



2018 MEDIA INFORMATION KIT

NATIONAL GEOGRAPHIC MAGAZINE



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, ADDING NEARLY 1.9 MILLION READERS YEAR-OVER-YEAR FOR 6.6% AUDIENCE GROWTH AND TOTAL REACH OF 30,850,000 ADULTS. BUT MORE IMPORTANT THAT 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
- | Net worth \$1,000,000+
- | Postgraduate degree
- | Top management
- | C-suite/top management
- | Influentials
- | Super Influentials

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.



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

| Cover: WHY BIRDS MATTER |

To kick off the Year of the Bird, Jonathan Franzen will contribute an essay on why birds matter—to us, to him, to the planet.

Last Ice

By summer 2040, the Arctic Ocean will be almost ice-free and the abundant life it supported will be a memory. National Geographic documents Northern Greenland, what will be the last ice refuge and example of arctic wilderness.

Science of Good & Evil

What makes people especially giving or cruel? Researchers say the way our brains are wired can affect how much empathy we feel for others.

FEBRUARY

| Cover: WE ARE WATCHING YOU |

Technology and our increasing demand for security have put us all under surveillance. Is privacy becoming just a memory?

Hungry Tiger

This story addresses China's challenge to cope with its growing population and need to feed them as the world's largest importer of agriculture and the source of a dramatic shift in the global food supply.

Bird Brains

Our story explores some of the most exciting discoveries and the techniques researchers are using in labs and in the wild to explore the avian mind. Despite the similarities in our wiring and mental skills, birds likely don't experience the world as we do.

MARCH

| Cover: ASTRONAUTS |

Part of the One Strange Rock global tentpole cross-platform event, this story will profile a selection of astronauts and their perceptions of Earth from above. How has their understanding of Earth and life changed?

Brief History of Life

Using living organisms as “ambassadors” to the past, we look at some of the key events in the development of Earth's biota.

Lakes

The focus of the story is on the impact of drought on lakes around the world, which hold 70% of the world's fresh water and serve as a barometer of the perils of a warming planet.

Bird Migrations

This story focuses on the phenomenon of bird migrations around the globe, aiming to both evoke wonder at the phenomenon and explain it using recent research advances, which have given scientists a bonanza of new insights over the past decade.

APRIL

| Single Topic Issue: RACE |

Extending the conversation it started with Gender, National Geographic tackles the subject of race with this definitive look from multiple perspectives and across generations. To align with the 50th anniversary of the assassination of Dr. Martin Luther King, Jr., the issue will open with a photographic essay on Martin Luther King boulevards and an essay that puts the legacy of the civil rights icon into perspective.

MAY

| Cover: GENIUS 2 |

This article will explore the journey of genius from prodigy to legacy, and the variables that contribute to/are influenced by genius.

Muslims In America

Muslim immigrants have been peacefully living in America for over a hundred years, and are deeply embedded in ordinary American communities, often surprisingly conservative ones. Very few Americans get a window on how they live. We hope to open this window.

Bird Origins

Birds are the most diverse vertebrate animals on the planet, with around 10,000 known species ranging from a thumb-size hummingbird to a towering ostrich. But did you know they all share a common ancestor that lived about 64 million years ago?

JUNE

| Cover: PLASTICS |

In half a century, modern plastics have infiltrated every corner of the globe. This story will take us on a journey revealing how plastics have evolved and “taken over the world” environmentally, culturally, and economically.

Lost Colony

Four centuries after their disappearance, the Lost Colonists of Roanoke Island still hold their grip on the American psyche. Now the first archaeological evidence of their fate is coming out of the ground.

JULY

| Cover: HUMAN PERFORMANCE |

With the World Cup beginning in June 2018, we'll explore how it is that human bodies are able to achieve ever more astonishing performances by examining the science of endurance and strength.

Latino Power

The story will focus on the rise of Latinos in the U.S., where they have gained political power, how those communities have changed, and what the implications may mean for the broader U.S. as the Latino population continues to grow.

Seabird Crisis

How can we reverse the tide of the shocking state of the world's seabirds, whose populations have plummeted by almost 70 percent in the past 60 years?

AUGUST

| Cover: THE FACE |

The surgery to replace a young woman's face was breathtaking not only in its complexity, but in its psychic resonance.

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.

Helmeted Hornbill

Helmeted hornbills are one of the most charismatic birds found in the jungles of southeast Asia and were recently upgraded three categories on the IUCN Red List, from Near Threatened to Critically Endangered. Why? Because their casque is a highly desired replacement for elephant ivory.

SEPTEMBER

| Cover: SLEEP |

Why do we sleep? Recent developments in sleep research reveal why.

Smoke Jumpers

Smoke jumpers are the first line of defense against wildfire. Yet the physical and psychological demands of the job are so intense that there are less than 300 smokejumpers in all of the U.S. stationed in just nine bases. For this story, we will first go to smoke jumper training school in Redding, California and then embed with the smokejumper group based in Anchorage, Alaska.

Poisoning Africa

Industrial-scale wildlife trafficking in Africa has a new weapon of choice—poison—and it's having catastrophic effects on African wildlife. We propose a pan-Africa look at the situation, putting this story that needs to be told on the world's radar.

OCTOBER

| Cover: AMERICAN WEST |

More than half of all the land that makes up the 11 Western states is owned by the federal government. Nat Geo explains the strange and confusing state of Western land ownership and how it may change if a growing number of radicalized ranchers have their way.

Paul Walk

The next leg of Paul Salopek's epic walk across the planet involves a wild traverse of what geographers call "the roof of the world." It will likely be the first foot journey to bridge Central Asia and South Asia along this daunting, high-altitude route in at least a century.

Sage-Grouse

The greater sage-grouse, a charismatic little bird native only to the American West, is now the most talked-about species in American politics.

NOVEMBER

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.

Antarctica

This article highlights Paul Nicklen's 2017 expedition to Antarctica. Coverage will focus on how climate change and how a warmer world is completely transforming life for the wild residents of the White Continent.

DECEMBER

| Cover: THE BIBLE |

How did The Bible come to be what it is? Ancient manuscripts and scrolls shed new light.

Falcons

Nat Geo examines the current state of falconry, which has moved from subsistence hunting to high-end breeding and racing.

TOTAL AUDIENCE PROFILE

NATIONAL GEOGRAPHIC
RATE BASE: 1,300,000
2017 SPRING MRI

	['000s]	% COMP.	% COV.	INDEX
Adults				
Total	30,850	100.0	12.5	100
Men	16,942	54.9	14.3	114
Women	13,909	45.1	10.9	87
Age Median: 47.6 years				
18-24	4,279	13.9	14.1	113
25-34	4,922	16.0	11.2	90
35-44	4,732	15.3	11.7	93
45-54	5,324	17.3	12.4	98
55-64	5,142	16.7	12.5	100
65+	6,451	20.9	13.7	109
[b.1997-2010] Gen Z	1,589	5.2	15.6	125
[b.1977-1996] Millennials	10,279	33.3	11.8	94
[b.1965-1976] GenXers	6,088	19.7	12.4	99
[b.1946-1964] Boomers	9,298	30.1	12.9	102
[b.pre-1946] Pre-Boomers	3,597	11.7	13.2	105
Income Median HHI: \$73,177 Median IEI: \$39,346				
HHI \$100,000+	10,747	34.8	13.9	111
HHI \$150,000+	5,158	16.7	14.1	113
HHI \$200,000+	2,566	8.3	15.8	126
HH Net Worth \$1M+	4,109	13.3	19.1	152
Education				
Att./Grad. College+	20,928	67.8	14.5	115
Bachelor's Degree+	11,015	35.7	14.8	118
Post Graduate Degree	4,632	15.0	17.1	136
Occupation				
Top Management	1,500	4.9	15.1	120
Managers/Professionals	8,370	27.1	14.1	112
Mgt./Bus./Fin. ops	2,996	9.7	12.0	96
Prof./Related occup.	5,374	17.4	15.6	124
C-Suite	366*	1.2	12.7	101
Household Composition Median Home Value: \$259,304				
Own Home	20,259	65.7	12.5	100
Married	15,708	50.9	12.1	97
Kids in HH	10,733	34.8	11.3	90
Influentials	3,551	11.5	22.8	182
Super	1,184	3.8	23.9	191

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	10/2/17	11/1/17	11/17/17	12/26/17
February	11/1/17	12/1/17	12/15/17	1/30/18
March	12/1/17	1/2/18	1/17/18	2/27/18
April	1/2/18	2/1/18	2/16/18	3/27/18
May	2/1/18	3/1/18	3/16/18	4/24/18
June	3/1/18	4/2/18	4/17/18	5/29/18
July	4/2/18	5/1/18	5/17/18	6/26/18
August	5/1/18	6/1/18	6/15/18	7/31/18
September	6/1/18	7/2/18	7/17/18	8/28/18
October	7/2/18	8/1/18	8/17/18	9/25/18
November	8/1/18	9/4/18	9/17/18	10/30/18
December	9/4/18	10/1/18	10/17/18	11/27/18

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

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

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		

* In-home delivery for US 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)
 - 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
99 Canal Center Plaza, Suite 300
Alexandria, VA 22314
703.837.5270 | Cell: 703.307.5365
Derrick.Mayhew@qg.com

QUESTIONS

Contact Kristin Semeniuk at
kristin.semeniuk@natgeo.com
or 202.791.1054

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.

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.

ASME National Magazine Awards

The preeminent awards for magazine journalism in the United States. 30 years of consecutive nominations, collecting a total of 31 awards

- | 2015: Photography and Best Tablet Edition
- | 2014: Best Tablet Edition and Best Multimedia Feature
- | 2013: Photography, Best Multimedia Feature, Best Tablet Edition, and General Excellence Award for Print

Cartography & Geographic Information Society (CaGIS)

Promotes interest in map design and recognizes significant design advances in cartography

- | 2014: Best of Category, Book/Atlas, Best of Category, Reference

Digiday Publishing Awards

- | 2017: Best use of Instagram (Finalist)

MIN Integrated Marketing Awards

Salutes the campaigns, ongoing programs, and innovative people who have raised the bar on magazine marketing programs

- | 2015: Winner, Custom Publishing Project—On Assignment: 7 Natural Wonders of the World
- | 2014: Winner, Special Advertorial Section

National Magazine Awards (ELLIEs)

A series of American awards that honor excellence in the magazine industry

- | 2017: Winner for website; Finalist in Photography, Single-topic Issue
- | 2016: Finalist in Photography, Single-topic Issue and Magazine of the Year

National Press Club Award

- | 2017: Ann Cottrell Free Animal Reporting Award—Print

Natural History Museum

- | 2016: Wildlife Photographer of the Year—Tim Laman
- | 2015: Wildlife Photographer of the Year—Brent Stirton

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

Seeks to maintain an international association of journalists who uphold the highest standards of professional integrity in news reporting

- | 2015: The Olivier Rebbot Award
- | 2014: The Robert Capa Gold Medal Award
- | 2013: Feature Photography Award
- | 2012: The Ed Cunningham Award, The Madeline Dane Ross Award, and The Whitman Bassow Award

Pictures of The Year International (POYi)

One of the oldest, largest, and most highly respected photojournalism contests in the world

- | 2017: 27 awards, including a sweep of Science & Natural History Picture Story category with First, Second and Third place and two Awards of Excellence; First Place Photographer of the Year; First and Second 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
- | 2014: 13 awards, including Best Magazine and Best eBook

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 News Design (SND-E)

- Malofiej International Infographics Awards
- | Annual competition referred to by some as the Pulitzer of the infographics world. Most awarded media with 37 medals (4 gold, 12 silver, and 21 bronze)

Society for Publication Designers

- | 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

- | 2017: 11 wins total, the most of any organization. Including 6 wins and 5 People's Voice Awards

World Press

- Offers an overview of how press photographers tackle their work worldwide and how the press gives the news, bringing together pictures from all parts of the globe to reflect trends and developments in photojournalism
- | 2015: Best Nature Story, Tim Laman
- | 2014: Best Nature Story, Anand Varma, Best General News Story, Peter Muller

WORLD BEAT

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

WORLD BEAT
EVENTS | OPPORTUNITIES | ADVERTISING | PROMOTIONS

CANON IMAGING PLAZA
Canon offers the Canon Imaging Plaza YouTube channel as a resource for photo enthusiasts to learn more about digital photography, Canon products, and the fun and joy of capturing images and videos with a digital camera. Canon believes that dedicated digital cameras provide users with the best means of capturing life's special moments.
LEARN MORE AT YOUTUBE.COM/USER/CANONIMAGINGPLAZA.

Canon

JOIN THE JOURNEY
Touch, feel, learn, explore, be immersed and be inspired—at the place where the mission for exploration is alive. Where immersive experiences get you closer to NASA than anywhere else on Earth. Visit Kennedy Space Center Visitor Complex™, part of an active spaceport where rockets launch and inspirational journeys begin.
FOR MORE INFORMATION, GO TO KENNEDYSpaceCenter.COM OR CALL 855-418-6648.

NASA | **Kennedy Space Center**
VISITOR COMPLEX

FARMERS HELP SOLVE THE WATER CRISIS
Of all the Earth's water, farmers have just 0.7% to grow all our food. And by 2050, it's estimated there'll be 9 billion people to feed with that 0.7%. Take the Uncharted Waters quiz, and explore the technologies and practices farmers use to get the most from every drop.
EXPLORE THE FUTURE OF WATER AT NATIONALGEOGRAPHIC.COM/UNCHARTEDWATERS.

UNCHARTED WATERS | **WINFIELD UNITED** | **LAND O' LAKES SUSTAIN**

EXTRA GRAINY
Are you craving that extra grainy experience? Try the NEW irresistible Extra Grainy Bread. Rich and hearty, you'll get the taste you crave, the texture you love and the high quality ingredients you expect. It's a smart choice that's delicious and nutritious from the inside out.
FOR MORE INFORMATION, VISIT LOVEYOURBREAD.COM.

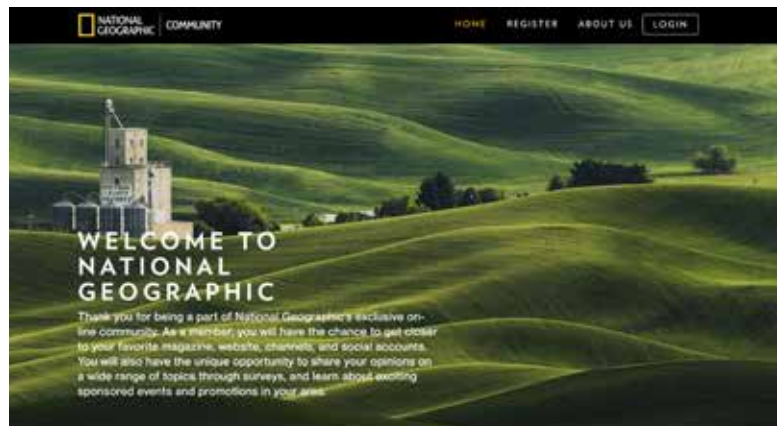
ARNOLD

* 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

RESEARCH READER PANEL

ADVERTISERS CAN ACCESS A PANEL OF 13,000+ 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.



LATEST THREADS



National Geographic new products

National Geographic photographer

Describe National Geographic magazine



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

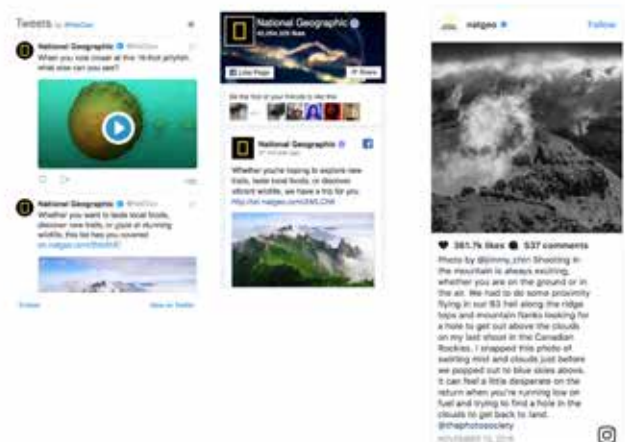
At least eight weeks prior to survey deployment

Value

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

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

SOCIAL FEEDS



CONTACT INFORMATION

North America | Regional Offices

NEW YORK

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