MEDIA INFORMATION KIT
2018

NAT GEO
KiDS
MISSION

To teach kids about the world and how it works, empowering them to succeed and to make it a better place.
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: 900,000*

READERSHIP: 3.24 million+*

FREQUENCY: 10 issues/year

PRICE: $15 annual subscription; $4.99 per single copy

WEBSITE: kids.nationalgeographic.com

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

*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

**BY THE NUMBERS** Kid-friendly infographics on topics they love

**EXTREME WEIRDNESS** Bizarre photos from all over the globe

**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 INVENTIONS** A showcase of the coolest new technology out there

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EDITORIAL CALENDAR 2018

**FEBRUARY**
Cover Story: Elephants

**MARCH**
Cover Story: Puffins v Penguins
All About Money, By the Numbers, Channel Island, Real or Fake, Just Joking

**APRIL**
Cover Story: Sea Turtles
This or That, Welcome to Save the Earth, Global Warming, Declining Biodiversity

**JUNE/JULY**
Cover Story: Orca
Collector Cards, Robots, Fieldwork Fails, Greek Myth, Almanac Lion Contest

**AUGUST**
Cover Story: Serval
Sharks, Animal Smack-down, Dare to Explore, Explorer Academy, Art Zone

**SEPTEMBER**
Cover Story: Special Explorer Academy Issue
Explorer Q&A, Camera Trap, Technology, Secret Messages

**OCTOBER**
Cover Story: Spooky Animals
10 Cool Cats, History Mystery, Don’t Read This Book Before Bed, Signs

**NOVEMBER**
Cover Story: Special Weird but True Issue
This or That, Amazing Animals, Explorer Academy

**DECEMBER ’18/JANUARY ’19**
Cover Story: Harp Seals
Cool Inventions, Quokkas, What Would Happen?, Are You Normal?
Cool Clicks, Awesome Videos, Fantastic Facts, and a Ton of Fun!

Kids.NationalGeographic.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

• 11.9MM page views
• 2.2MM total sessions
• 1.7MM unique visitors
• 6.89 pages per user
• 5+ minutes average duration session

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, Kids.NationalGeographic.com can keep kids occupied for hours—and teach them a lot along the way.”

– Common Sense Media

Source: Google Analytics, November 2017
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

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 Pulse Surveys

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 Pulse Surveys
2018 ISSUE CLOSING DATES

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<th>Month</th>
<th>Material Close</th>
<th>Supplied Insert Due</th>
<th>Newsstand Date</th>
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<td>11/13/17</td>
<td>11/27/17</td>
<td>1/2/18</td>
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<td>March</td>
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<td>April</td>
<td>1/22/18</td>
<td>2/7/18</td>
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<td>May</td>
<td>2/26/18</td>
<td>3/14/18</td>
<td>4/17/18</td>
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<td>June/July</td>
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<td>August</td>
<td>5/14/18</td>
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<td>September</td>
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<td>October</td>
<td>7/23/18</td>
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<td>9/11/18</td>
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<td>November</td>
<td>8/27/18</td>
<td>9/12/18</td>
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<td>Dec/Jan 2019</td>
<td>10/1/18</td>
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All orders and contracts should be addressed to your Brand Manager. Please request an Interactive Inclusion Form from your Brand Manager for digital/tablet insertions.

ADVERTISING PAGE DIMENSIONS

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

<table>
<thead>
<tr>
<th></th>
<th>Width x Depth</th>
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<th>Bleed</th>
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<td>8-1/4 x 10-3/4</td>
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<tr>
<td>Spread*</td>
<td>Inches</td>
<td>15 x 9-1/2</td>
<td>16-1/4 x 10-3/4</td>
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</tr>
<tr>
<td>1/2 Vertical</td>
<td>Inches</td>
<td>2-7/8 x 9-1/2</td>
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<tr>
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<td>Inches</td>
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<td>16-1/4 x 5-3/8</td>
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<tr>
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<td>Inches</td>
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<td>8-1/4 x 5-3/8</td>
<td>8 x 5-1/4</td>
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<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>
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<td>Cover Wrap**</td>
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*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
Attn: Julie Alf, National Geographic Kids
1900 West Sumner St.
Hartford, WI 53027
262-673-1259

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.

PDF Replica Digital Edition
National Geographic Kids is available as a PDF replica on the following platforms: Nook, Kindle, and Google Play. PDF Plus is available on iTunes and Next Issue Media. All advertisers running in the National Edition will be included in PDF Plus and PDF replicas with the exception of special sections and inserts. No additional creative or forms are necessary for inclusion.

INFORMATION & QUESTIONS
Contact your Brand Manager or Kimberley Kopp at Kimberley.kopp@natgeo.com or 212-822-9097
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” will appear in a type size equal in size and weight to the magazine’s normal editorial typeface horizontally at the top of an 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. Fractional ads that share the same page with editorial

DID YOU KNOW?
A human has about the same number of body hairs as a chimpanzee.
ADVERTISING SPECIFICATIONS

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.
AWARDS

APPY AWARDS
National Geographic Kids Interactive Edition
2014: Consumer Magazine/ Newspaper App award

CABLEFAX PROGRAM AWARDS
2017: Best Show or Series for Children Over 12 (Winner); Best Show or Series for Children Under 12 (Honorable Mention)

COMMON SENSE MEDIA AWARDS
Kids.NationalGeographic.com
2014: On For Learning award
2013: On For Learning award

CYNOPSIS KIDS IMAGINATION AWARDS
Kids.NationalGeographic.com
2016: Interstitial Series (Honorable Mention); Educational Series/Special Parent/Teacher Curriculum (Honorable Mention)
2015: Interstitial Series (Honorable Mention); Pro-Social Campaign (Honorable Mention)
2014: Best Interstitial Series (Winner); Promotional Campaign (Nominated)

FOLIO EDDIE AWARDS
National Geographic Kids
2017: Best Full Issue, Youth/Teen (Winner); Best Single Article, Youth/Teen (Nominated); Best Series, Youth/Teen (Nominated)
2016: Best Full Issue, Youth/Teen (Winner); Best Single Article, Youth/Teen (Nominated)
2015: Best Full Issue, Youth/Teen (Winner); Best Single Article, Youth/Teen (Winner)
2014: Best Single Article, Youth/Teen (Winner); Full Issue, Youth/Teen and Series (Nominated)

FOLIO EDDIE DIGITAL AWARDS
Kids.NationalGeographic.com
2017: Best Consumer Website (Nominated)

PARENTS’ CHOICE AWARD
National Geographic Kids
2016: Recommended award
2015: Silver award
2014: Recommended award
2013: Recommended award

National Geographic Little Kids
2016: Gold award
2015: Gold award
2014: Recommended award
2013: Gold award, Approved award

National Geographic Kids Interactive Edition

WEBBY AWARD
Kids.NationalGeographic.com
2016: Best website award
2015: People’s Choice award

KIDSCREEN AWARDS
Kids.NationalGeographic.com
2017: Best Website

NATIONAL PARENTING PUBLICATIONS AWARDS
National Geographic Kids Interactive Edition
2013: Gold award
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Robert Amberg, National Advertising Director | robert.amberg@natgeo.com

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Chicago, IL 60611

DETROIT
3000 Town Center
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Southfield, MI 48025

LOS ANGELES
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Playa Vista, CA 90094

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MIAMI
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Suite 1020
Coral Cables, FL, 33134

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Hung hom, Kowloon, Hong Kong

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