



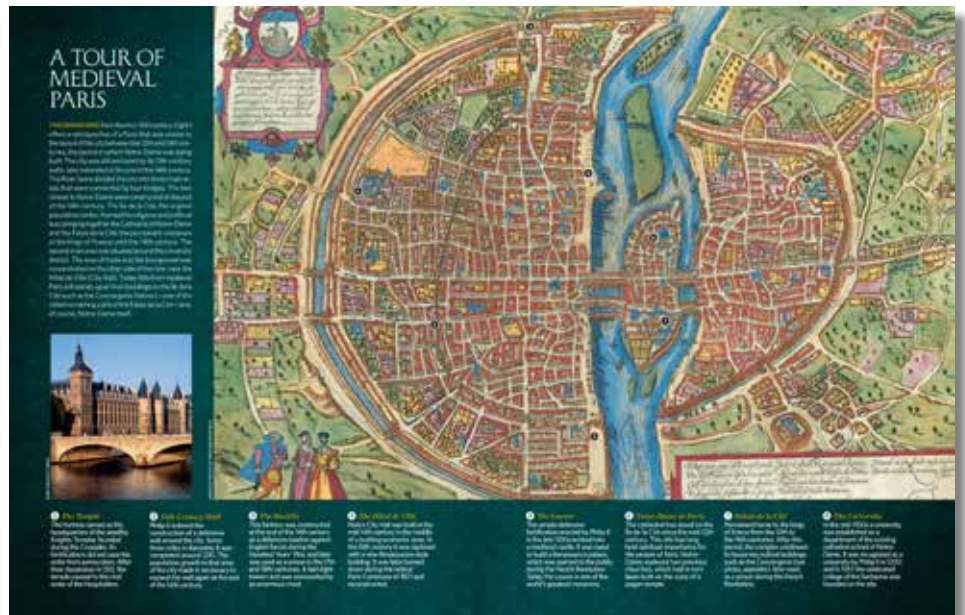
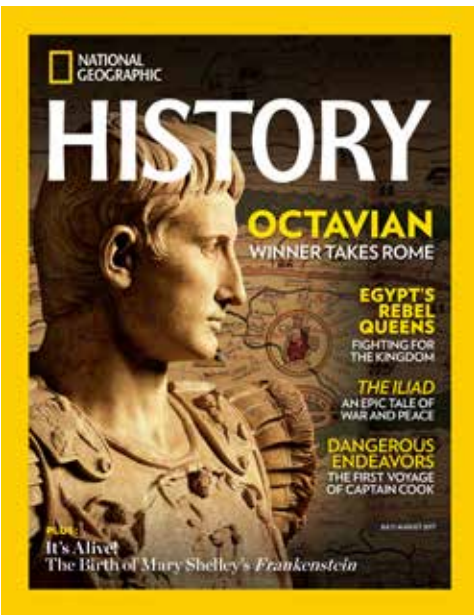
2018 MEDIA INFORMATION KIT

NATIONAL GEOGRAPHIC HISTORY



MISSION

NATIONAL GEOGRAPHIC HISTORY DELIVERS POWERFUL STORIES, COMPELLING CHARACTERS, AND VIBRANT VISUALS TO ILLUMINATE THE PAST AND ALL THAT WAS IN IT.



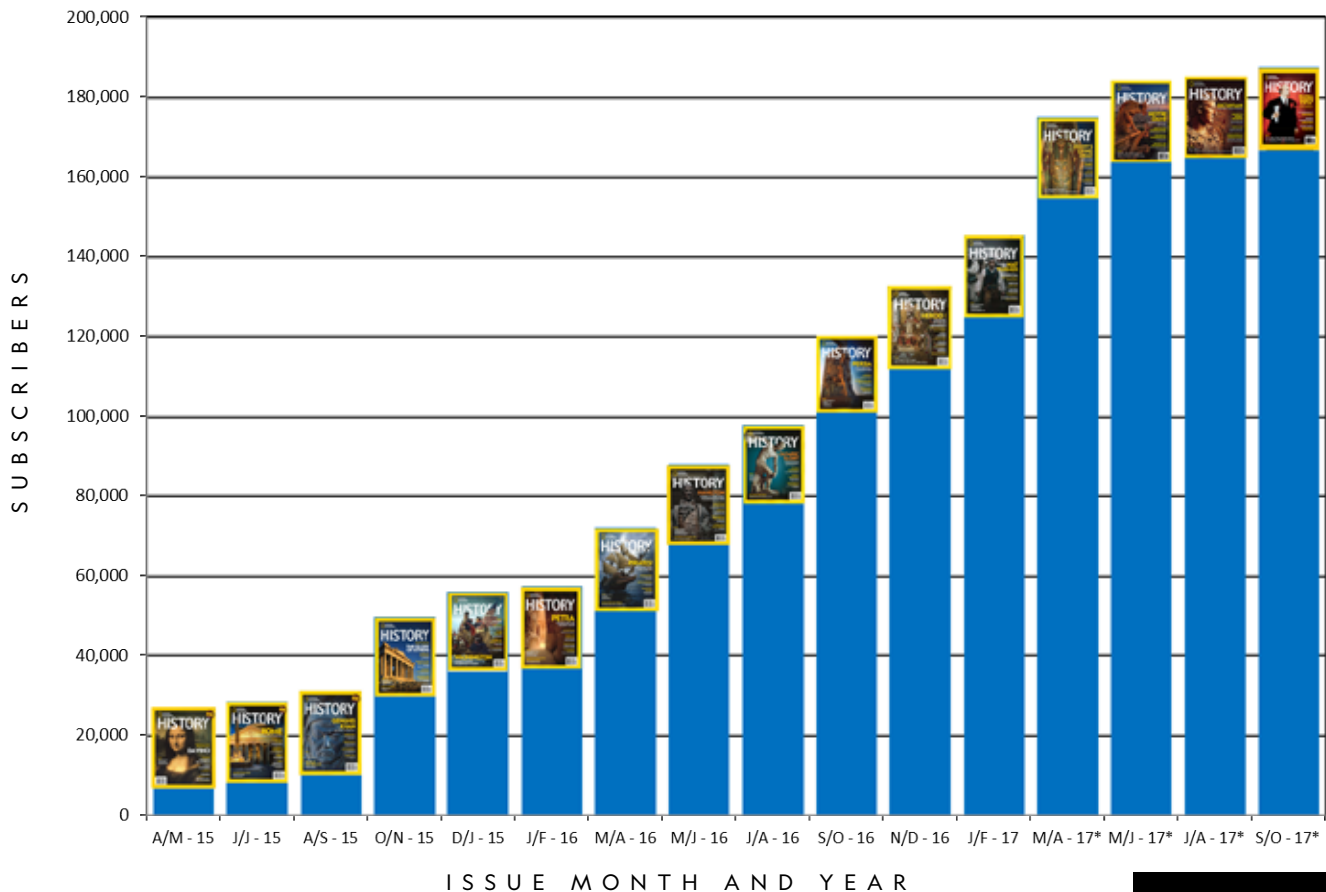
HIGHLIGHTS

FROM CAESAR TO NAPOLEON, THE PYRAMIDS TO THE PARTHENON, THE TROJAN WAR TO THE CIVIL WAR—*NATIONAL GEOGRAPHIC HISTORY* DRAWS READERS IN WITH MORE THAN 5,000 YEARS OF PEOPLE, PLACES, AND THINGS TO EXPLORE.

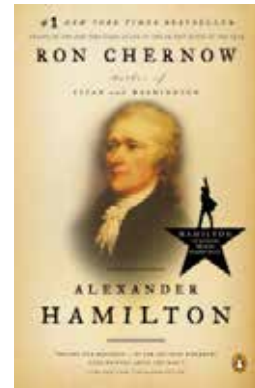
DISCOVER THE PAST AS EXPERIENCED THROUGH THE UNPARALLELED, IMMERSIVE VISUAL STORYTELLING OF *NATIONAL GEOGRAPHIC*.

- | **Launched:** April 2015
- | **Audience:** Circulation 275K
- | **Frequency:** 6x per year
- | **Local Language editions:** 5 editions and 5 languages
- | **Each issue includes:** Spectacular images, brilliant narratives, and unique insights into transformational leaders, epic battles, and cultural upheavals
- | **Editorial coverage:** Dawn of Civilization, Ancient Empires, Middle Ages & Renaissance, Age of Exploration, and the Modern Era

Subscriber Growth



ACCOLADES



"You did a fine job of presenting and illustrating the excerpt from my Hamilton biography. This is a very handsome spread and I think will get a wonderful response from readers."

— Ron Chernow,
Author of *Alexander Hamilton*



"Earlier this year I became a subscriber to your splendid publication History. I have been delighted with the excellence of the articles and the wide variety of subjects covered."

— Donald K. Anderson,
Clerk of the United States
House of Representatives,
Emeritus



Jan/Feb 2018

Cover: When Napoleon decided to return from exile to France, the powers of Europe united and delivered him a disastrous defeat at Waterloo.

The Origins of the Silk Road

In the first century B.C., China used its silk monopoly to create a robust trading network with the West.

Building the Pantheon

Despite being one of the world's most iconic Roman structures, exactly how the Pantheon was built still mystifies historians.

Mar/Apr 2018

Cover: Patience paid off for Howard Carter after years spent searching for the tomb of King Tut.

Isabella's Play for Power Third in line for the throne of Castille, Isabella smartly navigated the dangerous political waters of Spain to chart her own course to power.

Pompeii Politics The eruption of Mount Vesuvius in 79 A.D. preserved not only the buildings of Pompeii, but also the propaganda of its candidates for office, giving valuable insight into campaigns in ancient Rome.

May/June 2018

Cover: As immigrants poured into New York City in the late 19th century, the buildings of Manhattan grew taller and taller into skyscrapers, heralding in a modern era for the Big Apple.

Macedon Murder Mystery In 1977, two treasure-filled tombs were discovered in Greece, and historians are still trying to determine which one held the bones of Philip II of Macedon, father to Alexander the Great.

Purple Reign In the Mediterranean world of the first millennium B.C., the Phoenicians grew wealthy through their monopoly on a precious purple dye.

July/Aug 2018

Cover: In the 1580s, Spain dominated Europe and the New World, but England's Elizabeth I took on the superpower and its armada in a battle for the ages.

The Voyages of Zheng He Admiral, diplomat, explorer: Zheng He's naval expeditions expanded the naval and trading power of China in the 15th century.

Death of a Dynasty One hundred years ago, Nicholas II and his family were executed by Bolshevik soldiers, ending three centuries of Romanov rule of Russia.

Sep/Oct 2018

Cover: Once strong and supreme, the Maya Empire declined rapidly in the 900s A.D. Archeologists are still trying figure out what caused the end of this Central American civilization.

New Religion Born more than 2,500 years ago, the Iranian prophet Zarathustra founded a new faith, centered on one benevolent god, that would shape spiritual life for centuries.

Jack the Ripper Perhaps the world's most famous serial killer, this madman terrorized London's East End in 1888 with a series of vicious murders, unsolved to this day.

Nov/Dec 2018

Cover: Gracing the ceiling of the Sistine Chapel, Michelangelo's masterwork uses bold color and striking physicality to bring scenes from the Old Testament to life.

The Builder King of Babylon

Nebuchadrezzar II, perhaps the greatest king of Babylonia, created a glorious

capital for his empire—building city walls and gates, impressive temples, and a massive palace.

World War I Flying Aces At the beginning of the First World War, airplanes were mostly used for spying, but by the end of the conflict, they were a bold new fighting force for the 20th century.

Jan/Feb 2019

Cover: In January 1919, the 19th amendment to the U.S. Constitution was ratified; the nation went dry as alcohol became illegal and Prohibition began.

A Pharaoh's Justice Law and order in ancient Egypt fell at the feet of the Pharaoh, who relied on a team of viziers, provincial governors, and local councils to serve justice.

The Real Robin Hood While tales of the notorious bandit of England can be traced back to 14th-century ballads, but some historians claim there is truth behind the legend.

Mar/Apr 2019

Cover: Revolting against Rome, Boudica was the ancient queen of Britain who brought the 9th Legion to its knees in 60 A.D.

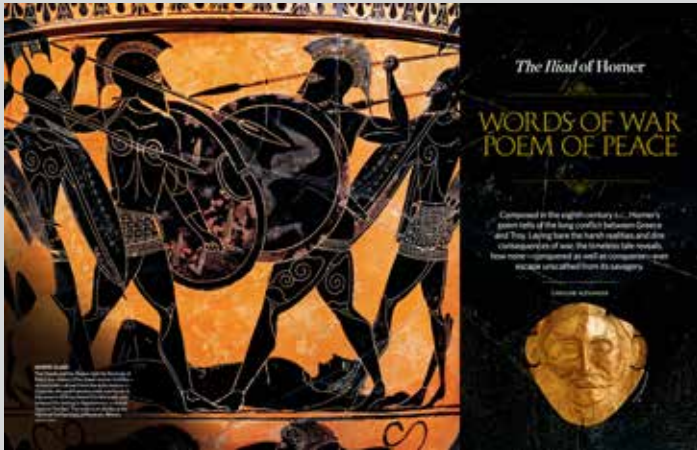
Oracle of Delphi Myth says that Apollo slayed the monster Python and founded his oracle at Delphi, a site inhabited by the ancient Greeks as early as the 15th century B.C.

American Outlaws Robbing banks and holding up stagecoaches in the 1870s, Frank and Jesse James came to symbolize the dangers of the American frontier.

*Note: All editorial subject to change

AUDIENCE PROFILE

- | Median Age 57
- | 51% Male/49% Female
- | 44% Post-Graduate Degree
- | \$91,500 Median Household Income
- | 49% Also Have Active *National Geographic* Magazine Subscription



ADVERTISING SPECIFICATIONS

NATIONAL GEOGRAPHIC HISTORY

Closing Dates

ISSUE DATES	AD CLOSE	AD MATERIALS DUE	ON NEWSSTANDS
Jan/Feb 2018	10/30/17	11/6/17	12/26/17
Mar/April 2018	1/2/18	1/9/18	2/27/18
May/June 2018	3/1/18	3/8/18	4/24/18
July/Aug 2018	5/1/18	5/8/18	6/26/18
Sep/Oct 2018	7/2/18	7/9/18	8/28/18
Nov/Dec 2018	9/4/18	9/11/18	10/30/18
Jan/Feb 2019	11/2/18	11/9/18	12/25/18
Mar/Apr 2019	1/4/19	1/11/19	2/26/19

Contact your Brand Manager for information on advertising opportunities.

Advertising Page Dimensions

BLEED SPACE SIZES	BLEED [W x H]	TRIM [W x H]	LIVE [W x H]
Full Page	8 3/4" x 11 1/8" 222 x 282 mm	8 1/2" x 10 7/8" 216 x 276 mm	8" x 10 3/8" 203 x 263 mm
Spread	17 1/4" x 11 1/8" 438 x 282 mm	17" x 10 7/8" 431 x 276 mm	16 1/2" x 10 3/8" 419 x 263 mm

SPREAD SAFETY

Photo Crossover:
For photographs bleeding across the gutter, allow no safety.

Text: Split copy at gutter between words. Allow 1/8" (3.18 mm) for safety from gutter on each side.

NON-BLEED SPACE SIZES	[W x H]
Full Page	7 3/4" x 10 1/8" 197 x 257 mm
Spread	16 1/4" x 10 1/8" 412 x 257 mm

Questions: Contact Julie Ibinson at julie.ibinson@natgeo.com or 202.791.1053

| ADVERTISING SPECIFICATIONS

NATIONAL GEOGRAPHIC HISTORY

Print Materials Specifications

Data Formats

PDFX1a file (Version 1.3)

Files Instructions / Standards

- | Line Screen: 150
- | Overprint black text
- | Single page image should be no more than trim plus bleed
- | Image, scans & Pantone colors must be in CMYK mode
- | Keep color bars, registration and crop marks outside of 4C bleed area.
- | Four color solids should not exceed SWOP density of 340%

Media Labeling

- | Issue date, advertiser name and ad number
- | Agency name, contact and phone number
- | Vendor name, contact and phone number
- | Directory printout of disk contents

Print Materials Delivery

Data Formats

Press-ready PDF files only.

Electronic Files

- | Submitted via: www.adshuttle.com
- | This ad portal provides a detailed "Ad Creation Guide" and 24/7 help line to ensure your files are correctly prepared. Call 866.774.5784 for support.

Submit files to the publication called **NG History**

Proofing Requirements

- | 2 proofs pulled from file supplied.
- | Standards:
 - Adherence to SWOP standards
 - Inclusion of IT8 Target on proof (for free download go to: www.quadarm.com/publisher_sites/ngm/proofing.asp)
 - Inclusion of 6mm 100%, 75%, 50%, 25%, 05% C, M, Y, K patches
 - Name of proofing type included on proof
 - Note: A contract quality proof built to SWOP standards is required. By not providing a proof, the customer relinquishes National Geographic from all liability associated with the color quality of their printed ad.

Please supply two cropped color contract proofs

Ship to:

Derrick Mayhew Quad/Graphics
99 Canal Center Plaza, Suite 300
Alexandria, VA 22314
703.837.5270 | Cell: 703.307.5365
DMAYHEW@blue-soho.com

QUESTIONS

Contact Julie Ibinson at julie.ibinson@natgeo.com or 202.791.1053 or
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ADVERTISING SPECIFICATIONS

Terms & Conditions

The following certain terms and conditions governing advertising published in the following National Geographic Properties (the "Properties") defined as Print and digital editions of the following Properties: *National Geographic* magazine, *National Geographic Traveler* magazine, *National Geographic Kids* magazine, *National Geographic Little Kids* magazine, *National Geographic History* magazine, and *National Geographic Newsstand Specials*. Placement of an order with the Properties shall mean acceptance of all the terms and conditions of this rate card. The terms and conditions of this rate card, together with the order size, issue(s), edition(s), and agreed-upon price reflected on the order, shall constitute the complete terms of the contract between the agency and National Geographic for the advertisement(s). Terms and conditions that alter or conflict with this Rate Card shall not be binding.

- | Orders must specify the issue, edition, ad size, color, and rates
- | All orders must reflect the rates agreed to by the agency or the in-house client and National Geographic prior to the submission of the order, and will be billed accordingly
- | Disclaimers removing or limiting an agency's responsibility for payment, or any other terms in conflict with this rate card, are not accepted
- | Agency waives any defense of sequential or conditional liability to timely payment
- | Cancellations or changes will not be accepted after the published closing dates for each issue
- | Any positions specified on orders, except covers, shall be considered requests only and not conditions of purchase
- | Advertising orders for tobacco or firearms are not accepted
- | Upon issuance of a new rate card affecting contracts already in force, insertions will be billed at the new rates corresponding to the contracted discount level
- | Execution of an order is subject to National Geographic's approval of copy, including display, text, and illustration
- | National Geographic will not be bound by any conditions, printed or otherwise, appearing on orders or copy instructions when such conditions conflict with the requirements set forth in this rate card
- | Contracts cannot be longer than one year from the date of first insertion, unless specifically agreed to in writing by National Geographic. Rate holders and short rates will be applied when applicable
- | Rates are subject to change without notice
- | National Geographic shall not be liable for any failure to print, publish or circulate all or any portion of any issue in which an advertisement is contained if such failure is due to acts of God, strikes, accidents, or other circumstances beyond National Geographic's control
- | All advertisements are accepted by National Geographic on the representation of the agency and the advertiser that both are authorized to publish and authorize third parties to publish the entire contents of the advertisement, both in print versions of the Properties and in any other media (including by way of example and not limitation electronic online delivery and microfilm, microfiche, or electronic archival reproductions and revisions of the Properties)
- | The advertiser and the agency, jointly and severally, will indemnify and hold harmless the National Geographic, its officers, agents, and employees against expenses (including legal fees) and losses resulting from the publication of any advertisement including, without limitation, claims or suits for libel, violation of right of privacy, trademarks, copyright infringement, or plagiarism

Advertising Credit | Collection Policy

This policy is designed to specify procedures for establishing credit and to ensure collection of advertising receivables as well as to maintain a cooperative relationship with our advertising agencies. The policy is effective for all sales personnel, whether employees or representatives, and no exceptions will be made to this policy's procedures without prior written request and approval. The policy will be enforced on an account by account basis at the discretion of advertising management. All new advertising agencies (including AAAA agencies) must submit a credit application and copy of the proposed advertisement before acceptance of an insertion order. The deadline for such application is two weeks before the closing date of the desired issue.

| Late Application |

Any credit applications received within two weeks of closing or later will be accepted on cash with order basis only. The only exceptions to this rule are agencies with an AAAA rating. Business will be accepted from such agencies provided management approval is given, under the stipulation that the credit application is submitted before the closing of the next issue. Failure to submit an application by that time will require that all future orders be cash with order until the application is received. Accounts that have established a poor credit history with National Geographic may be barred from any future activity. In such an event, payment of all outstanding balances may not be sufficient to reestablish credit. Unless cash is received with the order, credit will not be granted without the prior approval of management and will be reevaluated at each insertion. No sequential liability statements will be accepted on orders. The rate card contract requirement and general information section clearly outlines National Geographic's policy.

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