotlight on key health & wellness topics—inclusive of family health, diet & nutrition, mental health and women’s health

Align your brand to relevant content connecting to millions of curious audiences across multiple platforms. Opportunities exist year-round, with the ability to align to key thematically-aligned health & wellness moments

NG health sponsorship elements

Digital

Digital Display Media

100% sponsorship of Editorial

Digital Display Media

Stay top of mind with Nat Geo’s curious consumers via display media on NatGeo.com

Social

Sponsored Social Posts

Your brand will be tagged on a series of posts across select Nat Geo IG and FB accounts promoting editorially-created health & wellness content. Option to include TW, LinkedIn and TikTok if desired

Sponsored Instagram Story*

Nat Geo will create interactive Instagram Stories on @NatGeo IG to educate and inform audiences on key health & wellness topics

Email

NG health Newsletter

Reach audiences via Nat Geo’s weekly health & wellness newsletter via banner ads and/or a custom module spotlighting your brand message



NATIONAL GEOGRAPHIC CREATIVE WORKS

NATIONAL GEOGRAPHIC CREATIVWORKS
IS NATIONAL GEOGRAPHIC'S BRANDED CONTENT STUDIO

WE HELP SOME OF THE WORLD'S MOST LOVED BRANDS TO HELP TELL THEIR STORIES
IN THE AUTHENTIC WAY OUR AUDIENCE KNOWS AND LOVES, IN BESPOKE CAMPAIGNS,
SHARED ACROSS OUR WORLD CLASS MEDIA CHANNELS AND TOUCHPOINTS



DESTINATION
CANADA

PRADA

DE BEERS GROUP



arm

ALULA



HYUNDAI

www.natgeo.com/brandstories



WORLD RENOWNED
DIGITAL VIDEO



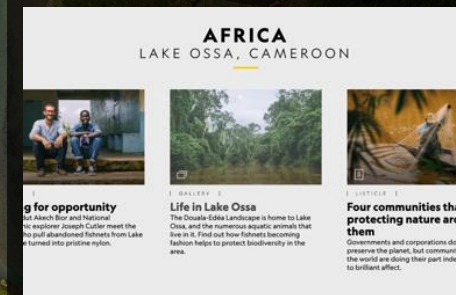
INDUSTRY LEADING
SOCIAL MEDIA



ACCESS TO EXPLORERS
AND PHOTOGRAPHERS



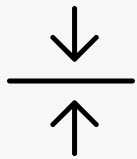
CUSTOM PHOTO SHOOTS
& ARCHIVE IMAGERY



IN-DEPTH ARTICLES
AND INFOGRAPHICS



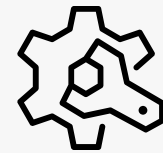
health



Align with National Geographic's extraordinary factual storytelling & ground breaking imagery



98% Consumers Trust
National Geographic, only 14% trust advertising on social media or websites



Leverage. Place your brand top of mind in the health and wellness space

