NATIONAL GEOGRAPHIC TRAVELER
MEDIA INFORMATION KIT
2018
MISSION

TRAVEL WITH PASSION & PURPOSE

Backed by a powerful heritage of more than a century of exploration, global experts, and signature photography, National Geographic Traveler attracts the most readers – 11.1 million* – driven to explore the world. At National Geographic, we believe that travel transforms lives. Our unique content, tools, and global expertise empower people to DREAM. PLAN. GO. SHARE.

*Source: GfK MRI Spring 2017
HIGHLIGHTS

Reaching the youngest audience of any travel title, National Geographic Traveler inspires millions with the means and mindset to explore. Our content shares authentic experiences that reveal a true sense of place.

- Audience: 11,121,000
- National Rate Base: 550,000
- Frequency: 6x per year
- Local Language Editions: 15 editions, 12 languages, 29 countries
- Regional Editions:
  - East of Mississippi: 340,000 circulation
  - West of Mississippi: 225,000 circulation

Source: GfK MRI Spring 2017

National Geographic Traveler believes that everyone is an explorer and that discovering new places and connecting with others is not as an occasional activity, but an ongoing exchange with the world.
FEBRUARY/MARCH
Closing Date: December 4, 2017
On-Sale Date: January 23, 2018

THE HOT ISSUE Hot small cities on the rise and classic destinations that keep their cool
FEATURING:
Best Small Cities in the U.S.
Insider’s Guide to Tokyo
Croatia: Europe’s Next Food Star
Best List: Best of the Caribbean
Road Trip: Tuscany, Italy
Smart Cities: Glasgow, Scotland
Cruising: New Itineraries & New Ships
City Guide: Buenos Aires, Argentina
Adventure: City Biking Obsession

APRIL/MAY
Closing Date: February 5, 2018
On-Sale Date: March 27, 2018

THE EXPLORATION ISSUE Drive yourself wild on great American road trips & thrilling journeys
FEATURING:
New Zealand Road Trip
Big Sur California Road Trip
Best U.S. Road Trips
Discovering Baku, Azerbaijan
Finding elephants on safari in Zambia
Best List: World’s best classic and new hotels
Smart Cities: Kigali, Rwanda
Cruising: Best Ships Under Sail
Adventure: Mountain Obsession
City Guide: Copenhagen, Denmark
Journey: Wild Escape in Cape York Australia

JUNE/JULY
Closing Date: April 9, 2018
On-Sale Date: May 29, 2018

EPIC SUMMER: THE TRIP THAT CHANGED MY LIFE
Delicious journeys and adventure everywhere you go!
FEATURING:
Family Rodeo in Cody, Wyoming
Russia: A Culinary Renaissance
Fishing for Trout in the Pacific Northwest
Four Adventures in South America
Best List: World’s best roadside motels
Road Trip: An amazing drive in Oman
Local Flavor: Wine in the Tokaj Region of Hungary
Cruising: World’s Best River Cruises
Adventure: Wild Escape in Cape York Australia
City Guide: Hong Kong

AUGUST/SEPTEMBER
Closing Date: June 11, 2018
On-Sale Date: July 31, 2018

WORLD’S BEST SECRETS Spectacular places to see now and insider’s secrets for seeing them!
FEATURING:
Secret Europe: Finding the perfect village
Galapagos: A family adventure by sea
Ethiopia: Searching for the Queen of Sheba
Amazing Journey: Travels in the Nat Geo Archives
Best List: The best travel advisors in America
Road Trip: The best drive in British Columbia
Cruising: Secrets for booking the best cruises
Adventure: Swimming with kids in Nordic fjords
City Guide: Porto, Portugal
Smart Cities: Birmingham, Alabama

OCTOBER/NOVEMBER
Closing Date: August 6, 2018
On-Sale Date: September 25, 2018

JOURNEYS OF A LIFETIME Global Adventures for Every Traveler and Every Generation
FEATURING:
Greece: The ancient and modern treasure
Moveable Feasts in Tuscany
Adventure in the Atacama Desert
Big Sky Adventure in Big Bend National Park, Texas
Best List: Cruise spectacular! Big ships you’ll love & small ships you’ll adore
Road Trip: Oregon Pinot Noir Trail
Gear Guide: Ultimate travel gear
Local Flavor: Cooking classes in Napa & Sonoma
City Guide: Charleston, South Carolina
Smart Cities: Tbilisi, Georgia

DECEMBER/JANUARY 2019
Closing Date: October 8, 2018
On-Sale Date: November 27, 2018

BEST OF THE WORLD Biggest Issue: 21 Spectacular Places for 2019
FEATURING:
Spectacular Wild Adventure Destination
Sophisticated and Surprising Global City
Cool and Enriching Cultural Destination
Best List: World’s Best Spas
Road Trip: Driving Australia
Cruising: The Best Departures for the Year
City Guide: Stockholm, Sweden
Smart Cities: Pittsburgh, PA

Note: all editorial subject to change.
## AUDIENCE

**MRI SPRING 2017**

<table>
<thead>
<tr>
<th>Readership</th>
<th>Aud (000)</th>
<th>Comp %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>11,121</td>
<td>100%</td>
</tr>
<tr>
<td>Male</td>
<td>5,464</td>
<td>49.1%</td>
</tr>
<tr>
<td>Female</td>
<td>5,657</td>
<td>50.9%</td>
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<table>
<thead>
<tr>
<th>Family</th>
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<tbody>
<tr>
<td>Married</td>
<td>5,164</td>
<td>46.4%</td>
</tr>
<tr>
<td>Single</td>
<td>4,136</td>
<td>37.2%</td>
</tr>
<tr>
<td>Children in HH</td>
<td>4,683</td>
<td>42.1%</td>
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<table>
<thead>
<tr>
<th>Age</th>
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<tbody>
<tr>
<td>Median Age</td>
<td>44.8;</td>
<td></td>
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<tr>
<td>Average Age</td>
<td>44.6</td>
<td></td>
</tr>
<tr>
<td>18-34</td>
<td>3,960</td>
<td>35.6%</td>
</tr>
<tr>
<td>35-44</td>
<td>1,630</td>
<td>14.7%</td>
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<tr>
<td>45-54</td>
<td>1,983</td>
<td>17.8%</td>
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<tr>
<td>55-64</td>
<td>1,755</td>
<td>15.8%</td>
</tr>
<tr>
<td>65+</td>
<td>1,793</td>
<td>16.1%</td>
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<table>
<thead>
<tr>
<th>Education</th>
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</thead>
<tbody>
<tr>
<td>Attended/Graduated College+</td>
<td>7,115</td>
<td>64.0%</td>
</tr>
<tr>
<td>Graduated College+</td>
<td>3,635</td>
<td>32.7%</td>
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<table>
<thead>
<tr>
<th>Employment</th>
<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Employed</td>
<td>6,668</td>
<td>60.0%</td>
</tr>
<tr>
<td>Professional/Managerial</td>
<td>2,437</td>
<td>21.9%</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Household Income</th>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Average HHI $87,154</td>
<td></td>
<td></td>
</tr>
<tr>
<td>HHI $100,000+</td>
<td>3,815</td>
<td>34.3%</td>
</tr>
</tbody>
</table>

Source: GfK MRI Spring 2017

Because 82% of our audience does not read any other travel title, National Geographic Traveler’s exclusive reach makes it the premiere location to inspire millions with the means and the mindset to travel.
1.3M+ AFFLUENT READERS

Among the major travel magazines, IPSOS Affluent Survey Fall 2017:

- #1 in concentration of readers who “Definitely agree: I prefer to buy designer or luxury brands”
- #1 in concentration of readers who “Definitely Agree: seek out products or experiences that are truly exclusive”
- #1 in concentration of readers who “Definitely Agree: People often ask my advice when they are considering where to vacation”
- #1 in concentration of readers who “Definitely Agree: I am very interested in culture and the arts”
- #1 in concentration of readers who “Definitely Agree: When traveling, comfort and service are worth paying extra for”
- #1 in concentration of readers who typically fly first class
- #1 in concentration of readers who typically stay at five-star accommodations when traveling
- #1 in concentration of readers who typically stay at luxury boutique hotels or five-star accommodations when traveling

Source: Ipsos Affluent Survey Fall 2017, adults age 18+, HHI 125,000+
AUDIENCE #1

READER DEMAND

National Geographic Traveler subscribers value the magazine and pay for it, delivering advertisers a more cost-effective rate base.

- Paid Individual Subs
- “Other Paid” (CAPS, Sponsored etc.)
- Verified
- Newsstand

86.6%
81.5%
64.5%
55.6%

Source: AAM Publishers Statements, June 2017
GfK MRI Spring 2017

...in reaching the “core reader” (reads 3/4 or 4/4 issues)
...in Exposures to every page (editorial & advertising)—nearly 2X Travel + Leisure and Conde Nast Traveler
...in reach and % comp who say NGT is “very good/one of my favorites” (6.3 million/57% of NGT readers)
...in % of Individual Paid Subscriptions
...in Newsstand Total Sales
...in Digital Total Sales
MAJOR DIGITAL PLATFORM

NATIONALGEOGRAPHIC.COM
Incredible Scale and Reach
• 24M Monthly Global Visitors
• 165.6M Monthly Global Page Views
• 13.2M Monthly U.S. Visitors
• 85.8M Monthly U.S. Page Views

Major Mobile Audience Reach
• 64.5% visit via mobile/tablet
• 56% view via mobile
• 8.5% view via tablet

Audience Demographics
• Male/Female: 53%/47%
• Age 18-44: 62.3%

Social Footprint
National Geographic Travel
• Facebook: 4.7M
• Twitter: 6.3M
• Instagram: 21.6M
• Google+: 8,573
• Tumblr: 161,600

Nat Geo Travel’s social followers took more than 10x as many actions as did the followers of Condé Naste Traveler and more than 20x the followers of Travel + Leisure

Nat Geo Travel has 2x many social followers as Condé Naste Traveler and Travel + Leisure combined

Sources: August 2017 Google Analytics, Jan 1- December 10, 2017, True Social Metrics, Shareablee Social Scorecard: Media Publishers Rankings June 2017
Now our partners can join Nat Geo in our newest journey to connect our upscale travel community through access to the people, places, experiences and ideas that can change their lives.

**LUXURY EDITION INCLUSIONS**

- Personalized and accessible itinerary building
- One-of-a-kind, and rare experiences
- Savory culinary insights and excursions
- Wellness and rejuvenation journeys
- Exceptional hotel and cruise experiences

As well as travel expertise, insights and recommendations from Nat Geo's well-known travel writers—Andrew McCarthy, Annie Fitzsimmons, and Eric Rosen. The exclusive, original travel storytelling and photography are unmatched for this discerning traveler, and for the companies that want to reach them.

**AFFLUENT TARGETED PROFILE**

In-home delivery, onserted to Nat Geo magazine. Demographically targeted to 350,000 US subscribers:

- HHI $250,000+
- Home value $1MM+
- Net worth $2MM+

**UPCOMING ISSUES**

- **JUNE**: Deadline to secure space – April 2
- **DECEMBER**: Deadline to secure space – October 1

**CONTACT**

Kimberly Connaghan, VP, Global Media –Travel, 212-822-7431, Kimberly.Connaghan@natgeo.com
## 2018 ISSUE CLOSING DATES

**FREQUENCY: 6X/YEAR**

<table>
<thead>
<tr>
<th>ISSUE DATES</th>
<th>Standard Close and Material Due Dates</th>
<th>On-Sale Dates</th>
<th>Special Units, Gatefolds, Paper Orders</th>
<th>Insert Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>February/March</td>
<td>12/4/17</td>
<td>1/23/18</td>
<td>11/4/17</td>
<td>12/20/17</td>
</tr>
<tr>
<td>April/May</td>
<td>2/5/18</td>
<td>3/27/18</td>
<td>1/5/18</td>
<td>2/21/18</td>
</tr>
<tr>
<td>October/November</td>
<td>8/6/18</td>
<td>9/25/18</td>
<td>7/6/18</td>
<td>8/22/18</td>
</tr>
</tbody>
</table>

All orders and contracts should be addressed to your Brand Manager.
Showcase your brand – from exotic tours and world-class adventures to travel gear and exclusive offers – in National Geographic Traveler’s influential travel directory. Reach 11.1 million avid travelers who rely on our authoritative content to find out where to go, what to do, and how to do enjoy it best.

**ADDED VALUE**
- Reader response listing - generating 500,000+ leads each year

**MATERIALS**

1/4 page
- Image: Horizontal, 3.25" x 2.4" at 300 DPI
- Logo: EPS vector format with all fonts converted to outlines, all spot colors converted to CMYK
- Copy: 100 words, plus short headline, URL, and phone number

1/8 page
- Image: Horizontal, 3.25" x 1.2" at 300 DPI
- Logo: EPS vector format with all fonts converted to outlines, all spot colors converted to CMYK
- Copy: 40 words, plus short headline, URL, and phone number

*National Geographic Traveler will design advertiser’s Getaways unit and provide layout for final approval

**RATES (Net)**
- Open
  - 1/4 Page: $6,835
  - 1/8 Page: $3,420

Getaways materials should be sent to:
Alex Sobrino, Account Executive
alex.sobrino@natgeo.com
212-822-7439
## ADVERTISING PAGE DIMENSIONS

Book Trim: 8-1/4" x 10-3/4", Perfect Bound, Web Offset

<table>
<thead>
<tr>
<th>Inches (Width x Depth)</th>
<th>Non-Bleed</th>
<th>Bleed</th>
<th>Trim</th>
<th>Safety</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>7 3/4 x 10 1/4</td>
<td>8 1/2 x 11</td>
<td>8 1/4 x 10 3/4</td>
<td>1/4</td>
</tr>
<tr>
<td>Spread*</td>
<td>15 1/2 x 10 1/4</td>
<td>16 3/4 x 11</td>
<td>16 1/2 x 10 3/4</td>
<td>1/4</td>
</tr>
<tr>
<td>1/2 Horizontal Spread*</td>
<td>15 1/2 x 4 7/8</td>
<td>16 3/4 x 5 3/8</td>
<td>16 1/2 x 5 1/4</td>
<td>1/4</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>7 3/4 x 4 7/8</td>
<td>8 1/2 x 5 3/8</td>
<td>8 1/4 x 5 1/4</td>
<td>1/4</td>
</tr>
<tr>
<td>1/3 Vertical</td>
<td>2 1/2 x 10 3/8</td>
<td>2 7/8 x 11</td>
<td>2 5/8 x 10 3/4</td>
<td>1/4</td>
</tr>
<tr>
<td>1/3 Square</td>
<td>4 1/2 x 4 5/8</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/6 Vertical</td>
<td>2 3/8 x 4 5/8</td>
<td></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 3/8" for safety on each side of gutter. Fractional Bleed Ads: 1/8" trimmed off all sides for balance.

All orders and contracts should be addressed to your Brand Manager.

### QUESTIONS
Contact Julie Ibinson at julie.ibinson@natgeo.com or 202-791-1053
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 1 hard copy contract-quality proof, at 100% size, matching each uploaded digital file to:

**Quad Imaging**
Attn: Julie Alf, National Geographic Traveler
1900 West Sumner St.
Hartford, WI 53027
Phone: 262-673-1259

**Extensions and Questions**
Contact Julie Ibinson at julie.ibinson@natgeo.com or 202-791-1053

INTERACTIVE/TABLET AD SPECIFICATIONS

Ads and editorial content are viewable in landscape mode only.

**PDF Replica Digital Edition**
National Geographic Traveler is available as a PDF replica on the following platforms: Nook, Kindle, Magzter, and Google Play. PDF Plus is available on iTunes, Zinio, 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 and Questions**
Contact your Brand Manager or Kimberley Kopp at kimberley.kopp@natgeo.com or 212-822-9097
ADVERTISING SPECIFICATIONS

TERMS & CONDITIONS
The following certain terms and conditions governing advertising published in the following NG Media properties (the "Properties"): 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 in this rate card 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.
National Geographic Traveler has been honored with 30 Lowell Thomas Awards in the last five years, including ‘Best Travel Magazine’—a testament to our expertise in travel that advertisers highly value.

NATIONAL GEOGRAPHIC HAS BEEN RECOGNIZED WITH MULTIPLE AWARDS, A TESTAMENT TO OUR EXPERTISE IN TRAVEL.

North American Travel Journalists Association Awards
One the most highly recognized in the travel industry, honoring all aspects of travel journalism and destination marketing.
2017: 30 awards and 6 finalists across Publication (Grand Prize), Travel Magazine, Destination Travel Domestic Magazine, Special Focus Travel Articles, Travel Broadcast, Photography, Travel Roundups, and Travel Tips & Advice

Society of American Travel Writers Foundation – Lowell Thomas Travel Journalism Awards
Recognizing excellence in travel journalism. Recognized with more than 30 awards in the past 5 years.
2017: 6 awards, including Travel Magazines (Bronze), US/Canada Travel (Bronze), Foreign Travel (Silver), Short Work on Travel (Gold), Travel News/Investigative Reporting (Bronze), Guidebook (Silver)

Travel Weekly Magellan Awards
Honoring the best in travel and salutes the outstanding travel professionals behind it all.
2017: Gold, Tour Operators – Marketing-Consumer Direct Mail

Hospitality Sales & Marketing Association International (HSMAI) Adrian Awards
Recognizing hospitality brands and agencies for creativity and innovation in advertising, digital marketing, and public relations.
2017: Silver, National Geographic Expeditions June 2017 Travel Catalog
CONTACT INFORMATION

Kimberly Connaghan, Publisher & VP, kimberly.connaghan@natgeo.com
Robert Amberg, National Advertising Director, robert.amberg@natgeo.com

NORTH AMERICA REGIONAL OFFICES

**New York**
John Campbell  
SVP, Global Media  
212-822-7445  
john.campbell@natgeo.com

Adam Quinn  
VP, Digital Ad Sales  
212-822-7052  
adam.quinn@natgeo.com

Kim Connaghan  
VP Global Media, Travel  
212-822-7431  
kimberly.connaghan@natgeo.com

Tammy Abraham  
VP, Corporate Partnerships  
212-822-7442  
tammy.abraham@natgeo.com

Samira Qureshi  
VP, Strategy & Operations  
212-556-8150  
samira.qureshi@fox.com

Robert Amberg  
National Advertising Director  
212-822-7437  
robert.amberg@natgeo.com  
Danny Bellish

Director, Corporate Partnerships  
212-822-7429  
danny.bellish@natgeo.com

Hilary Halstead  
Director, Corporate Partnerships  
212-822-7430  
hilary.halstead@natgeo.com

Alex Sobrino  
Account Executive  
212-822-7439  
alex.sobrino@natgeo.com

Molly McGrew  
Account Executive  
212-822-7469  
molly.mcgrew@natgeo.com

**Detroit**
Karen Sarris  
Director, Corporate Partnerships  
248-368-6304  
karen.sarris@natgeo.com

**Los Angeles**
Casey Priore  
Director, Corporate Partnerships  
424-222-5618  
casey.priore@natgeo.com

Eric Josten  
Brand Manager  
424-222-5672  
eric.josten@natgeo.com

**San Francisco**
Amy Mishra  
Director, Corporate Partnerships  
415-275-1116  
amy.mishra@natgeo.com

**Boston**
Erik Nelson  
Director, Corporate Partnerships  
617-513-4048  
erik.nelson@natgeo.com

**REPRESENTATIVES**

**Florida & Caribbean**
Maria E. Coyne, Inc.  
305-756-1086  
mecoyne@mecoyneinc.com

**Rocky Mountain States**
Tanya Scribner  
Scribner Media Services  
940-387-7711  
tanya@scribmedia.com

**Direct Response**
Liz Smyth  
Smyth Media Group, Inc.  
914-409-4242  
liz@smythmedia.com
CONTACT INFORMATION

INTERNATIONAL

Miami, Caribbean and Latin America
Juan Vallejo
EVP, Commercial Partnerships
305-774-7748
Juan.Vallejo@fox.com

Anthony Duarte
Executive Director, Commercial Partnerships
305-567-9947
Anthony.Duarte@fox.com

Asia
Con Apostolopoulos (NGP, AP & ME)
Vice President & General Manager
85226218940
Con.Apostolopoulos@fox.com

Europe
Annabelle Canwell,
Sr. VP, Brand Partnerships
+44 (0)77 3063-7593
Annabelle.Canwell@fox.com

Nadine Heggie,
Vice President, Brand Partnerships
+44 (0)7450 049213
Nadine.Heggie@natgeo.com

Tanya Robinson,
Account Director
+44 (0)7833 234154
Tanya.Robinson@natgeo.com

Stephen Murphy
Global Brand Director
+44 (0)7966 940838
Stephen.Murphy@natgeo.com

MAILING ADDRESSES

New York
1211 6th Ave
42nd Floor
New York, NY 10036

Boston
10 Sheehan Circle
Wellesley, MA 02481

Chicago
401 North Michigan Avenue
16th Floor, Suite 1710
Chicago, IL 60611

Detroit
3000 Town Center
14th Floor, Suite 1748
Southfield, MI 48025

Los Angeles
12191 West Bluff Creek Drive
Playa Vista, CA 90094

Florida & Caribbean
Maria E. Coyne
P.O. Box 530236
Miami Shores, FL 33138

Miami
2121 Ponce de Leon Blvd
Suite 1020
Coral Cables, FL, 33134

Rocky Mountain States
Scribner Media Services
1707 N. Elm Street
Denton, TX 76201

San Francisco
1407 Montero Ave
Burlingame, CA 94010

Europe
10 Hammersmith Grove,
London, W6 7AP, UK

Asia
13/F One Harbourfront
18 Tak Fung Street
Hunghom, Kowloon, Hong Kong

Direct Response
Smyth Media Group, Inc.
1 Bridge Street, Suite 130
Irvington, NY 10533