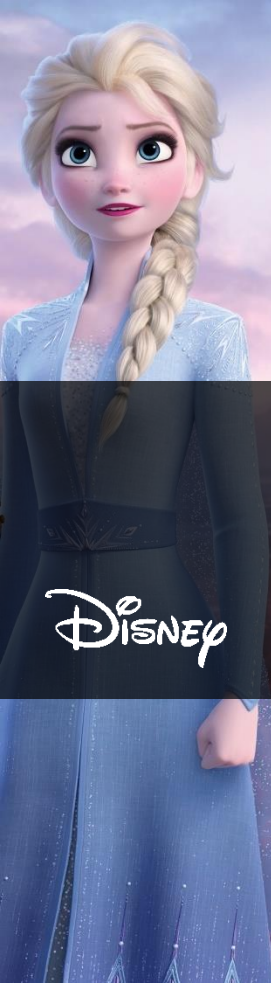
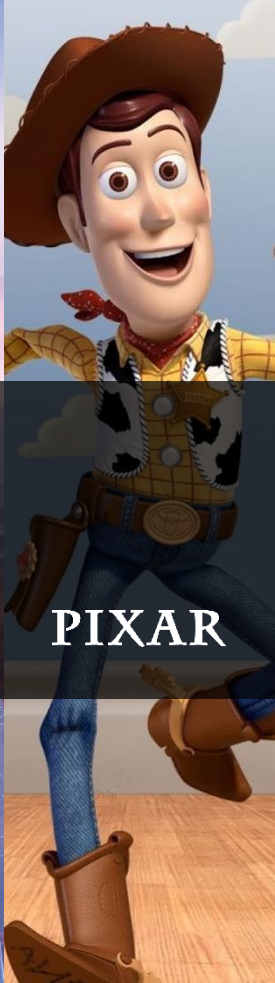




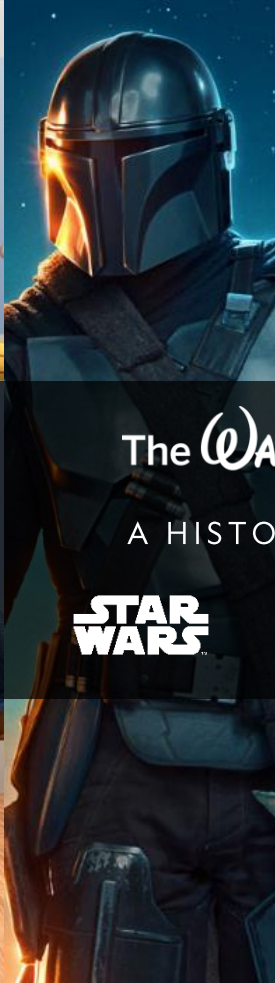
**NATIONAL
GEOGRAPHIC**



Disney



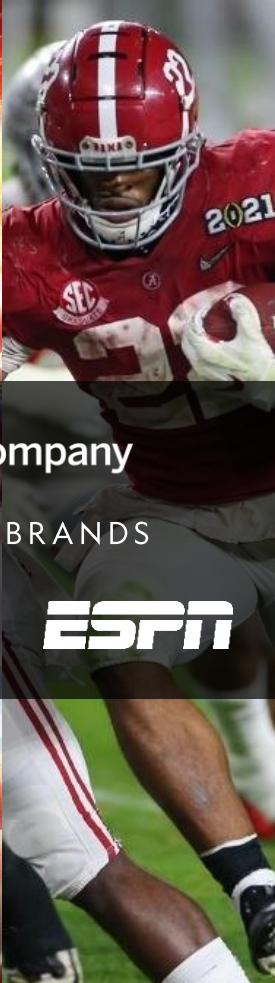
PIXAR



STAR
WARS



MARVEL



ESPN



FOX



NATIONAL
GEOGRAPHIC

The Walt Disney Company

A HISTORIC UNION OF BRANDS

A hiker with a backpack stands on a rocky mountain peak, looking out over a vast fjord landscape at sunset. The sky is a mix of orange and blue, and the water reflects the light. The text is centered over the image.

A GLOBAL FORWARD
THINKING MEDIA COMPANY
WITH PURPOSE AT OUR CORE

FOCUS AREAS



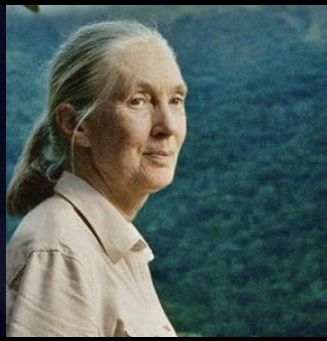


WE BELIEVE GREAT STORIES HAVE
THE POWER TO TRANSFORM OUR
UNDERSTANDING OF THE WORLD
AND OUR ROLE IN IT

| THE WORLD'S GREATEST STORYTELLERS

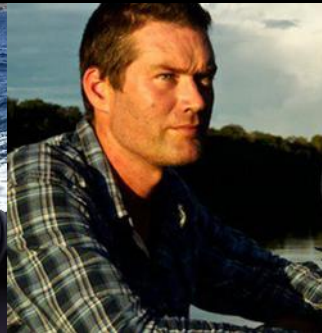
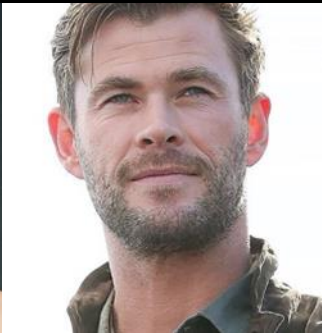


A-LISTERS



EXPLORERS

PHOTOGRAPHERS



THE WORLD OF NATIONAL GEOGRAPHIC

THEATRICAL

EVENTS

SOCIAL

CONSUMER PRODUCTS

PUBLISHING

DISNEY+

TRAVEL

KIDS

MAGAZINE

DIGITAL

CHANNELS



UNRIVALLED SCALE & SCOPE

760M
HOUSEHOLDS
GLOBALLY



AMONG THE
MOST WIDELY
DISTRIBUTED
TV CHANNELS
IN THE WORLD

405M+

Households in
172 countries

#1

In viewer trust



ONE OF THE
MOST READ
MAGAZINES
IN THE WORLD

45M+

Print & digital
readers in
32 languages

#1

"One of my
favorites"



HIGHLY
ENGAGED
DIGITAL
AUDIENCE

23M+

Monthly
global users

5.9B+

Content views
(Digital & Social)



THE
#1 BRAND
ON SOCIAL
MEDIA

706M+

TOTAL FOLLOWERS ACROSS
ALL PLATFORMS

TOP 5

BRAND FOR SOCIAL
ENGAGEMENTS

276M

INSTAGRAM FOLLOWERS
ON @NATGEO HERO ACCOUNT

NATIONAL GEOGRAPHIC REACHES ALL CORNERS OF THE WORLD

NORTH AMERICA

Awareness
77%

TV monthly reach
73M

Digital monthly website unique visitors
11.2M

Instagram followers
42M

Magazine circulation
1.9M

LATIN AMERICA

Awareness
78%

TV monthly reach
32M

Digital monthly website unique visitors
1.2M

Instagram followers
29M

Magazine circulation
5K

EUROPE & AFRICA

Awareness
67%

TV monthly reach
69M

Digital monthly website unique visitors
7.3M

Instagram followers
61M

Magazine circulation
200k

APAC

Awareness
39%

TV monthly reach
80M

Digital monthly website unique visitors
2.4M

Instagram followers
94M

Magazine circulation
143K

WHO ARE THE NATIONAL GEOGRAPHIC AUDIENCE?



ETHICAL CONSUMERS

84%

believe we should use our planet's resources responsibly



OPEN-MINDED & CURIOUS

82%

care about people & cultures different from their own



EXPLORATION & DISCOVERY

87%

say its important to explore, learn, and discover new things



NATIONAL GEOGRAPHIC IS
UNIVERSALLY TRUSTED

ONLY
14%

OF CONSUMERS TRUST ADVERTISING
ON SOCIAL MEDIA OR WEBSITES

BUT
98%

OF CONSUMERS **TRUST**
NATIONAL GEOGRAPHIC

DELIVERING OUR VALUE PROPOSITION



TRUST

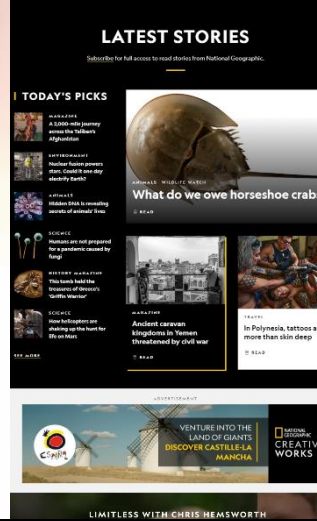
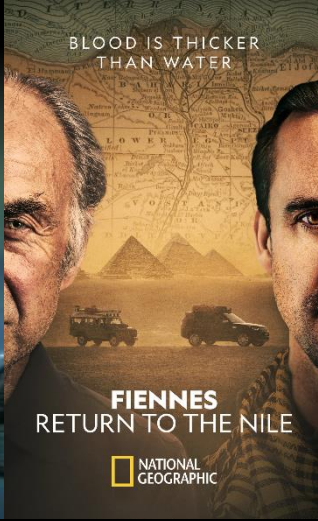
+

CONTENT

+

SCALE

WAYS OF WORKING



ENTERPRISE

NGS & NGP integrated brand partnership. Multi year contracts starting

CUSTOM CONTENT

National Geographic Creative Works studio short form storytelling & content distribution & media

LONG-FORM

National Geographic commissioned long form content, distribution & marketing

SPONSORSHIP

Sponsorship of existing editorial/storytelling

MEDIA

Media buy and maximized yield across National Geographic platforms/channels

EVENTS & EXPERIENCES

NATIONAL GEOGRAPHIC CREATIVE WORKS

NATIONAL GEOGRAPHIC CREATIVEWORKS IS THE BRANDED CONTENT STUDIO OF NATIONAL GEOGRAPHIC; AND PART OF THE GLOBAL CREATIVEWORKS OFFERING FROM THE WALT DISNEY COMPANY

WE WORK WITH BRANDS ALL OVER THE WORLD 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

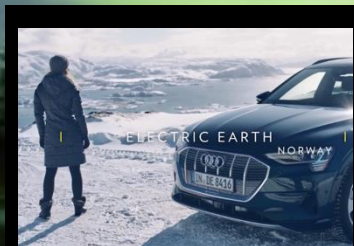


PRADA

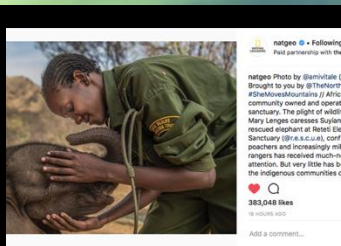
NESPRESSO



DE BEERS GROUP



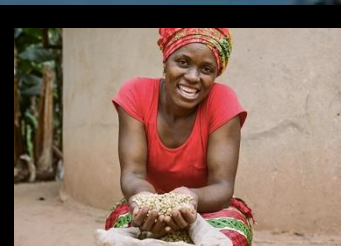
WORLD RENOWNED
DIGITAL VIDEO



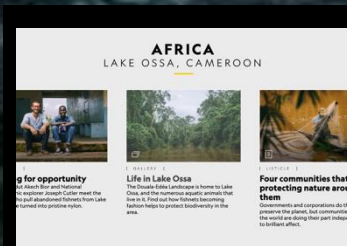
INDUSTRY LEADING
SOCIAL MEDIA



ACCESS TO EXPLORERS
AND PHOTOGRAPHERS



CUSTOM PHOTO SHOTS
& ARCHIVE IMAGERY



IN-DEPTH ARTICLES,
AND INFOGRAPHICS

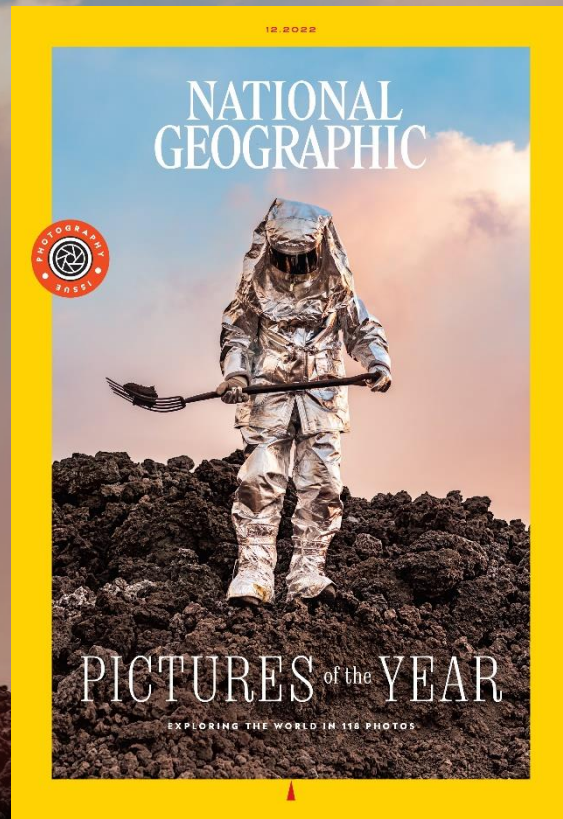


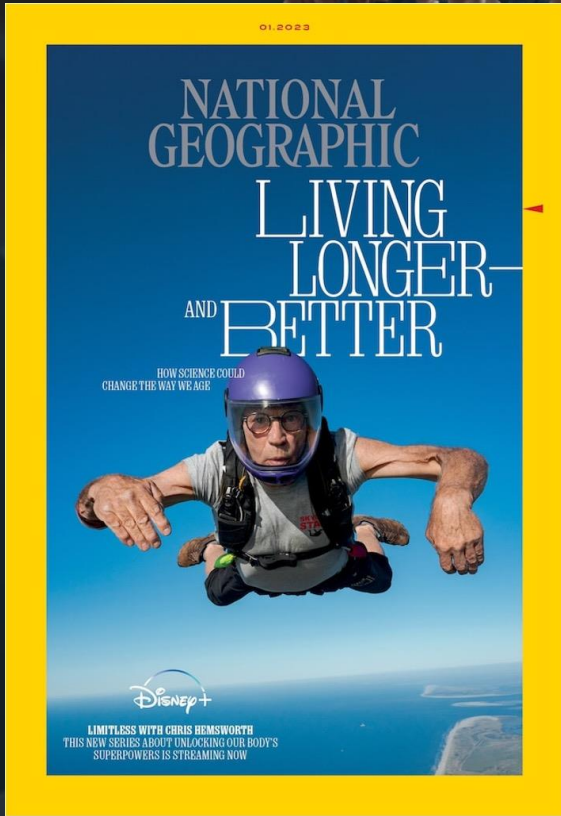


NATIONAL
GEOGRAPHIC

FURTHER TOGETHER

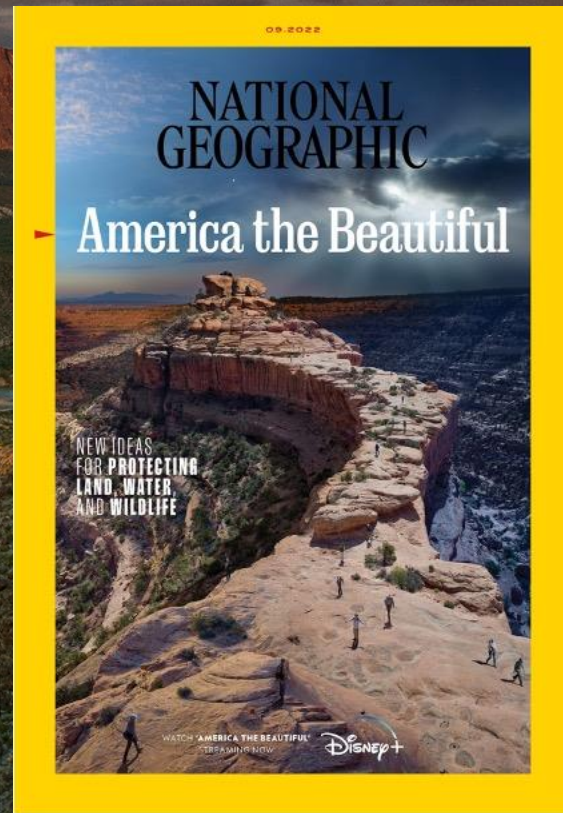
THE POWER OF **VISUAL** STORYTELLING

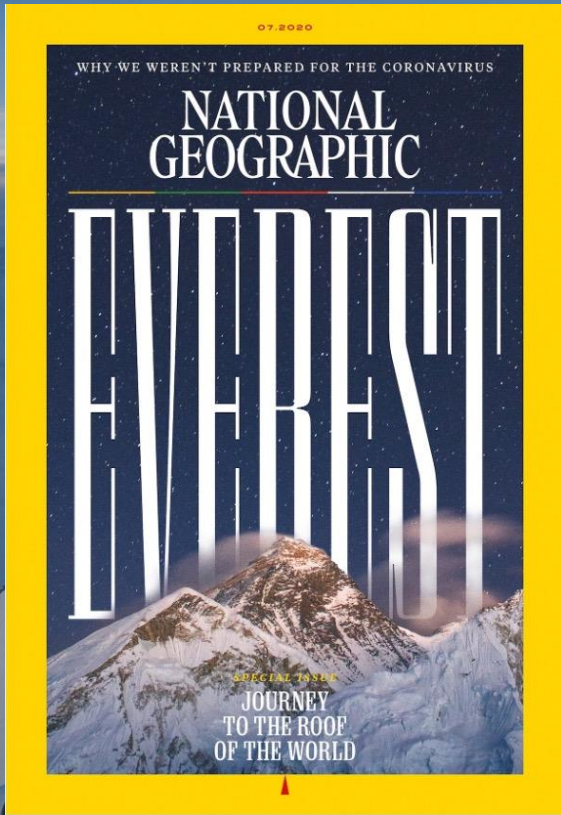




ADDRESSING
TODAY'S ISSUES:
**HEALTH AND
WELLNESS**

ADDRESSING TODAY'S ISSUES: **TRAVEL**

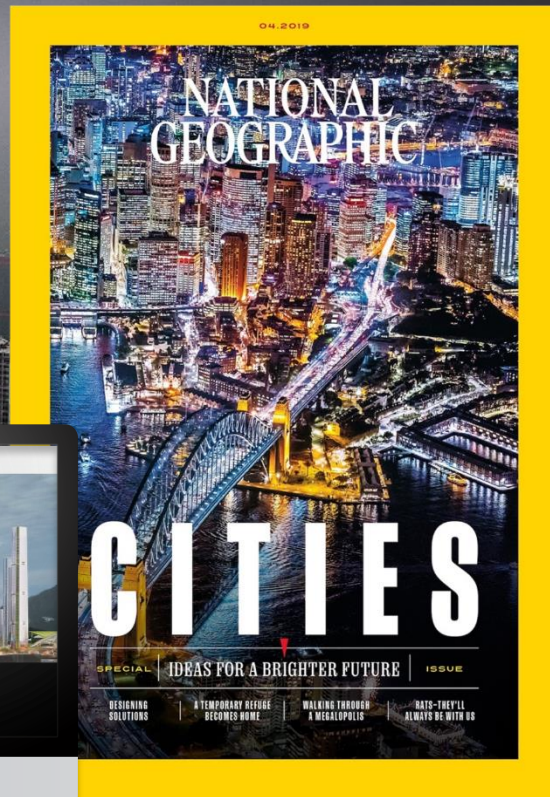




ADDRESSING
TODAY'S ISSUES:
**HUMAN
INGENITY**



ADDRESSING TODAY'S ISSUES: HOW WE WILL LIVE



03.2022

NATIONAL GEOGRAPHIC INTO THE DEPTHS

Searching for shipwrecks from slavery's hidden past-
to help heal the present



ADDRESSING
TODAY'S ISSUES:
**ADVENTURE &
EXPLORATION**

