To teach kids about the world and how it works, empowering them to succeed and to make it a better place.

Scientists once thought Stegosaurus had a second brain in its hip.
LAUNCHED: 1975

FEATURE STORIES: An awesome mix of articles on animals, nature, science, technology, history, geography, and exploration

DEPARTMENTS: Weird But True, Bet You Didn’t Know, Amazing Animals, Cool Inventions, Incredible Animal Friends, Sports Funnies, Extreme Weirdness, Dare to Explore, Guinness World Records, Stump Your Parents, plus interactivity like Art Zone, Back Talk, Funny Fill-in, and What in the World?

EXTRAS: Large pullout posters or maps, collectible trading cards, contests, stickers, cover wraps, surveys, and more

TARGET AUDIENCE: 6- to 14-year-old boys and girls

RATE BASE: 750,000*

READERSHIP: 2.1 million*

FREQUENCY: 10 issues/year

PRICE: $30 annual subscription; $4.99 per single copy

WEBSITE: natgeokids.com

*DID YOU KNOW?
A rabbit’s teeth never stop growing.

*Source: NGK internal estimates
EDITORIAL CONTENT

National Geographic Kids readers enjoy the following regular departments in nearly every issue:

DARE TO EXPLORE First-person adventure stories
AWESOME 8 The most awesome information around a fun theme
WILD VACATIONS Amazing places and activities around the world
FUN STUFF Interactive department with favorites such as Funny Fill-in, Just Joking, and What in the World?, plus games, comics, and more.

New in 2019 – Kids Vs. Plastic DIY page, with fun activities and tips to decrease plastic use
BY THE NUMBERS Kid-friendly infographics on topics they love
STUMP YOUR PARENTS Kids challenge parents in this super fun quiz
AMAZING ANIMALS Extraordinary stories about animals

BET YOU DIDN’T KNOW Crazy themed facts you never knew
WEIRD BUT TRUE Outrageous fun facts
GUINNESS WORLD RECORDS World records that kids can’t get enough of
COOL POSTER A fact-filled pull-out animal poster

EDITORIAL CALENDAR 2020

FEBRUARY
Cover Story: Penguins
Brain Candy and Kings/Queens Excerpts
Sun Bear Rescue
Arctic Fox Poster
30 Cool Things: Dinosaurs

MARCH
Cover Story: Jaguar
Awesome 8: Parades
20 Cute Animals
30 Cool Things: China
Jaguar Highway
Explorers Academy Star Dunes Excerpt

APRIL
Special Issue: Save The Animals
Personality Quiz & Tips
By the Numbers: Recycling
Geo challenge

MAY
Cover Story: Koalas
Brain Candy: Rubber Ducks
Red-eyed Free Frog Poster
Science Behind the Rides
Orangutan School
Zeus 2 Excerpt

JUNE/JULY
Cover Story: Sharks
Awesome 8: Sports
Super Friendly Shark
Flamingo Collector’s Cards
California Wildfire Rescue
Mars Rover
Epic Science Fails

AUGUST
Cover Story: Sea Lions
Ultimate Secrets Revealed
Animal Showdown
30 Cool Things: Toyko Olympics
Recycling Plant

SEPTEMBER
Special Issue: Supersmart
Brain Candy: One Minute Scientist Personality Quiz
Smart Animals
10 Brainy Questions
Izzy Excerpt

OCTOBER
Special Issue: Halloween
Awesome 8: Spiders
Amazing Animals: Pet Parade
Animals at the Zoo
Slow Loris
Are Ghosts Real?
Haunted City

NOVEMBER
Cover Story: Tigers
Amazing Animals: Presidential Pets
Wombat Poster
Undercover Tech
Fat Bears
Zeus 3 Excerpt

DECEMBER ’20/JANUARY ’21
Cover Story: Snowy Owl
Brain Candy: Glowing Animals
Cougar Kitten Poster
Cool Inventions
Conservation Dogs
30 Cool Things

*All editorial subject to change
Cool Clicks, Awesome Videos, Fantastic Facts, and a Ton of Fun!

natgeokids.com is a website that inspires kids to care about the planet—and the people, places, and animals in it. This site targets kids ages 6-14 and is jam-packed with games, videos, and photos from all over the world (and across the galaxy!)

A HIGHLY ENGAGING SITE
- 9.1 MM page views
- 1.4 MM unique visitors
- 7:55 minutes average time spent on site

FEATURES INCLUDE:
- Immersive, high-quality video
- Original games and interactive adventures
- Compelling visual Creature Feature animal profiles

TOP THREE MOST POPULAR SECTIONS:
- Games
- Videos
- Animals

"With a seemingly endless supply of activities, natgeokids.com can keep kids occupied for hours—and teach them a lot along the way."
– Common Sense Media

Source: Adobe Analytics, March 2018-2019
MEET JASON
A psychographic profile of the typical National Geographic Kids reader

Meet National Geographic Kids reader, Jason. He just turned ten years old and is excited about finally being in double digits! Will loves playing in his treehouse, exploring in his backyard, and playing tag and soccer with the neighborhood kids. When it comes to school, his favorite subject is science, and he loves reading mysteries and books about animals. His classmates are always impressed with the “Weird But True” facts that he shares at lunchtime. At home, Jason is known as the recycling guru because he’s in charge of taking all paper, plastic, and glass items to the recycling bin outside. When he’s not in school or playing after-school sports, Jason takes on his little brother in video games, plays games on his tablet, and takes pictures with his digital camera. Jason is looking forward to his family vacation in July...snorkeling in the Keys. He’s hoping to spot a shipwreck!
AUDIENCE PROFILE

Demographics

- **MEDIAN AGE**: 10 years old
- **AGE 8–14**: 80%
- **BOYS**: 56%
- **GIRLS**: 44%
- **READERS PER COPY**: 2.8
- **MEDIAN HHI**: $125,000
- **PARENT MEDIAN AGE**: 45 years old

- Read National Geographic Kids the first day they get it: 76%
- Average time spent reading the magazine: 1.5 hours
- Would like to go to college: 97%
- Think magazine ads are fun to look at: 66%

DECISION MAKERS

The percentage of readers that influence or decide on the following household purchases and plans:

- Sneakers 95%
- Books 95%
- Clothes 93%
- Vacation activities: 91%
- Breakfast cereal: 87%
- Snack foods: 86%
- Video/Computer games 79%

Source: National Geographic Kids & Family Insight Community

DID YOU KNOW?

Hammerhead sharks can give birth to 40 babies at once.
PARENT INVOLVEMENT

My child tells me about *National Geographic Kids* often/sometimes: 99%
Rate *National Geographic Kids* excellent/good: 99%
Read *National Geographic Kids* often/sometimes: 92%
Say *National Geographic Kids* is better than the other kids’ magazines: 80%
Read *National Geographic Kids* to read with/to my child: 78%

ACTIVITIES

- Read books 99%
- Watch TV 95%
- Listen to music 95%
- Watch movies on DVD 94%
- Play sports 92%
- Use an iPad or other tablet 86%
- Play online games 85%
- Play video games 85%
- Surf the internet 77%
- Take pictures on a smartphone 65%

Source: National Geographic Kids & Family Insight Community
ADVERTISING SPECIFICATIONS

2020 ISSUE CLOSING DATES

<table>
<thead>
<tr>
<th>Material Close</th>
<th>Supplied Insert Due</th>
<th>Newsstand Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td>11/11/19</td>
<td>11/27/19</td>
</tr>
<tr>
<td>March</td>
<td>12/16/19</td>
<td>1/2/20</td>
</tr>
<tr>
<td>April</td>
<td>1/21/20</td>
<td>2/5/20</td>
</tr>
<tr>
<td>May</td>
<td>2/24/20</td>
<td>3/11/20</td>
</tr>
<tr>
<td>June/July</td>
<td>3/30/20</td>
<td>4/15/20</td>
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<tr>
<td>August</td>
<td>5/11/20</td>
<td>5/27/20</td>
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<td>September</td>
<td>6/15/20</td>
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<td>October</td>
<td>7/20/20</td>
<td>8/5/20</td>
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<tr>
<td>November</td>
<td>8/24/20</td>
<td>9/9/20</td>
</tr>
<tr>
<td>Dec '20/Jan '21</td>
<td>9/28/20</td>
<td>10/14/20</td>
</tr>
</tbody>
</table>

All orders and contracts should be addressed to your Brand Manager.
Please request an Interactive Inclusion Form from your Brand Manager for digital insertions.

ADVERTISING PAGE DIMENSIONS

Book Trim: 8” x 10 1/2”, Saddle-stitched, Web Offset

<table>
<thead>
<tr>
<th>Width x Depth</th>
<th>Non-Bleed</th>
<th>Bleed</th>
<th>Trim</th>
<th>Safety</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page</td>
<td>Inches</td>
<td>7 x 9-1/2</td>
<td>8-1/4 x 10-3/4</td>
<td>8 x 10-1/2</td>
</tr>
<tr>
<td>Spread*</td>
<td>Inches</td>
<td>15 x 9-1/2</td>
<td>16-1/4 x 10-3/4</td>
<td>16 x 10-1/2</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>Inches</td>
<td>2-7/8 x 9-1/2</td>
<td>4-1/8 x 10-3/4</td>
<td>4 x 10-1/2</td>
</tr>
<tr>
<td>1/2 Horizontal Spread*</td>
<td>Inches</td>
<td>15 x 4-1/2</td>
<td>16-1/4 x 5-3/8</td>
<td>16 x 5-1/4</td>
</tr>
<tr>
<td>1/2 Horizontal*</td>
<td>Inches</td>
<td>7 x 4-1/2</td>
<td>8-1/4 x 5-3/8</td>
<td>8 x 5-1/4</td>
</tr>
<tr>
<td>1/3 Vertical</td>
<td>Inches</td>
<td>2 x 9-1/2</td>
<td>3 x 10-3/4</td>
<td>2-5/8 x 10-1/2</td>
</tr>
<tr>
<td>Cover Wrap**</td>
<td>Inches</td>
<td>7 x 4</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*For spreads bleeding across gutter, allow no safety for photographs. Please do not mirror image in gutter.
For body copy/headlines, allow 1/8” for safety on each side of gutter.
** When cover wrap prints on 75# uncoated stock, please use 110 LS to offset ink density.

QUESTIONS

Contact Julie Ibinson at julie.ibinson@natgeo.com or 202-791-1053

DID YOU KNOW?
Lemons contain more sugar than strawberries.
ADVERTISING SPECIFICATIONS

PRINT AD SPECIFICATIONS
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.

Please supply 2 hard copy contract-quality proofs, at 100% size, matching each uploaded digital file to:
Quad Imaging-Sussex
Attn: Mary Colclasure (National Geographic Kids)
N64W23110 Main Street
Sussex, WI 53089
262-673-1278

QUESTIONS
Contact Julie Ibinson at julie.ibinson@natgeo.com or 202-791-1053

INTERACTIVE SPECIFICATIONS AND MATERIALS DELIVERY
Ads and editorial content are viewable in landscape mode only.
All print advertisers who have a half page or larger ad in print will automatically be included in the tablet edition.
The tablet edition is an SFP (straight from print) PDF edition.
No interactivity or additional ad-buys are permitted.

INFORMATION & QUESTIONS
Contact your Account Executive or Kimberley Kopp at kimberley.kopp@natgeo.com or 212-822-9097

DID YOU KNOW?
Two unmanned spacecraft have been traveling through outer space for 33 years.
ADVERTISING GUIDELINES

*National Geographic Kids* prefers bleed ads in the magazine. *National Geographic Kids* reserves the right to decline any advertisement(s) deemed inappropriate, inaccurate, or misleading to its intended readers. Furthermore, the publisher reserves the right to decline advertisement(s) whose subject matter is inconsistent with the mission of the National Geographic Society. *National Geographic Kids* does not accept advertisements that contain content related to alcohol, tobacco, sex, drugs, weapons, extreme violence, or other content that may be upsetting or confusing to children in our readership ages 6-14.

The word “ADVERTISEMENT” should appear in a type size equal in size and weight as the magazine’s normal editorial typeface horizontally at the center top of your ad page if the following criteria apply:

1. Creative that contains games, puzzles, or interactive elements that may be misconstrued as editorial games
2. Advertisements that carry the magazine’s name or logo
3. Creative that resembles editorial or that could be misinterpreted as editorial
4. Ads that include contests, sweepstakes, or giveaways
5. Any ads containing educational products for children
6. All partial-page sized ads
TERMS & CONDITIONS

The following certain terms and conditions governing advertising published in the following NG Media properties (the "Properties"), defined as Print and digital editions of the following Properties ("Magazines"): National Geographic Magazine, National Geographic Traveler magazine, National Geographic Kids magazine, National Geographic Little Kids magazine and National Geographic Newsstand Specials. Placement of an order with the “Magazines” 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 publisher 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 the publisher 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 publisher’s approval of copy, including display, text, and illustration.
- The publisher 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 publisher. Rate holders and short rates will be applied when applicable.
- Rates are subject to change without notice.
- Publisher 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 publisher’s control.
- All advertisements are accepted by the publisher 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 publication and in any other media (including by way of example and not limitation electronic on-line delivery and microfilm, microfiche, or electronic archival reproductions, and revisions of the publication).
- The advertiser and the agency, jointly and severally, will indemnify and hold harmless the magazine, 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, 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 Society’s policy.

DID YOU KNOW?

An elephant once water-skied on the Hudson River in New York City.
No charge for bleed. Payment must be made by closing unless advertising is placed through an accredited agency. In such event, full payment is due in the month of issue. Agency Commission–15%. No prompt payment discount allowed. For information on business reply cards, inserts, or special configurations, please contact your brand manager. All products and services must be approved by the publisher before acceptance of insertion order. NATIONAL GEOGRAPHIC KIDS reserves the right to decline any advertisement(s) deemed inappropriate or incompatible to the mission of the National Geographic Society.

ADVERTISING CONTRACTS AND ORDERS
All orders for print advertising must be in written contract form or a signed letter on company letterhead by the agency placing the advertisement. For in-house advertising where no agency is involved, the orders must be in written contract form or a signed letter on the advertiser’s company letterhead. Verbal reservations, orders or cancellations are not accepted. All written orders must follow these stipulations: 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 the publisher prior to the submission of the document and will be billed as such. Placement of an insertion order with the publisher shall mean acceptance of all the terms and conditions of 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. 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 contracts or orders, except covers, shall be considered requests only and not conditions of purchase. Orders for second, third and fourth cover positions are non-cancelable within 60 days of the closing date for the issues specified. 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 publisher’s approval of copy, including display, text and illustration. The publisher will not be bound by any conditions, printed or otherwise, appearing on orders or copy instructions when such conditions conflict with the regulations set forth in this rate card. Contracts must be completed within one year from the date of first insertion. Rate holders and short rates will be applied when applicable.

AGENCY, ADVERTISER, AND PUBLISHER AGREEMENTS
Rates and regulations are subject to change without notice. Publisher 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 publisher’s control. All advertisements are accepted by the publisher 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 publication and in any other media (including by way of example and not limitation electronic on-line delivery and microfilm, microfiche, or electronic archival reproductions and revisions of the publication). The advertiser and the agency, jointly and severally, will indemnify and hold harmless the magazine, 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, copyright infringement or plagiarism. Any insertion of advertising made by the agency represents an acceptance by the agency and the advertiser of all the conditions of the rate card applicable to the issue in which the insertions are published.
AWARDS

National Geographic Kids Magazine

FOLIO EDDIE AWARDS
2018
Best Single Article, Youth/Teen: “The Science of Cute”, Dec 18 — Winner
Best Full Issue, Consumer/Youth and Teen: April 18 — Honorable Mention
Best Series: Consumer/General: “Future World” — Honorable Mention
2017
Best Full Issue, Youth/Teen: May 2017 — Winner
Best Series, Youth/Teen: “30 Cool Things” — Honorable Mention
2016
Honorable Mention

WEBBY AWARDS
2019
Education — Honoree
2018
Best Youth Website
2016
Best Youth Website — People’s Voice

KIDSCREEN HOT50
2018
Digital Media: “Save the Earth” — Top 10
2017
Digital Media: “Weird But True” — Top 4

KIDSSCREEN AWARDS
2019
Best New Programming Tweens Series: “Nat Geo Kids Block” — Finalist
Best On-Air Host: “What Sam Sees” — Finalist
Best New Series: “What Sam Sees” — Finalist
2018
Best Program Block for 6-11: “Weird But True! TV” — Winner
“Nat Geo Kids Block” — Winner
“Spaced Out” — Honorable Mention
DAYTIME EMMY’S
2019
Outstanding Educational or Informational Series: “Weird But True! TV” — Nominee
Outstanding Directing for a Single Camera Lifestyle, Culinary, Travel, or Educational and Informational Program: “Weird But True! TV” — Nominee
2018
Outstanding Children’s or Family Viewing Series: “Nat Geo Kids Block” — Nominee
PARENTS CHOICE AWARDS
2018
Children’s Television: “Safari Live” — Winner (Silver)
2017
Best Kids Program 8-10 Series: “Nat Geo Kids Block” — Winner (Silver)

National Geographic Little Kids Magazine

FOLIO EDDIE AWARDS
2018
Best Full Issue, Consumer General: March/April 18 — Honorable Mention
PARENT’S CHOICE AWARDS
2016 and 2015
Gold award

National Geographic Kids Digital

CYNOPSIS
2018
Social Good Award: “Kids vs. Plastic” — Honorable Mention
FOLIO EDDIE AWARDS
2018
Best Newsletter/Consumer: “Family Field Guide” — Honorable Mention

Best Consumer Website – Honorable Mention
2017
Best Consumer Website – Honorable Mention
2016
Best Consumer Website – (General Interest) — Winner

WEBBY AWARDS
2019
Education — Honoree
2018
Best Youth Website
2016
Best Youth Website — People’s Voice
2015
Education — Honoree
2014
Best User Experience
2013
Best Web/App Series: “Safari Live” — Winner
2012
Best Web/App Series: “Safari Live” — Winner

KIDSCREEN AWARDS
2019
Best Programming Block: “Nat Geo Kids Block” — Winner
Best Web/App Series: “Safari Live” — Winner
2018
Best New Programming Tweens Series: “Nat Geo Kids Block” — Finalist
Best On-Air Host: “What Sam Sees” — Finalist
Best New Series: “What Sam Sees” — Finalist
2017
Best K2-11 Series: “Nat Geo Kids Block” — Finalist
Best K2-11 Series: “Nat Geo Kids Block” — Finalist
Best New Series for 6-11:
“Nat Geo Kids Block” — Winner (Silver)
“What Sam Sees” — Honorable Mention
Educational Series/Special:
“Nat Geo Kids Block” — Winner (Silver)
“Spaced Out” — Honorable Mention

SCIENCE MEDIA AWARDS
2016
Short Form Series: “Nature Boom Time” — Finalist
Science Ambassador: “Nature Boom Time host Charlie Engelman” — Finalist
Engaging Young Scientists: “Nature Boom Time” — Spanish Moss episode” — Finalist