THE ROLE OF TRUSTED, UNBIASED LONG-FORM JOURNALISM is as important as ever, providing a spotlight for the important stories that define our time and matter most to a new generation.

WITH EACH ISSUE, NATIONAL GEOGRAPHIC GOES FURTHER—by telling stories of humankind from an up-close perspective to deepen people’s understanding of the world and their role in it.

AS PIONEERS OF THE MEDIA FRONTIER, National Geographic continues to push the magazine into new terrain, creating a more immersive journey and experience for its audience while re-thinking the role it can play for its partners.
NATIONAL GEOGRAPHIC MAGAZINE IS MORE VIBRANT THAN EVER, WITH 78% OF READERS RATING THE MAGAZINE AS VERY GOOD/ONE OF MY FAVORITES, AND A TOTAL REACH OF 30,386,000 ADULTS. BUT MORE IMPORTANT THAN THE SIZE OF OUR AUDIENCE IS ITS QUALITY, WHICH PROVIDES OUR PARTNERS THE OPPORTUNITY TO CONNECT WITH AFFLUENT, EDUCATED, INFLUENTIAL CONSUMERS.

Compared with all MRI-measured magazines, National Geographic ranks #1 in reach of:

| Men |
| Generation Z |
| Postgraduate degree |
| Influentials |
| Emerging Millennials (Millennials with HHIs of $100,000+) |
| Self-employed Professional/Managerial |

DID YOU KNOW?
A third of National Geographic magazine readers are millennials. That’s more than 10 million readers, which makes millennials the largest audience segment of our readership.

Source: GfK MRI 2018 Spring
JANUARY
| Single Topic Issue: FUTURE OF MEDICINE |
This special single-topic issue examines how science and technology are changing the way we diagnose and treat diseases, including those whose treatment or cure still eludes modern science. Topics include:

Precision Medicine
Precision medicine is the hottest thing in health care. Researchers, governments and biotech companies are racing to make life-saving use of advances in genomics, methods to characterize a person’s unique biology, and computational tools to analyze massive data sets. Is this the beginning of the end of deadly cancers and other conditions?

Chinese Medicine
Traditional Chinese Medicine (TCM) is so deeply ingrained in Chinese culture, tradition, and lifestyle that it’s hard to separate the science from what it means to the Chinese. Our story will look at both the potential TCM offers scientists and China’s struggle to come to terms with some of its flaws.

Maternal Mortality
Around the world women continue to die in childbirth in ways that are entirely preventable. This story will look at efforts around the world to combat this problem.

Visual Human
Susan Potter wanted to live forever. Now she will, as the Visible Human Project has frozen, sliced, photographed and electronically reassembled her body to come alive in a virtual world.

Lithium
We take a closer look at the mineral that will “power the future” as one of the most desired metals for use in advancing technologies including cell phones, cameras, computers, and electric cars.

Kangaroo Controversy
Kangaroos are among the world’s most iconic species—the emblem of Australia’s unique biodiversity. But they are at a critical juncture as some Australians say populations have swollen to “plague proportions,” necessitating large-scale killing.

MARCH
| Cover: SEARCH FOR LIFE |
Every generation of humankind has looked up at the heavens at night and wondered: are we alone? With the launch of new telescopes and satellite, we may no longer have to wonder.

Cosmos
Ann Druyan will write an essay, adapted from the Prologue to the reissue of the book “Cosmos” to accompany the launch of a new version on the National Geographic channel.

Honnold Profile
Profile of climber Alex Honnold, who recently completed the most dangerous rope-free ascent ever — scaling the 3,000-foot wall of El Capitan.

APRIL
| Single Topic Issue: CITIES |
How can cities strengthen infrastructure, grow public safety, and increase public health while promoting innovation, job growth, economic development, and enhanced arts and culture? We look at the places that have the best ideas across these various topics. Put them together and you could create the Utopian City of the future.

MAY
| Cover: DA VINCI 500 |

Gorongosa
Historically, Gorongosa National Park in Africa’s Rift Valley supported some of the densest wildlife populations in Africa, but tragically was nearly destroyed in a brutal civil war. In recent years, however, the remarkable wildlife has made an astonishing recovery, and is one of the best comeback stories in wildlife restoration.

JUNE
| Cover: WILDLIFE TOURISM |
Social media is driving new demand for riding elephants, swimming with dolphins, posing with tigers. But most travelers don’t know that their interactions almost always involve animal abuse. We uncover wildlife tourism in Thailand, the Amazon, and the U.S.

Pangolins
Pangolins are believed to be the world’s most trafficked mammal. This feature will explore both the supply and demand sides of the pangolin trade, including the involvement of organized criminal syndicates. It will explore pangolins’ unique biology and ecology, as well as scientific efforts to protect and conserve them.

Marine Plastics
This article will look at microplastics found in very high densities in fish “nurseries” off Hawaii and what that portends for other marine animals. This is a visual story led by David Liittschwager’s signature photography.

NATIONAL GEOGRAPHIC’S ORIGINAL JOURNALISM FOCUSES ON CORE TOPICS SUCH AS SCIENCE AND INNOVATION, ADVENTURE AND EXPLORATION, CRITICAL ISSUES, CULTURE, AND THE NATURAL WORLD.

All editorial subject to change.
JULY

| Cover: MOON LANDING |
50th anniversary of the first moon landing.

American Prairie
Nat Geo explores one of the most ambitious conservation projects in U.S. history, its goal to create a 3-million acre fully-functioning ecosystem, showcasing the iconic landscape that helped shape our national character.

AUGUST

| Cover: RISE OF THE MACHINES |
Our lives, at home and at work, are increasingly touched by automation and algorithms.
We examine the software, machines and factories behind the Fourth Industrial Revolution and what it means for us.

Autism
Autism is a rapidly growing diagnosis – up 600% in the past 20 years. A great deal has been written on the why – this story focuses on the “who,” with increasing attention on girls and women with the disorder, underserved groups and adults who have spent most of their lives misdiagnosed or undiagnosed, and researchers who are popping up all over the word to measure autism prevalence for the first time.

Out of Eden: India
Part eight of Paul Salopek’s 2018 “Out of Eden Walk” across northern India, from Pakistan to Myanmar, offers an unmatchable storytelling map: a rich, atmospheric boot-level look at India at the threshold of an era that might even be called the Indian century.

SEPTEMBER

| Cover: ARCTIC COLD WAR |
This article will examine the ongoing geopolitical transformation of the Arctic Circle and focus on the indirect consequences from climate change in the region as countries that border the Arctic and some that don’t are eager to lay claim to its rich and increasingly accessible resources.

Blue Zones Diet
This story will look at the science behind the World’s Healthiest Diet by focusing on scientists doing research in each of the blue zones. We’ll follow researchers as we visit homes of people who cook time-honored food from a diet evolved over generations, exploring not only why the ingredients yield health, but why they harmonize to appeal to our palate.

Birth of Europe
How the Neolithic spread into Europe has been difficult to pin down, partly because of the limits of the archaeological record. This story takes a look at cutting-edge research and some of the excavations and sites that are bridging the gap between Europe’s past and its present.

OCTOBER

| Cover: EXTINCTION |
Nat Geo examines loss of biodiversity through the lens of Photo Ark, singling out species most likely to disappear in the coming decades alongside the words of scientists and conservationists who are working to protect and restore endangered populations.

Tipping Point Tundra
The 8,300-mile stretch around the globe where trees meet tundra is the largest ecological zone on the planet. We’ll provide a look at the chaos that climate change is creating and the massive risks it poses for the planet.

Mulu Caves
Indonesia’s Mulu National Park is an interlinked complex of caves unlike any other in the world – essentially a series of time capsules that range from 350,000 to 5 million years old, each containing clues to the planet’s past.

NOVEMBER

| Single Topic Issue: WOMEN |
#MeToo. #GirlBoss. Time’s Up. From Silicon Valley to politics and beyond, women are reshaping our world. In anticipation of the 100th anniversary of the 19th amendment, Nat Geo explores the past, present, and future of what it means to be female in a special single-topic issue to kick-out our next major enterprise-wide tent-pole event.

DECEMBER

| Cover: UNDER JERUSALEM |
Beneath the Old City of Jerusalem, one can walk thousands of feet underground, tour ancient archaeological sites, pray in subterranean synagogues, and see shows in underground areas. Now is the moment to examine this important flash-point at the nexus of archaeology, religion and politics as plans are underway to dramatically increase efforts to restore the ancient city beneath the modern one.

U.S. Tigers
Photographer Steve Winter and author Sharon Guynup will report on the mostly unregulated tiger industry in the U.S., including roadside attractions, centers that offer swims with tiger cubs, possible tiger part factories that are feeding China’s illegal tiger markets, and tiger rescue sanctuaries.

Circular Economy
Our demand for materials exceeds what nature can renew every year. Something has to give. Nat Geo looks at efforts to create a circular economy around plastics and other materials.
## TOTAL AUDIENCE PROFILE

### NATIONAL GEOGRAPHIC RANKING

**BASE: 2,250,000 (Jan 2019)**

2018 SPRING MRI PROFILE

### [000s] | % COMP. | % COV. | INDEX
--- | --- | --- | ---
**Adults**
Total | 30,386 | 100.0 | 12.3 | 100
Men | 17,167 | 56.5 | 14.4 | 117
Women | 13,219 | 43.5 | 10.3 | 84

### Age | Median: 47.4 years

<table>
<thead>
<tr>
<th>[000s]</th>
<th>% COMP.</th>
<th>% COV.</th>
<th>INDEX</th>
</tr>
</thead>
</table>
| 18-24 | 3,996 | 13.2 | 13.4 | 109
| 25-34 | 5,490 | 18.1 | 12.4 | 101
| 35-44 | 4,445 | 14.6 | 11.0 | 90
| 45-54 | 4,902 | 16.1 | 11.5 | 94
| 55-64 | 5,072 | 16.7 | 12.2 | 99
| 65+ | 6,480 | 21.3 | 13.3 | 108
| Gen Z | 10,084 | 33.2 | 11.8 | 96
| Millennials | 5,549 | 18.3 | 11.2 | 91
| GenXers | 8,968 | 29.5 | 12.6 | 102
| Boomers | 3,300 | 10.9 | 13.0 | 105
| Pre-Boomers |

### Income | Median HHI: $73,158 | Median IEI: $41,534

<table>
<thead>
<tr>
<th>[000s]</th>
<th>% COMP.</th>
<th>% COV.</th>
<th>INDEX</th>
</tr>
</thead>
</table>
| HHI $100,000+ | 10,661 | 35.1 | 13.0 | 106
| HHI $150,000+ | 5,243 | 17.3 | 13.8 | 112
| HHI $200,000+ | 2,199 | 7.2 | 12.4 | 100
| HH Net Worth $1M+ | 3,285 | 10.8 | 15.1 | 123

### Education

<table>
<thead>
<tr>
<th>[000s]</th>
<th>% COMP.</th>
<th>% COV.</th>
<th>INDEX</th>
</tr>
</thead>
</table>
| Att./Grad. College+ | 20,375 | 67.1 | 13.8 | 112
| Bachelor’s Degree+ | 10,545 | 34.7 | 13.7 | 112
| Post Graduate Degree | 4,214 | 13.9 | 15.7 | 127

### Occupation

<table>
<thead>
<tr>
<th>[000s]</th>
<th>% COMP.</th>
<th>% COV.</th>
<th>INDEX</th>
</tr>
</thead>
</table>
| Top Management | 947 | 3.1 | 10.2 | 83
| Managers/Professionals | 7,474 | 24.6 | 12.3 | 100
| Mgt./Bus./Fin. ops | 2,866 | 9.4 | 11.3 | 92
| Prof./Related occup. | 4,609 | 15.2 | 13.0 | 105

### Household Composition | Median Home Value: $251,041

<table>
<thead>
<tr>
<th>[000s]</th>
<th>% COMP.</th>
<th>% COV.</th>
<th>INDEX</th>
</tr>
</thead>
</table>
| Own Home | 20,107 | 66.2 | 12.1 | 98
| Married | 14,985 | 49.3 | 11.5 | 93
| Kids in HH | 11,202 | 36.9 | 11.6 | 94
| Influentials | 3,310 | 10.9 | 22.5 | 183
| Super Influentials | 1,286 | 4.2 | 27.1 | 221

Source: GfK MRI Spring 2018 Report © 2018, GfK MRI. All Rights Reserved.
## Preferred Edition Audience Profile

**National Geographic Preferred**

**Base: 900,000**

**2018 Spring MRI Profile**

### Adults

<table>
<thead>
<tr>
<th>[000s]</th>
<th>% COMP.</th>
<th>% COV.</th>
<th>INDEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>9,990</td>
<td>100.0</td>
<td>4.0</td>
</tr>
<tr>
<td>Men</td>
<td>6,019</td>
<td>60.3</td>
<td>5.0</td>
</tr>
<tr>
<td>Women</td>
<td>3,971</td>
<td>39.7</td>
<td>3.1</td>
</tr>
</tbody>
</table>

### Age | Median: 49.3 years

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>1,203</td>
<td>12.0</td>
<td>4.0</td>
<td>100</td>
</tr>
<tr>
<td>25-34</td>
<td>1,476</td>
<td>14.8</td>
<td>3.3</td>
<td>83</td>
</tr>
<tr>
<td>35-44</td>
<td>1,549</td>
<td>15.5</td>
<td>3.8</td>
<td>95</td>
</tr>
<tr>
<td>45-54</td>
<td>1,697</td>
<td>17.0</td>
<td>4.0</td>
<td>99</td>
</tr>
<tr>
<td>55-64</td>
<td>1,718</td>
<td>17.2</td>
<td>4.1</td>
<td>102</td>
</tr>
<tr>
<td>65+</td>
<td>2,347</td>
<td>23.5</td>
<td>4.8</td>
<td>119</td>
</tr>
<tr>
<td>Gen Z</td>
<td>752</td>
<td>7.5</td>
<td>4.8</td>
<td>120</td>
</tr>
<tr>
<td>Millennials</td>
<td>2,991</td>
<td>29.9</td>
<td>3.5</td>
<td>87</td>
</tr>
<tr>
<td>GenXers</td>
<td>1,977</td>
<td>19.8</td>
<td>4.0</td>
<td>99</td>
</tr>
<tr>
<td>Boomers</td>
<td>3,050</td>
<td>30.5</td>
<td>4.3</td>
<td>106</td>
</tr>
<tr>
<td>Pre-Boomers</td>
<td>1,220</td>
<td>12.2</td>
<td>4.8</td>
<td>118</td>
</tr>
</tbody>
</table>

### Income | Median HHI: $136,887 | Median IEI: $62,032

| HHI $100,000+ | 7,991 | 80.0 | 9.8 | 242 |
| HHI $150,000+ | 3,930 | 39.3 | 10.3| 256 |
| HHI $200,000+ | 1,648 | 16.5 | 9.3 | 229 |
| HH Net Worth $1M+ | 2,462 | 24.6 | 11.3| 279 |

### Education

| Att./Graduated College+ | 8,060 | 80.7 | 5.5 | 135 |
| Bachelor’s Degree+    | 5,053 | 50.6 | 6.6 | 163 |
| Post Graduate Degree  | 2,324 | 23.3 | 8.6 | 214 |

### Occupation

| Top Management       | 547   | 5.5  | 5.9 | 146 |
| Professional/Managerial | 3,594 | 36.0 | 5.9 | 146 |
| Mgt./Bus./Fin. ops   | 1,462 | 14.6 | 5.8 | 143 |
| Prof./Related occup. | 2,132 | 21.3 | 6.0 | 148 |

### Household Composition | Median Home Value: $377,149

| Own Home     | 8,478 | 84.9 | 5.1 | 126 |
| Married      | 6,091 | 61.0 | 4.7 | 116 |
| Kids in HH   | 3,822 | 38.3 | 3.9 | 98  |
| Influentials | 1,661 | 16.6 | 11.3| 279 |
| Super Influentials | 655  | 6.6  | 13.8| 342 |

Source: GfK MRI Spring 2018

National Geographic Preferred 900,000 subscribers with HHI $100,000+ or Net Worth $500,000+ positively identified by Acxiom

2018 Spring MRI code: National Geographic and HHI 100,000+ (72780-y) scaled at 74.955
# ADVERTISING SPECIFICATIONS

### NATIONAL GEOGRAPHIC MAGAZINE

## Closing Dates

<table>
<thead>
<tr>
<th>ISSUE DATES</th>
<th>SPECIAL GATEFOLDS, PAPER, NGM-PRINTED UNITS ORDERS DUE</th>
<th>STANDARD CLOSING [Orders &amp; Materials Due]</th>
<th>SUPPLIED UNITS DUE TO BINDERY</th>
<th>U.S. NEWSSTAND ON-SALE DATES*</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>10/1/18</td>
<td>11/1/18</td>
<td>11/17/18</td>
<td>12/25/18</td>
</tr>
<tr>
<td>February</td>
<td>11/1/18</td>
<td>12/3/18</td>
<td>12/17/18</td>
<td>1/29/19</td>
</tr>
<tr>
<td>March</td>
<td>12/3/18</td>
<td>1/2/19</td>
<td>1/17/19</td>
<td>2/26/19</td>
</tr>
<tr>
<td>April</td>
<td>1/2/19</td>
<td>2/1/19</td>
<td>2/17/19</td>
<td>3/26/19</td>
</tr>
<tr>
<td>May</td>
<td>2/1/19</td>
<td>3/1/19</td>
<td>3/17/19</td>
<td>4/30/19</td>
</tr>
<tr>
<td>June</td>
<td>3/1/19</td>
<td>4/1/19</td>
<td>4/17/19</td>
<td>5/28/19</td>
</tr>
<tr>
<td>July</td>
<td>4/1/19</td>
<td>5/1/19</td>
<td>5/17/19</td>
<td>6/25/19</td>
</tr>
<tr>
<td>August</td>
<td>5/1/19</td>
<td>6/3/19</td>
<td>6/17/19</td>
<td>7/30/19</td>
</tr>
<tr>
<td>September</td>
<td>6/3/19</td>
<td>7/1/19</td>
<td>7/17/19</td>
<td>8/27/19</td>
</tr>
<tr>
<td>October</td>
<td>7/1/19</td>
<td>8/1/19</td>
<td>8/16/19</td>
<td>9/24/19</td>
</tr>
<tr>
<td>November</td>
<td>8/1/19</td>
<td>9/3/19</td>
<td>9/17/19</td>
<td>10/29/19</td>
</tr>
<tr>
<td>December</td>
<td>9/3/19</td>
<td>10/1/19</td>
<td>10/17/19</td>
<td>11/26/19</td>
</tr>
</tbody>
</table>

## Advertising Page Dimensions

<table>
<thead>
<tr>
<th>BLEED SPACE SIZES</th>
<th>BLEED [W x H]</th>
<th>TRIM [W x H]</th>
<th>LIVE [W x H]</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>7 1/8” x 10 1/4”</td>
<td>6 7/8” x 10”</td>
<td>6 1/8” x 9 1/4”</td>
</tr>
<tr>
<td></td>
<td>182 x 260 mm</td>
<td>174 x 254 mm</td>
<td>156 x 235 mm</td>
</tr>
<tr>
<td>Spread</td>
<td>14” x 10 1/4”</td>
<td>13 3/4” x 10”</td>
<td>13” x 9 1/4”</td>
</tr>
<tr>
<td></td>
<td>355 x 260 mm</td>
<td>349 x 254 mm</td>
<td>330 x 235 mm</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>3 11/16” x 10 1/4”</td>
<td>3 7/16” x 10”</td>
<td>2 9/16” x 9 1/4”</td>
</tr>
<tr>
<td></td>
<td>90 x 260 mm</td>
<td>84 x 254 mm</td>
<td>65 x 235 mm</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>7 1/8” x 5 1/4”</td>
<td>6 7/8” x 5”</td>
<td>6 1/8” x 4 1/4”</td>
</tr>
<tr>
<td></td>
<td>182 x 133 mm</td>
<td>174 x 127 mm</td>
<td>156 x 108 mm</td>
</tr>
<tr>
<td>1/2 Page Spread</td>
<td>14” x 5 1/4”</td>
<td>13 3/4” x 5”</td>
<td>13” x 4 1/4”</td>
</tr>
<tr>
<td></td>
<td>355 x 133 mm</td>
<td>349 x 127 mm</td>
<td>330 x 108 mm</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NON-BLEED SPACE SIZES</th>
<th>[W x H]</th>
<th>NON-BLEED SPACE SIZES [W x H]</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>6 1/8” x 9 1/4”</td>
<td>1/2 Page Vertical 2 9/16” x 9 1/4”</td>
</tr>
<tr>
<td></td>
<td>156 x 235 mm</td>
<td></td>
</tr>
<tr>
<td>Spread</td>
<td>13” x 9 1/4”</td>
<td>1/2 Page Horizontal 6 1/8” x 4 1/4”</td>
</tr>
<tr>
<td></td>
<td>330 x 235 mm</td>
<td></td>
</tr>
<tr>
<td>1/4 Page</td>
<td>2 3/4” x 4 1/4”</td>
<td>1/2 Page Spread 13” x 4 1/4”</td>
</tr>
<tr>
<td></td>
<td>70 x 108 mm</td>
<td></td>
</tr>
<tr>
<td>1/8 Page</td>
<td>2 3/4” x 2”</td>
<td></td>
</tr>
<tr>
<td></td>
<td>70 x 51 mm</td>
<td></td>
</tr>
</tbody>
</table>

* In-home delivery for U.S. begins the 15th of the month prior to issue date. All copies should be delivered by the 1st of the month of issue date.

---

**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) from gutter on each side.
ADVERTISING SPECIFICATIONS

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

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.

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.

U.S. & CANADA EDITIONS
| Submit files to the National Geographic-Domestic folder

EDITIONS OUTSIDE OF NORTH AMERICA:
| Submit files to the National Geographic-International folder

Please supply two cropped color contract proofs
Ship to:
Derrick Mayhew Quad/Graphics
211 North Union Street, Suite 100
Alexandria, VA 22314
703.837.5270 | Cell: 703.307.5365
Derrick.Mayhew@qg.com

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

Interactive Specifications & Materials Delivery

| All NGM print advertisers running 1/2 page or larger will automatically be included in the PDF replica digital edition. All creative will run straight from print (SFP).
| Ads cannot be upgraded for interactivity or links

INFORMATION & QUESTIONS
Contact your Brand Manager or Kimberley Kopp at Kimberley.Kopp@natgeo.com or 212.822.9097.
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 |
| Execution of an order is subject to National Geographic's approval of copy, including display, text, and illustration |
| 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 |
| 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 |
| Disclaimers removing or limiting an agency’s responsibility for payment, or any other terms in conflict with this rate card, are not accepted |
| 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 |
| Agency waives any defense of sequential or conditional liability to timely payment |
| Rates are subject to change without notice |
| Cancellations or changes will not be accepted after the published closing dates for each issue |
| 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 |
| Any positions specified on orders, except covers, shall be considered requests only and not conditions of purchase |
| 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) |
| Advertising orders for tobacco or firearms are not accepted |
| 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 |
| 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 |
| 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.

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.
AWARDS & RECOGNITION

NATIONAL GEOGRAPHIC CONTINUOUSLY REDEFINES THE STANDARD OF EXCELLENCE FOR PRINT AND DIGITAL JOURNALISM. SUPERIOR EDITORIAL PRODUCT, WORLD-RENOWED PHOTOGRAPHY, BRAND RECOGNITION, AND CONSUMER TRUST HAVE EARNED THE MAGAZINE THE MOST PRESTIGIOUS AWARDS AND RECOGNITION IN THE INDUSTRY, AND ESTABLISHED IT AS A VALUED LEADER IN THE WORLD OF NEWS REPORTING.

Adweek Hot List
| 2018: “Hottest Magazine Redesign”

ASME National Magazine Awards
30 years of consecutive nominations and 30+ awards
| 2018: Winner single-topic issue on Gender; Finalist in Photography and General Excellence - News, Sports and Entertainment
| 2017: Winner for website; Finalist in Photography, Single-topic Issue
| 2016: Finalist in Photography, Single-topic Issue and Magazine of the Year
| 2015: Photography and Best Tablet Edition

Digiday Publishing Awards
| 2017: Best use of Instagram (Finalist)

Graphis Photography Award
| 2018: Silver, Editorial

National Press Club Award
| 2017: Ann Cottrell Free Animal Reporting Award—Print

Natural History Museum
| 2017: 5 Winners in Wildlife Photographer of the Year, Photojournalist of the Year, Wildlife Photographer Portfolio, and Behavior Amphibians and Reptiles; and 5 Finalist awards
| 2016: Wildlife Photographer of the Year
| 2015: Wildlife Photographer of the Year

News and Documentary Emmy Awards
| 2017: Outstanding New Approaches: Documentary (Nomination)

North American Travel Journalists Association (NATJA)
Honors the best of the best of travel writing, photography, and travel promotion
| 2015: Gold Medal for Photography: Portrait, People—Print Publication

Overseas Press Club of America
| 2017: Honorable Mention in The Madeline Dane Ross Award and The Whitman Bassow Award
| 2015: The Olivier Rebbot Award

Pictures of The Year International (POYi)
| 2018: 11 awards, including winner of Angus MacDougall Overall Excellence Editing Award and Environmental Vision Awards; Gold in Magazine/Visual Editor of the Year, 2nd place in Issue Reporting Picture Story, Bronze in Print Magazine Visual Editing and Science & Natural History, and 4 awards of excellence
| 2017: 27 awards, including a sweep of Science & Natural History Picture Story category with 1st, 2nd and 3rd place and two Awards of Excellence; 1st Place Photographer of the Year; 1st and 2nd Place Magazine/Media Visual Editor of the Year and Finalist in Angus McDougall Overall Excellence in Editing Award
| 2015: 19 awards, including Best Documentary Project of the Year and Environmental Vision Award

Pulitzer Prize
| 2017: Finalist in Explanatory Reporting

Society for News Design
| 2017: 60 awards including 4 Gold Medals, 4 Silver Medals and 1 Judges’ Special Recognition. The Graphics and Cartography teams led the way winning more than 30 awards in the infographics categories—more than all other publications combined in those categories.
| 2016: 31 total awards, including 4 Silver Medals

Society for Publication Designers
| 2018: 9 medals – Gold in Section/Not Feature; Gold and Silver in Feature/Profile Non-Celebrity; 1 medal and 5 merit awards
| 2017: Record 19 medals (12 gold and 7 silver) across App (5, including App of the Year), Video (4, including Video of the Year), Web (4), Digital Platform (3), Mobile Channel (2), and Photography (1)

Society of Environmental Journalists
| 2017: Outstanding Beat Reporting, Large Market—First and Second Place
| 2016: 2 awards, including Outstanding Beat Reporting, Large Market

Webby Awards
| 2018: National Geographic honored with first-ever Media Company of the Year Award, 13 award wins and 5 People’s Voice awards
| 2017: 11 wins total, the most of any organization. Including 6 wins and 5 People’s Voice Awards

World Press
| 2018: Nature – 1st, 2nd and 3rd prize stories; Environment – 2nd (2) and 3rd prize stories; Contemporary issues – 2nd prize story
| 2017: Nature – 1st (2) and 2nd prize stories; Daily Life, 3rd prize single
| 2015: Nature – 1st prize story

Malofiej International Infographics Awards
| Most awarded media with 37 medals (4 gold, 12 silver, and 21 bronze)
EXTEND YOUR IN-BOOK ADVERTISING MESSAGE AND INCREASE PRODUCT AWARENESS WITH NATIONAL GEOGRAPHIC’S HIGH-IMPACT PROMOTIONAL PAGE, “WORLD BEAT.”

“World Beat” is offered in June and December issues of National Geographic only. Each installment of “World Beat” features exciting advertising announcements, contests, retail events, and other promotions in an uncluttered, engaging environment. Reaching 30.9 million readers*, “World Beat” offers a unique and efficient way to communicate a special promotional message, add emphasis to a marketing campaign, and boost brand exposure.

Advertisers should supply the following – all art must be press ready:

- **Image**
  Supplied with resolution of 300 dpi in TIFF or PDF format

- **Logo**
  Supplied as Illustrator EPS vector file with all fonts converted to outlines

- **Copy**
  Maximum of 50 words describing product or service, plus website URL, and toll-free number

National Geographic will design advertiser’s World Beat unit and provide layout for final approval.*

For more information, please contact your National Geographic Brand Manager.

---

“World Beat” is available two times a year, in June and December issues. Advertiser eligibility based on a schedule in National Geographic magazine.

**Commitment Deadline**
4 weeks prior to issue close, based on availability

**Materials Due**
2 weeks prior to issue close

**Program Value**
$65,000 net per listing

---

* Source: GfK MRI Spring 2017
** National Geographic reserves the right to final approval on all listings. Size of listing will depend on final number of advertisers
ADVERTISERS CAN ACCESS A PANEL OF 12,000+ HIGHLY INVOLVED NATIONAL GEOGRAPHIC READERS THROUGH NATIONAL GEOGRAPHIC MAGAZINE’S READER PANEL. A BROAD RANGE OF TOPICS AND ADVERTISER CATEGORIES ARE EXPLORED THROUGHOUT THE YEAR, AND ADVERTISERS HAVE THE OPPORTUNITY TO POSE CUSTOMIZED QUESTIONS TO PANEL MEMBERS.

Advertisers can use the panel to:
- Gauge reader reaction to advertising creative
- Ask questions about an upcoming product launch
- Learn about advertising competitors
- Gain market insight
- And more!

Commitment Deadline
At least eight weeks prior to survey deployment

Value
$20,000 and up (dependent upon scope of project)

For more information, please contact your National Geographic Brand Manager.
### CONTACT INFORMATION

#### North America | Regional Offices

**NEW YORK**
- John Campbell
  - SVP, Global Media
  - 212.822.7445
  - john.campbell@natgeo.com
- Adam Quinn
  - VP, Digital Ad Sales
  - 212.822.7052
  - adam.quinn@natgeo.com
- Kim Connaghan
  - VP, Global Media, Travel
  - 212.822.7431
  - kимberly.connaghan@natgeo.com
- Tammy Abraham
  - VP, Corporate Partnerships
  - 212.822.7442
  - tammy.abraham@natgeo.com
- Danny Bellish
  - Director, Corporate Partnerships
  - 212.822.7429
  - danny.bellish@natgeo.com
- Hilary Halstead
  - Director, Corporate Partnerships
  - 212.822.7430
  - hilary.halstead@natgeo.com
- Alex Sobrino
  - Account Executive
  - 212.822.7439
  - alex.sobrino@natgeo.com
- Molly Ryan
  - Account Executive
  - 212.822.7469
  - molly.ryan@natgeo.com

**BOSTON**
- Erik Nelson
  - Director, Corporate Partnerships
  - 617.513.4048
  - erik.nelson@natgeo.com
- Danny Bellish
  - Director, Corporate Partnerships
  - 212.822.7445
  - danny.bellish@natgeo.com

**CHICAGO**
- Bill Graff
  - Brand Manager
  - 312.467.1590
  - bill.graff@natgeo.com
- Kim Connaghan
  - VP, Global Media, Travel
  - 212.822.7431
  - kимberly.connaghan@natgeo.com

**DETROIT**
- Karen Sarris
  - Director, Corporate Partnerships
  - 248.368.6304
  - karen.sarris@natgeo.com

**LOS ANGELES**
- Casey Priore
  - Director, Corporate Partnerships
  - 424.222.5618
  - casуe.priore@natgeo.com
- Eric Josten
  - Brand Manager
  - 424.222.5672
  - eric.josten@natgeo.com

**SAN FRANCISCO**
- Alex Sobrino
  - Account Executive
  - 212.822.7439
  - alex.sobrino@natgeo.com
- Molly Ryan
  - Account Executive
  - 212.822.7469
  - molly.ryan@natgeo.com

**MEXICO—U.S. EDITION SALES**
- Adelina Carpenter
  - Tanya Scribner
    - Scribner Media Services
    - 940.389.7711
    - tanya@scribmedia.com
- Liz Smyth
  - Smyth Media Group, Inc.
  - 914.409.4242
  - liz@smythmedia.com

### Representatives

#### FLORIDA & THE CARIBBEAN
- Maria E. Coyne, Inc.
  - 305.756.1086
  - mecоyne@mecоyneinc.com

#### MEXICO
- The Carpenter Company
  - Adelina Carpenter
    - +52-55-5543-7677
    - acarpent@prodigy.net.mx

#### DIRECT RESPONSE
- Liz Smyth
  - Smyth Media Group, Inc.
  - 914.409.4242
  - liz@smythmedia.com

#### MIAMI, CARIBBEAN, LATIN AMERICA
- Juan Vallejo
  - EVP, Communication Partnerships
  - 305.774.7748
  - Juan.Vallejo@fox.com
- Anthony Duarte
  - Executive Director, Commercial Partnerships
  - 305.567.9947
  - Anthony.Duarte@fox.com

#### ASIA
- Con Apostolopoulos
  - VP & General Manager
  - 852.2621.8940
  - Con.Apostolopoulos@fox.com
- Jennifer Ho WF
  - Director, Ad Sales & Partnerships
  - 825.9863.8630
  - Jennifer.HoWF@natgeo.com

#### EUROPE
- Annabelle Canwell
  - Sr. VP, Brand Partnerships
  - +44 (0)7730 637593
  - Annabelle.Canwell@fox.com
- Nadine Heggie
  - VP, Brand Partnerships
  - +44 (0)7450 049213
  - Nadine.Heggie@natgeo.com
- Tanya Robinson
  - Global Brand Director
  - +44 (0)7833 234154
  - Tanya.Robinson@natgeo.com
- Nitu Kamboj
  - Travel Partnerships Director
  - +44 (0)7384 249 445
  - Nitu.Kamboj@natgeo.com

### Mailing Addresses

**New York**
- 1211 Avenue of the Americas
  - 42th Floor
  - New York, NY 10036

**Boston**
- 10 Sheehan Circle
  - Wellesley, MA 02481

**Miami**
- 2151 Ponce de Leon
  - Suite 1020
  - Coral Gables, FL 33134

**Chicago**
- 401 North Michigan Avenue
  - 16th Floor, Suite 1710
  - Chicago, IL 60611

**Los Angeles**
- 12191 West Bluff Creek Drive
  - Playa Vista, CA 90094

**San Francisco**
- 1407 Montero Avenue
  - Burlingame, CA 94010

**Rocky Mountain States**
- 1707 N. Elm Street
  - Denton, TX 76201

**Direct Response**
- Smyth Media Group, Inc.
  - 1 Bridge Street
  - Suite 130
  - Irvington, NY 10533

**Mexico—U.S. Editions Sales**
- The Carpenter Company
  - Adelina Carpenter
    - +52-55-5543-7677
    - acarpent@prodigy.net.mx

**Representatives**

- Maria E. Coyne, Inc.
  - 305.756.1086
  - mecоyne@mecоyneinc.com

- The Carpenter Company
  - Adelina Carpenter
    - +52-55-5543-7677
    - acarpent@prodigy.net.mx

- Liz Smyth
  - Smyth Media Group, Inc.
  - 914.409.4242
  - liz@smythmedia.com

**International**

- Con Apostolopoulos
  - VP & General Manager
  - 852.2621.8940
  - Con.Apostolopoulos@fox.com
- Jennifer Ho WF
  - Director, Ad Sales & Partnerships
  - 825.9863.8630
  - Jennifer.HoWF@natgeo.com

- Annabelle Canwell
  - Sr. VP, Brand Partnerships
  - +44 (0)7730 637593
  - Annabelle.Canwell@fox.com
- Nadine Heggie
  - VP, Brand Partnerships
  - +44 (0)7450 049213
  - Nadine.Heggie@natgeo.com
- Tanya Robinson
  - Global Brand Director
  - +44 (0)7833 234154
  - Tanya.Robinson@natgeo.com
- Nitu Kamboj
  - Travel Partnerships Director
  - +44 (0)7384 249 445
  - Nitu.Kamboj@natgeo.com

**Europe**
- 10 Hammersmith Grove
  - London, W6 7AP, UK

**Asia**
- 13/F One Harbourfront
  - Hunghom, Kowloon, Hong Kong