



# | NATIONAL GEOGRAPHIC MAGAZINE

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.



# | HIGHLIGHTS

NATIONAL GEOGRAPHIC MAGAZINE IS MORE VIBRANT THAN EVER, WITH 80% OF READERS RATING THE MAGAZINE AS VERY GOOD/ONE OF MY FAVORITES, AND A TOTAL REACH OF 27.959,000 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 \$200,000+)
- | Self-employed Professional/Managerial

#### **DID YOU KNOW?**

A third of *National Geographic* magazine readers are millennials. That's more than 9.5 million readers, which makes millennials the largest audience segment of our readership.



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

JANUARY

| **Special Issue: FUTURE OF MEDICINE** |

**Future of Women's Health**

Zoanne Clark, a former E.R. physician and now an executive producer and writer for the ABC series, "Grey's Anatomy," looks at the state of women's health and wellness.

**Pain**

Scientists are just now starting to understand how the brain experiences pain and to explore the genetic basis for why people experience pain differently.

**World's Healthiest Diet**

"Blue Zones" author Dan Buettner will look at what researchers have learned about why certain foods help us live longer, healthier lives.

**Microbiome**

Research into our microbiome is rapidly revolutionizing our understanding of the vital role the 40 million bacteria in our intestines and elsewhere play in our physical—and mental—health.

FEBRUARY

| **Cover: CLOTILDA SLAVE SHIP** |

After a yearlong search by marine archaeologists, the schooner Clotilda—the last known ship to bring enslaved Africans to America's shore—has been discovered in a remote arm of Alabama's Mobile river, shedding new light on a lost chapter of American history.

**American Prairie**

Today the "American Serengeti" is one of the fastest disappearing areas in the American West due to climate change and hunting. This story looks at the efforts of the American Prairie Reserve to create a 3-million-acre, fully functioning ecosystem.

**Modern Beauty**

Beauty standards are at once a celebration of femininity and an agent of conformity. This story will document women as they navigate the complex pressures of modern beauty standards, especially with the added pressures created by the internet and social media.

MARCH

| **Cover: END OF TRASH** |

In nature, stuff moves in circles. But humans have thrown a monkey wrench into the elegant machinery. We voraciously extract resources from one part of nature, transform them into consumer goods and services, and dump the waste in a place where it's a pollutant rather than a resource. The solution, some people say, is to make our economy more like a natural ecosystem.

**Chibok Girls**

Five years after girls in Chibok, Nigeria were captured by the militant group Boko Haram, the girls and their families are trying to put their lives together. Of the 276 Chibok students kidnapped, 112 are still missing. Five years after the abduction, Nigerians still wonder, where are our girls?

APRIL

| **Special Issue: EARTH DAY @ 50** |

**TWO PASTS, TWO FUTURES: The Good and the Bad**

Each story will be a reported essay, documented with an expansive graphics package and accompanied by sidebar examples and annotations. The stories will form a narrative that defines the moment and the planetary choice.

**Earth: The Last 50 Years**

Nat Geo looks at a half-century of progress and damage. Since 1970, as the human population has exploded, taking environmental destruction global and altering climate for centuries to come. At the same time, the number of people living in extreme poverty has plummeted, and people are living much longer.

**Earth Today: A Photo Essay**

Between past and future, Nat Geo presents a time capsule of 2020—a portfolio of photographs capturing the beauty of Earth today and what's being lost.

**Earth: The Next 50 Years**

If we allow current trends to continue, it's not crazy to worry about the end of civilization. It's also possible, though, that we will emerge from this "forest dark" with a new way of living on Earth, one that doesn't deplete the planet's natural riches or require us to decamp for Mars.

MAY

| **Cover: UNVEILING THE AMERICAS** |

As revolutionary imaging technology is enabling researchers to detect ancient ruins hidden by dense jungle canopies for centuries, how can a nation that's economically yet rich in cultural and ecological treasures blaze a path toward sustainable development?

**Autism**

Autism is a rapidly growing diagnosis—up 600 percent in the past 20 years. A great deal has been written about why, but this story focuses on the "who?"—spotlighting the increases attention on underserved groups and adults who have spent most of their lives misdiagnosed or undiagnosed.

**Genius Aretha**

Our story on Aretha Franklin will chart the arc of her genius and the impact she's had beyond music, especially in the fight for civil rights. Her musical genius was nurtured by her family and community, and we'll look at her life experiences that link back to her genius.

JUNE

| **Cover: WWII ANNIVERSARY** |

**Women and Migration**

A team of women photographers from The Everyday Projects will document how migration impacts women worldwide, and show the massive scope of how social, economic, political, and climate issues, among others, are pushing and pulling women from their homes.

All editorial subject to change.

**Tompkins**

Former CEO of Patagonia, Kris Tompkins, spent the past several years buying and conserving millions of acres of land throughout South America with her now-deceased husband Doug Tompkins, the founder of The North Face. In the process, they've inspired citizens to take pride in their country's stunning, unique, and diverse landscapes and motivated governments to protect the land. But there is a lot more work to do.

JULY

**| Everest Special Issue: THE ROOF OF THE WORLD |**

**Everest Expedition**

This story documents the findings of the single-most comprehensive scientific expedition to Mount Everest in history in an effort to better understand the impacts of climate change on the region.

**Mustang Treasures**

High in remote northern Nepal, the ancient Kingdom of Mustang is facing a crisis: looters are stealing their antiquities.

**Snow Leopards**

This big cat once reigned supreme in the Himalayas. We'll cover efforts to protect the species, which is vulnerable to climate change, habitat loss, and human activities, such as poaching.

**Everest North Side**

Writer Mark Synnott and photographer Renan Ozturk lead a team up the Tibet side of Mount Everest.

**Himalaya Water Tower**

We will examine the current state and future of the Himalaya glaciers that serve as the crucial water towers in Asia.

AUGUST

**| Cover: REIMAGINING DINOSAURS |**

Over the past few years, a dazzling array of fossil finds, coupled with advances in technology, have dramatically revised our pictures of even the most iconic dinosaur species.

**Out of Eden: Part 8**

Paul Salopek's foot journey across northern India, from Pakistan to Myanmar, offers a storytelling map in to this vital country that no other media platform can hope to match: a rich, atmospheric, boot-level look at India at the threshold of an era that, conceivably, might be called the Indian Century.

**Atomic Bomb**

We mark the 75th anniversary of the first—and, so far, only—times that nuclear weapons were fired in war. Nat Geo returns to Japan for what may be one of the last anniversaries witnessed by many hibakusha, the bomb survivors.

**U.S. Child Marriage**

200,000 children were married in America from 2000 to 2015. In the U.S., 25 states have yet to set a minimum age below which a child cannot marry. This story will look at the life-long consequences of child marriage and the complicated issues that lead to such a choice.

SEPTEMBER

**| Cover: GLADIATORS |**

**Bengal Girls**

This is an investigative look at child trafficking in West Bengal, India. Since 2011, more than 35,000 minor girls have been reported missing and presumed kidnapped, many of whom are sold to gangs and forced into prostitution.

**Ostriches**

Let's look at the original big bird, the original weird and wild – the ostrich.

OCTOBER

**| Cover: GREAT LAKES |**

The Great Lakes hold 20 percent of the world's freshwater, and more than 35 million people rely on their six quadrillion gallons for drinking. In a warming world, where drought will become increasingly common, the Great Lakes may be North America's most valuable resource, more vital than coal, gas, or oil.

**Meditation**

Meditation and mindfulness have been part of human culture for millennia. But only in the past few decades, has meditation gone from being a preoccupation of spiritualists to becoming a subject of serious scientific inquiry.

**Smart Phones**

A look at smart phones and how they are affecting our behavior.

**Menstruation**

For millennia, menstruation has been both considered sacred and feared. This story will examine how the spectrum of menstrual stigmas manifest in science, culture, and communities around the world, and highlight the new science that is, at long last, giving women a deeper understanding of their bodies.

NOVEMBER

**| Cover: RISE OF THE MACHINES |**

This story will explore the software, machines, and factories behind the Fourth Industrial Revolution and the impact of this revolution on the labor force—and by extension, the political climate both in the U.S. and globally.

**Women and Democracy**

Across continents, women are finding new power in numbers as politics pave the way for more women in decision-making positions.

DECEMBER

**| Cover: REPATRIATION |**

For decades, leaders from Egypt to Nigeria to Peru have called for the return of cultural treasures "looted" by European explorers and colonizers, a plea that has fallen mostly on deaf ears. This story will explore some of the most hotly debated questions of our post-colonial times: Where do the world's great cultural treasures belong?

**Living Lullabies**

Living Lullabies illuminates critical issues facing women and children through the multidisciplinary storytelling of families' night-time rituals. The project aims to explore how issues at the top of global agendas—conflict, migration, public health, and climate change—affect and are reflected in the stories of bedtime for children around the world.

All editorial subject to change.

# I TOTAL AUDIENCE PROFILE

NATIONAL GEOGRAPHIC  
RATE BASE: 2,250,000  
2019 SPRING MRI

	[ 000s ]	% COMP.	% COV.	INDEX
<b>Adults</b>				
<b>Total</b>	<b>27,959</b>	<b>100.0</b>	<b>11.2</b>	<b>100</b>
Men	15,317	54.8	12.7	113
Women	12,642	45.2	9.8	87
<b>Age   Median: 47.6 years</b>				
18-24	3,648	13.0	12.4	110
25-34	4,834	17.3	10.8	96
35-44	4,441	15.9	11.0	98
45-54	4,058	14.5	9.7	86
55-64	4,702	16.8	11.3	100
65+	6,277	22.5	12.5	111
[ b.1997-2010 ] Gen Z	2,445	8.7	13.2	117
[ b.1977-1996 ] Millennials	9,485	33.9	10.9	97
[ b.1965-1976 ] GenXers	4,741	17.0	9.7	86
[ b.1946-1964 ] Boomers	8,553	30.6	12.1	108
[ b.pre-1946 ] Pre-Boomers	2,735	9.8	11.6	103
<b>Income   Median HHI: \$72,815   Median IEI: \$43,983</b>				
HHI \$100,000+	9,711	34.7	11.2	100
HHI \$150,000+	5,096	18.2	11.7	104
HHI \$200,000+	2,457	8.8	11.8	105
HH Net Worth \$1M+	3,391	12.1	13.6	121
<b>Education</b>				
Att./Grad. College+	18,936	67.7	12.6	112
Bachelor's Degree+	10,428	37.3	13.2	117
Post Graduate Degree	4,290	15.3	14.9	132
<b>Occupation</b>				
C-Suite/Top Management	1,508	5.4	14.2	127
Top Management	1,312	4.7	13.9	124
Managers/Professionals	7,562	27.0	12.0	107
Mgt./Bus./Fin. ops	2,548	9.1	9.8	87
Prof./Related occup.	5,014	17.9	13.6	121
<b>Household Composition   Median Home Value: \$269,481</b>				
Own Home	18,093	64.7	11.0	98
Married	14,097	50.4	10.7	95
Kids in HH	10,115	36.2	10.7	95
Influentials*	2,872	10.3	19.4	173
Super Influentials**	1,084	3.9	22.9	204

\*(3+ public activities/last year)

\*\* (5+ public activities/last year)

# PREFERRED EDITION AUDIENCE PROFILE

NATIONAL GEOGRAPHIC PREFERRED  
RATE BASE: 900,000  
2019 SPRING GFK MRI

	[ '000s ]	% COMP.	% COV.	INDEX
<b>Adults</b>				
<b>Total</b>	<b>10,845</b>	<b>100.0</b>	<b>4.4</b>	<b>100</b>
Men	5,799	53.5	4.8	111
Women	5,046	46.5	3.9	90
<b>Age   Median: 50.9 years</b>				
18-24	1,106	10.2	3.7	86
25-34	1,489	13.7	3.3	76
35-44	1,778	16.4	4.4	101
45-54	1,796	16.6	4.3	98
55-64	1,881	17.3	4.5	104
65+	2,794	25.8	5.5	127
[ b.1997-2010 ] Gen Z	786	7.2	4.2	97
[ b.1977-1996 ] Millennials	3,095	28.5	3.5	81
[ b.1965-1976 ] GenXers	2,153	19.9	4.4	101
[ b.1946-1964 ] Boomers	3,636	33.5	5.2	118
[ b.pre-1946 ] Pre-Boomers	1,175	10.8	5.0	114
<b>Income   Median HHI: \$137,937   Median IEI: \$66,907</b>				
HHI \$100,000+	8,480	78.2	9.8	225
HHI \$150,000+	4,450	41.0	10.2	234
HHI \$200,000+	2,146	19.8	10.3	236
HH Net Worth \$1M+	2,961	27.3	11.9	273
<b>Education</b>				
Att./Graduated College+	9,009	83.1	6.0	138
Bachelor's Degree+	6,041	55.7	7.6	175
Post Graduate Degree	2,780	25.6	9.6	221
<b>Occupation</b>				
C-Suite/Top Management	1,054	9.7	10.0	228
Top Management	961	8.9	10.2	234
Professional/Managerial	4,314	39.8	6.9	158
Mgt./Bus./Fin. ops	1,614	14.9	6.2	142
Prof./Related occup.	2,699	24.9	7.3	169
<b>Household Composition   Median Home Value: \$384,885</b>				
Own Home	9,010	83.1	5.5	126
Married	7,098	65.4	5.4	124
Kids in HH	3,936	36.3	4.2	96
Influentials*	1,497	13.8	10.1	232
Super Influentials**	597	5.5	12.6	289

\* (3+ public activities/last year)  
\*\* (5+ public activities/last year)

# ADVERTISING SPECIFICATIONS

NATIONAL GEOGRAPHIC MAGAZINE

Closing Dates				
ISSUE DATES	SPECIAL GATEFOLDS, PAPER, NGM-PRINTED UNITS ORDERS DUE	STANDARD CLOSING [Orders & Materials Due]	SUPPLIED UNITS DUE TO BINDERY	U.S. NEWSSTAND ON-SALE DATES*
January	10/1/19	<b>11/1/19</b>	11/15/19	12/24/19
February	11/1/19	<b>12/2/19</b>	12/17/19	1/28/20
March	12/2/19	<b>1/2/20</b>	1/17/20	2/25/20
April	1/2/20	<b>2/3/20</b>	2/18/20	3/31/20
May	2/3/20	<b>3/2/20</b>	3/17/20	4/28/20
June	3/2/20	<b>4/1/20</b>	4/17/20	5/26/20
July	4/1/20	<b>5/1/20</b>	5/15/20	6/30/20
August	5/1/20	<b>6/1/20</b>	6/17/20	7/28/20
September	6/1/20	<b>7/1/20</b>	7/17/20	8/25/20
October	7/1/20	<b>8/3/20</b>	8/17/20	9/29/20
November	8/3/20	<b>9/1/20</b>	9/17/20	10/27/20
December	9/1/20	<b>10/1/20</b>	10/16/20	11/24/20

Advertising Page Dimensions			
BLEED SPACE SIZES	BLEED [W x H]	TRIM [W x H]	LIVE [W x H]
Full Page	7 1/8" x 10 1/4" 182 x 260 mm	6 7/8" x 10" 174 x 254 mm	6 1/8" x 9 1/4" 156 x 235 mm
Spread	14" x 10 1/4" 355 x 260 mm	13 3/4" x 10" 349 x 254 mm	13" x 9 1/4" 330 x 235 mm
1/2 Page Vertical	3 11/16" x 10 1/4" 90 x 260 mm	3 7/16" x 10" 84 x 254 mm	2 9/16" x 9 1/4" 65 x 235 mm
1/2 Page Horizontal	7 1/8" x 5 1/4" 182 x 133 mm	6 7/8" x 5" 174 x 127 mm	6 1/8" x 4 1/4" 156 x 108 mm
1/2 Page Spread	14" x 5 1/4" 355 x 133 mm	13 3/4" x 5" 349 x 127 mm	13" x 4 1/4" 330 x 108 mm

  

NON-BLEED SPACE SIZES	[W x H]	NON-BLEED SPACE SIZES	[W x H]
Full Page	6 1/8" x 9 1/4" 156 x 235 mm	1/2 Page Vertical	2 9/16" x 9 1/4" 65 x 235 mm
Spread	13" x 9 1/4" 330 x 235 mm	1/2 Page Horizontal	6 1/8" x 4 1/4" 156 x 108 mm
1/4 Page	2 3/4" x 4 1/4" 70 x 108 mm	1/2 Page Spread	13" x 4 1/4" 330 x 108 mm
1/8 Page	2 3/4" x 2" 70 x 51 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

\* 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.



# | ADVERTISING SPECIFICATIONS

NATIONAL GEOGRAPHIC MAGAZINE

## 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](http://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](http://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

**NOTE** New Contact and address effective 12/3/18

Ship to:  
Wendy Smith, Quad/Graphics  
c/o National Geographic Partners  
1145 17th Street NW  
Washington, DC 20036  
Ph: 202.791.1073  
[wesmith@blue-soho.com](mailto:wesmith@blue-soho.com)

### QUESTIONS

Contact Julie Ibinson at  
[julie.ibinson@natgeo.com](mailto: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 [partnerships@natgeo.com](mailto:partnerships@natgeo.com)

# ADVERTISING SPECIFICATIONS

NATIONAL GEOGRAPHIC MAGAZINE

## 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.

# | AWARDS & RECOGNITION

NATIONAL GEOGRAPHIC CONTINUOUSLY REDEFINES THE STANDARD OF EXCELLENCE FOR PRINT AND DIGITAL JOURNALISM. SUPERIOR EDITORIAL PRODUCT, WORLD-RENOWNED 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"

## **American Photography 35**

| 2019: 6 images from Latino Power and Future of Food featured

## **ASME National Magazine Awards**

30 years of consecutive nominations and 30+ awards

| 2019: General Excellence for News, Sports and Entertainment (Race, Story of a Face, and Planet or Plastic?). Nominee for Design & Photography, Website and Public Interest. Photography Awards for Best Cover and Feature Photography

| 2018: Winner single-topic issue (Gender); Finalist in Photography and General Excellence - News, Sports and Entertainment

| 2017: Winner for website; Finalist in Photography, Single-topic Issue

## **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

## **National Press Photographer's Association**

| 2019: 13 awards, including first place in Magazine Picture Editor of the Year (team and individual categories), and first place awards in Stills: Environment Stories and Picture Editing: Magazine Feature Story.

## **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

## **News and Documentary Emmy Awards**

| 2017: Outstanding New Approaches: Documentary (Nomination)

## **Overseas Press Club of America**

| 2017: Honorable Mention in The Madeline Dane Ross Award and The Whitman Bassow Award

## **Pictures of The Year International (POYi)**

| 2019: 15 awards, including first place awards for Science & Natural History Picture Story, Print Magazine/Media Visual Editing, and Magazine/Media Visual Editor of the Year; five Awards of Excellence for Portrait Series, Issue Reporting Picture Story, Print Magazine/Visual Editing; and finalist for the Angus MacDougall Overall Excellence Editing Award

| 2018: 11 awards, including winner of Angus MacDougall Overall Excellence Editing Award and Environmental Vision Award; Gold in Magazine/Visual Editor of the Year, second place in Issue Reporting Picture Story, and 4 awards of excellence

| 2017: 27 awards, including a sweep of Science & Natural History Picture Story category; Photographer of the Year; Magazine/Media Visual Editor of the Year and Finalist in Angus McDougall Overall Excellence in Editing Award

## **Pulitzer Prize**

| 2019: Finalist in Feature Photography

| 2017: Finalist in Explanatory Reporting Society for News Design

## **Scripps**

| 2019: Top Prize for Environmental Reporting

## **Society for News Design**

| 2019: Gold winner and 15 awards of excellence for Photography

| 2017: 60 awards including 4 Gold Medals, 4 Silver Medals and 1 Judges' Special Recognition. The Graphics and Cartography teams won 30+ awards in the infographics categories

## **Society for Publication Designers**

| 2019: Merit winner for Feature, Lifestyle, Travel/Food/Shelter, and 12 nominations including cover, Feature, News/Documentary/Essay and Still Life, Entire Issue, and Original Digital Photography

| 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 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

## **Sony World Photography**

| 2019: First place in Nature World and Wildlife Photography

## **Webby Awards**

| 2019: Nominated for Best Website: Individual Editorial Feature and Website: Best use of Photography (winner announced April 23, 2019)

| 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 Including 6 awards wins and 5 People's Voice Awards

## **White House News Association**

| 2019: Second Place, Eyes of History: Still Contest: Pictorial

## **World Press**

| 2019: 8 awards, including first place in Nature Stories and Environment Singles

| 2018: 7 awards, including first place in Nature, and second and third places in Environment and Contemporary issues

| 2017: 3 awards, including first and second place in Nature and third in Daily Life



# RESEARCH READER PANEL

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.



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- | Gain market insight
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