

BUILDING ON A BLOCKBUSTER FRANCHISE



From the folks who brought you the best-selling *National Geographic Kids Almanac*, meet the brand new *National Geographic Almanac 2019* for readers ages 12 to 112.

National Geographic's first ever almanac for adults is a category buster. It redefines reference with standout design, stunning photography, and incredible infographics. Stuffed with cutting-edge information about science, nature, history, and geography, and illustrated with spectacular visuals, this is the first edition of a strongly branded annual offering with highly appealing content.

Cara Santa Maria, award-winning science journalist, TV personality and podcaster will be our spokesperson.

NATIONAL GEOGRAPHIC ALMANAC 2019 | ON SALE OCTOBER 23, 2018

600 color photographs, 40 graphics, 30 maps | 7-1/8" x 9-1/8" | 400 pages
978-1-4262-1981-8 (TR) | \$19.99/\$25.99 CAN

NATIONAL GEOGRAPHIC KIDS ALMANAC 2019 | ON SALE MAY 8, 2018

6" x 9" | 352 pages | 978-1-4263-3013-1 (TR) | \$14.99

PUBLICITY

- National TV, radio, and print outreach
- Targeted outreach to schools and dad blogs
- Radio satellite tour in 10+ major markets
- Holiday gift mailing

ADVERTISING AND PROMOTION

- Print and digital ads in *National Geographic*
- Ads in *Publishers Weekly*, *Booklist*, and *Library Journal*
- Radio promo tour
- Social media campaign
- Targeted Facebook ads
- Trivia market promotion
- Google search and display ads
- Promotion at BEA and ALA shows
- Regional holiday ads
- Cross promotion with NG.com
- Cross promotion with National Geographic Bee
- Cross promotion with NG Live! events
- Blads and giveaways
- Event kit for libraries and indies
- Library market promotion
- Regional show promotion
- *Jeopardy!* TV promotion
- Blog tour

PLEASE CONTACT YOUR PENGUIN RANDOM HOUSE
REPRESENTATIVE AT 1-888-523-9292





CROSSWORD



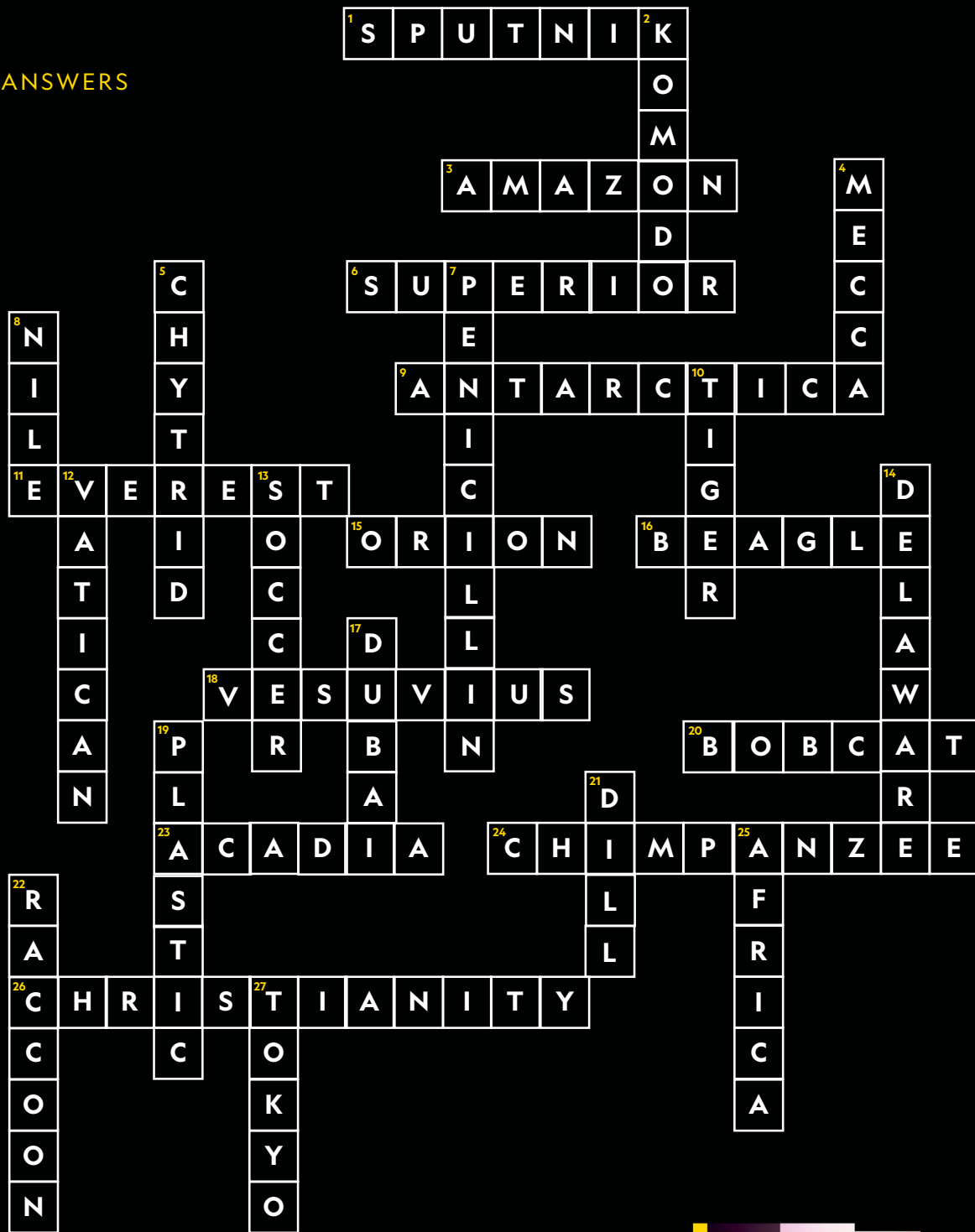
ACROSS

- 1 First satellite launched by the Soviet Union
- 3 World's largest river
- 6 World's largest lake
- 9 The coldest place on Earth is on this continent
- 11 World's tallest mountain
- 15 Two of the brightest stars appear in this constellation
- 16 Darwin's ship
- 18 Italian volcano with 2 of the deadliest eruptions in human history
- 20 Most widespread cat in N. America
- 23 Easternmost national park in the U.S.
- 24 Our closest living genetic relative
- 26 Religion with the most followers

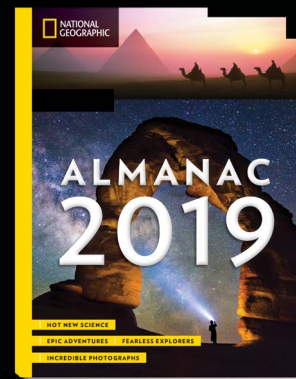
DOWN

- 2 Indonesian reptile _____ Dragon grows 10' long and weighs up to 300 pounds
- 4 Only Muslims are allowed to enter this city in Saudi Arabia
- 5 Fungus threatening frog species
- 7 Alexander Fleming accidentally discovered this antibiotic substance in 1928
- 8 World's longest river
- 10 Type of shark called "the garbage can of the sea"
- 12 Smallest country in Europe
- 13 World's favorite sport, in America
- 14 First state to ratify the U.S. Constitution
- 17 City with the world's tallest building
- 19 Material first mass-produced in the 1940s
- 21 Familiar herb was ancient cure for indigestion
- 22 Handy animal, thanks to dexterous fingers
- 25 Continent with the most countries
- 27 World's biggest city by 2030

ANSWERS



All clues are based on the content of National Geographic Almanac 2019. National Geographic's first-ever almanac for adults is a category buster. It redefines the concept with standout design, stunning photography, and incredible infographics. Spiked with cutting-edge info on science, nature, history, and geography and illustrated with spectacular visuals, this first edition introduces a planned annual adult offering that will build on strong branding and highly appealing content.



NATIONAL GEOGRAPHIC ALMANAC 2019

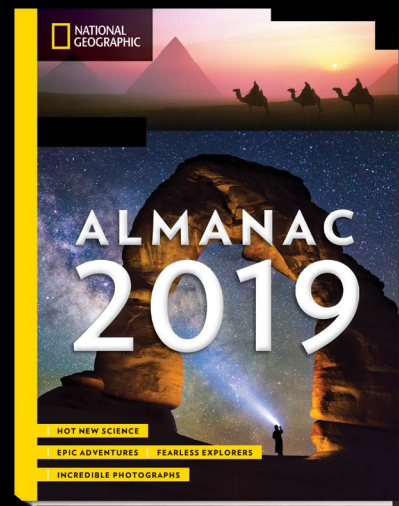
WORD SEARCH



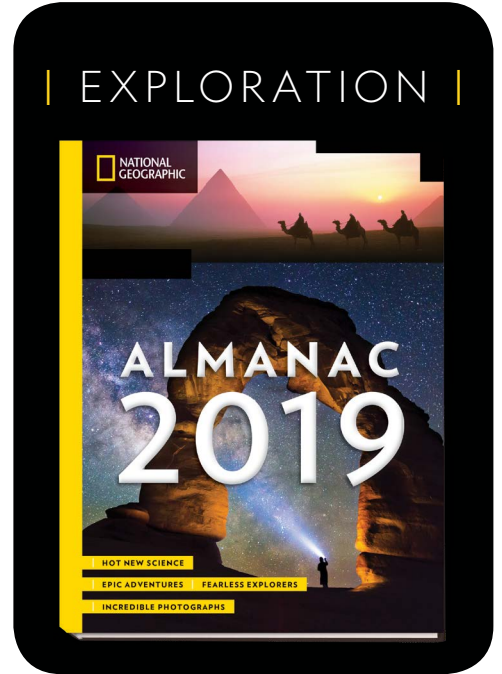
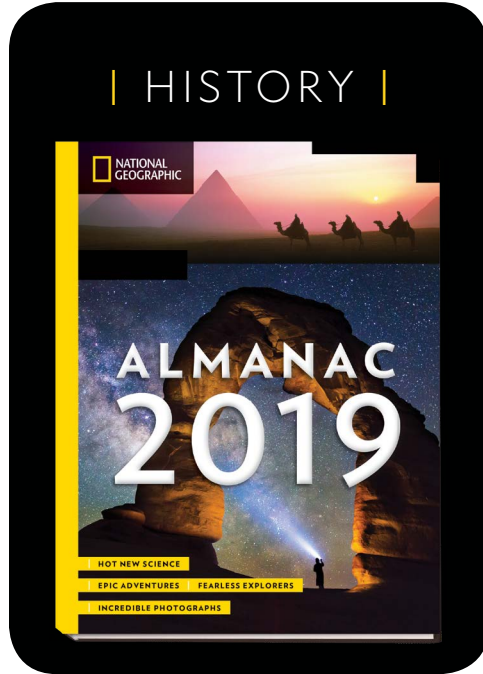
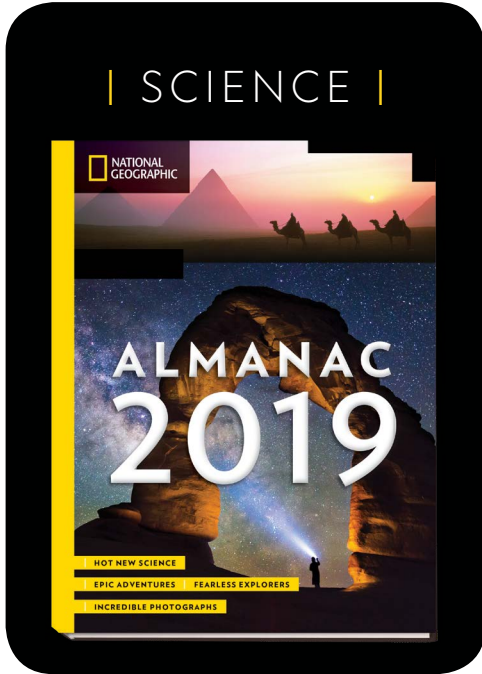
CHIMPANZEE
PENICILLIN
ANTARCTICA
EVEREST
BEAGLE
RACCOON
CHYTRID
BOBCAT
DELAWARE

VESUVIUS
SPUTNIK
SUPERIOR
ORION
DUBAI
TOKYO
SOCCER
DILL

AMAZON
MECCA
PLASTIC
KOMODO
CHRISTIANITY
VATICAN
AFRICA
TIGER



TRIVIA CARDS



| SCIENCE |

Q1: Roughly, how many species of bacteria live in the human gut?

A. 30 B. 300 C. 3,000 D. 30,000

A: D. 30,000

Q2: After the sun, which star is located closest to Earth?

A: Alpha Centauri (about 4.37 light-years away)

| HISTORY |

Q1: On which continent was the ancient city of Timbuktu?

A: Africa

Q2: In what century did Louis Braille develop a writing system for the blind?

A: 19th century (he published his system in 1829)

| EXPLORATION |

Q1: What extreme sport is Alex Honnold famous for?

A. Sky diving B. Free climbing
C. Free diving D. Parasailing

A: B. Free climbing

Q2: What percentage of Earth's surface is covered by ocean?

A: 71%