



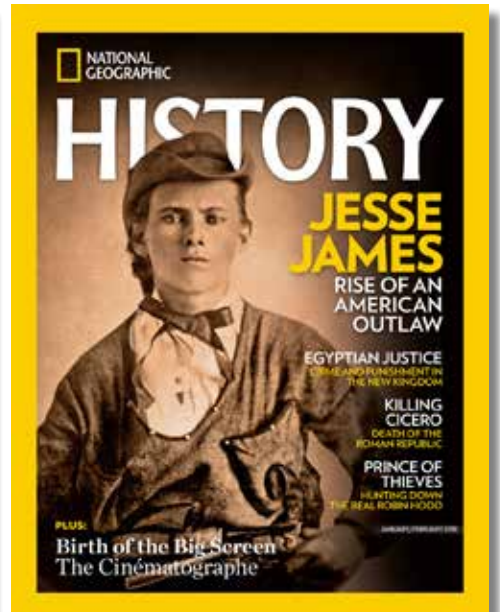
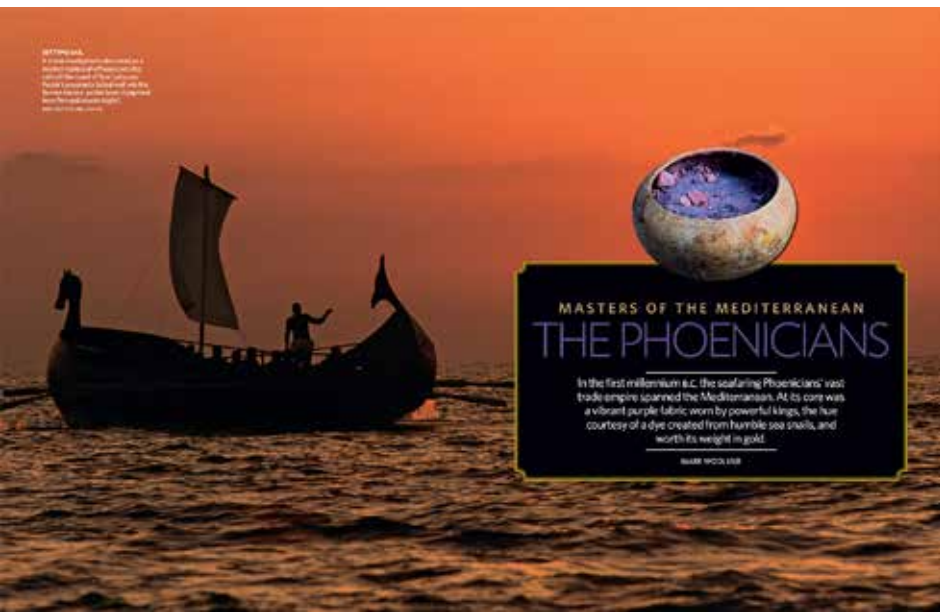
2019/20 MEDIA INFORMATION KIT

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

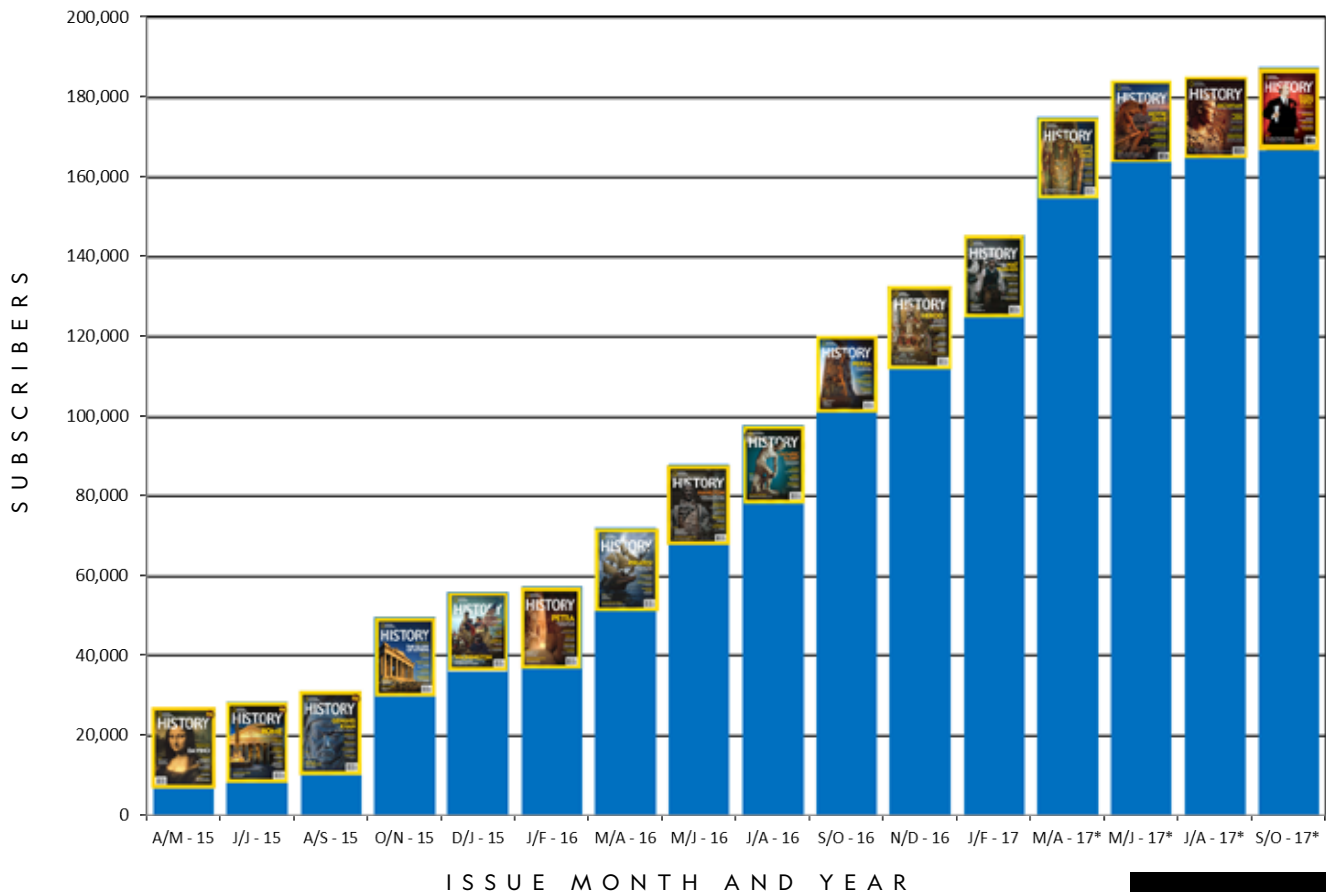
| **Frequency:** 6x per year

| **Local Language editions:** 5 editions and 5 languages

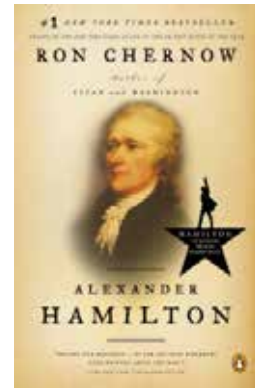
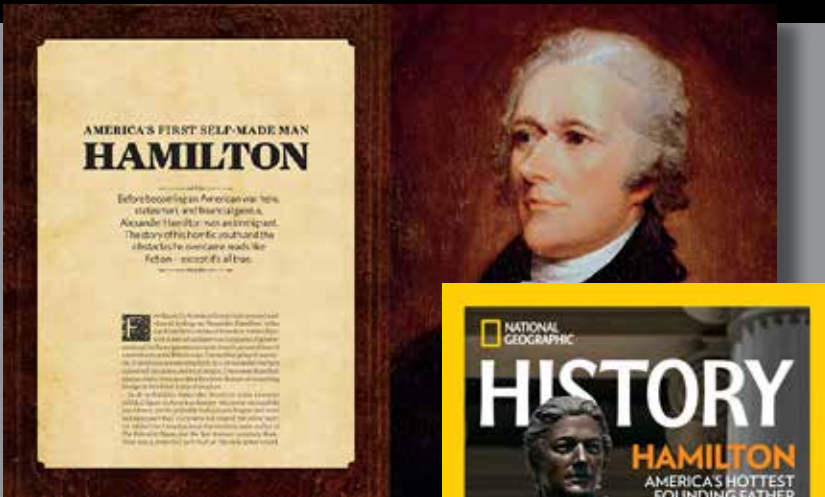
| **Each issue includes:** Spectacular images, brilliant narratives, and unique insights into transformational leaders, epic battles, and cultural upheavals

| **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 2019

Cover: Shaped by the horrors of the Civil War, Jesse James and his brother Frank became America's most notorious outlaws.

Law and Order Egypt Crime in ancient Egypt was punished by the gods, who delivered justice through the pharaoh and his team of viziers, provincial governors, and local councils.

The Real Robin Hood England's Prince of Thieves made his first appearances in 14th-century ballads, but some historians claim there could be a person behind the legend.

Mar/Apr 2019

Cover: Sought after by French archaeologists in the 1800s, the oracle at Delphi was once the spiritual center of the ancient world.

Cosmic Revolution It took more than 30 years for Copernicus to publish his theory of a sun-centered cosmos, turning the world upside down in 1543.

War of the Words In 1898, as tension mounted over Cuba, William Randolph Hearst and Joseph Pulitzer stoked patriotism—and newspaper sales—to tip the country into war with Spain.

May/June 2019

Cover: Seventy-five years ago, Allied forces stormed the beaches of Normandy to turn the tide against the Axis powers and win World War II.

Cold Case Murdered more than 5,000 years ago in the Alps, a hunter's body was discovered in 1991. Nicknamed Ötzi the Iceman, his death gave scholars insights into life in the Copper Age.

The Richest Man in Rome Greedy for gold and power, Marcus Licinius Crassus governed with Julius Caesar and Pompey as part of the First Triumvirate and pushed the Roman Republic into civil war.

July/Aug 2019

Cover: To celebrate his military victories in Gaul and Africa, Julius Caesar held four lavish Roman triumphs—massive city-wide parties with gladiators, chariot races, and mock naval battles.

Preserving the Past In a tremendous feat of modern engineering, the ancient Egyptian temples of Ramesses II at Abu Simbel were relocated in 1968 to make way for the High Aswan Dam.

Slavery Comes to Virginia Taken from Angola to labor in the Spanish colonies, a group of Africans was captured by English pirates in 1619 who planted the seeds of American slavery by rerouting them to Virginia.

Sep/Oct 2019

Cover: Boudica, an ancient queen of Britain, revolted against Rome and brought the 9th Legion to its knees in 60 A.D.

Mummy Trafficking Before being protected by museums in the 1900s, Egyptian mummies were traded throughout Europe for centuries—their bodies being used in medicine and paint.

World of Marco Polo Merchant, explorer, and author: Marco Polo traveled throughout Asia in the 1200s and brought back colorful tales that captured the European imagination.

Nov/Dec 2019

Cover: From cats and dogs to scarabs and scorpions, animals were sacred in ancient Egypt, worshipped as gods and immortalized in art.

The Amazons Long believed to be myth, warrior women of ancient Greece really did exist, as archaeology has found supporting evidence in thousands of ancient Scythian graves.

Race to the North Pole In 1909, two explorers—Dr. Frederick A. Cook and Robert E. Peary—sought to be the first to “discover” the North Pole. Both men claimed the prize, but history still hasn't awarded it.

Jan/Feb 2020

Cover: One hundred years ago, the 18th amendment to the U.S. Constitution went into effect, as the nation went dry, and Prohibition began.

Roman Roads Connecting the corners of its sprawling empire, Rome built the world's first massive highway system, stretching more than 50,000 miles long.

Eleanor of Aquitaine Heir to the largest and richest province in France, queen of France and later England, and mother to kings, Eleanor was one of the most powerful figures in the Middle Ages.

Mar/Apr 2020

Cover: Daughter of the earth and sky, Isis was once an obscure Egyptian goddess whose influence grew throughout millennia, expanding from Africa north to Britain and east to Asia.

Pirates of the Mediterranean Sailing and stealing on the seas for millennia, pirates were a plague along the trade routes of the ancient Greeks and Romans.

Inca Gold In 1532, Spanish conquistador Francisco Pizarro demanded a golden ransom for Atahualpa, king of the Inca. The king was killed, but the gold's fate remains a mystery.

*Note: All editorial subject to change

| AUDIENCE PROFILE

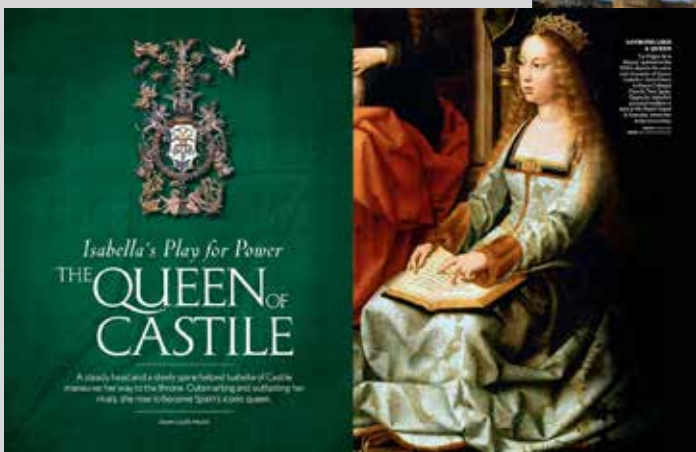
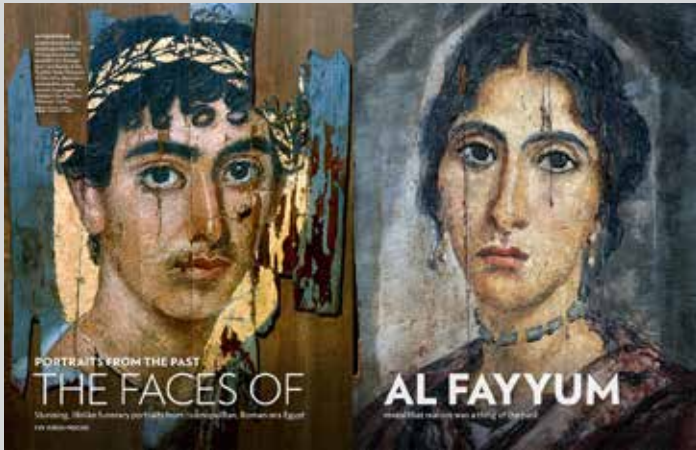
| Median Age 57

| 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

2020 Closing Dates

ISSUE DATES	AD CLOSE	AD MATERIALS DUE	SUPPLIED UNITS DUE	ON NEWSSTANDS
Jan/Feb	11/1/19	11/8/19	11/22/19	12/24/19
Mar/April	1/2/20	1/9/20	1/24/20	2/25/20
May/June	3/2/20	3/9/20	3/27/20	4/28/20
July/Aug	5/1/20	5/8/20	5/29/20	6/30/20
Sep/Oct	7/1/20	7/8/20	7/24/20	8/25/20
Nov/Dec	9/1/20	9/8/20	9/25/20	10/27/20

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

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.

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

UPLOAD PRESS-READY PDFS

to AdShuttle.com.
Call 866-774-5784 for site support.

FILES SHOULD BE UPLOADED 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:
Quad Imaging-Sussex, NG History
Attn: Mary Colclasure
N64W23110 Main Street
Sussex, WI 53089
262-673-1278

QUESTIONS

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

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.