



NATIONAL
GEOGRAPHIC

TRAVELLER

MEDIA PACK

2024

UK TRAVEL
MAGAZINE
OF THE
YEAR





I UK TRAVEL MAGAZINE OF THE YEAR 2023

National Geographic Traveller (UK) is part of one of the most iconic brands in the world, known for its work in award-winning journalism, expeditions, science and education. It seeks to extol great storytelling, authentic travel experiences and 'you-are-there' photography, with insightful information to help would-be explorers travel widely and safely.

It aims to inspire those who are passionate about experiencing the world, championing sustainable travel and celebrating journeys with a local and cultural perspective. The 10-issue-a-year magazine has established itself as one of the UK's leading consumer travel publications over the years, having achieved a number of accolades including Editor of the Year - Travel 2022 at the BSME Awards and Travel Magazine of the Year 2023 at the TravMedia Awards.





DIGITAL

nationalgeographic.com/travel receives over 1 million unique visitors a month in the UK.

IPAD APP

With over 600,000 downloads from the App Store, the iPad app shares the print magazine's content.

SUPPLEMENTS

National Geographic Traveller (UK) guides are produced as in-depth reviews of some of the world's most dynamic and fast-growing tourist destinations.

SUBSCRIPTIONS

With nearly 20,000 subscribers, *National Geographic Traveller (UK)* is one of the most subscribed-to travel magazines in the UK.



FAST FACTS



LIFESTYLE

UK readers favour high-street retailers such as:

WAITROSE | M&S | H&M | JOHN LEWIS | WHSMITH

Average household income

£100,000+

DEMOGRAPHICS

(% ABOVE NATIONAL AVERAGE)

CITY SOPHISTICATES 181%

LAVISH LIFESTYLES 129%

EXECUTIVE WEALTH 91%

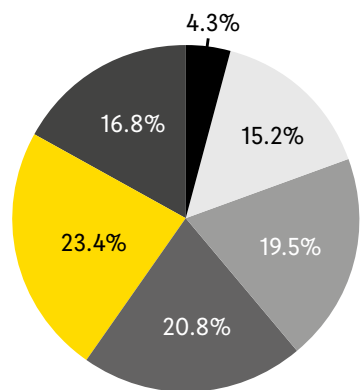
CAREER CLIMBERS 69%

MATURE MONEY 31%

SUCCESSFUL SUBURBS 19%

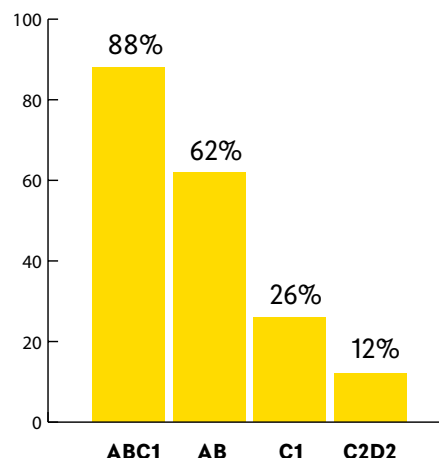
(INFORMATION SUPPLIED BY CACI LTD)

AGE



■ 15-24 ■ 35-44 ■ 55-64
 ■ 25-34 ■ 45-54 ■ 65+

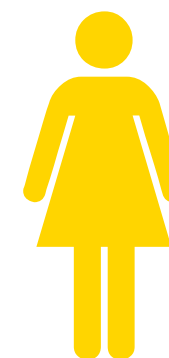
SOCIAL GRADE



GENDER



MALE
42%



FEMALE
58%

Younger, higher female demographic who purchase premium brands and are interested in:

CULTURE

FOOD

ADVENTURE TRAVEL

LUXURY TRAVEL

TRAVEL NEWS & INFO

STATISTICS



FEMALE
58%



FEMALE
44%

■ 25-34 - 53%
■ 35-44 - 23%

■ 25-34 - 35%
■ 35-44 - 22%



56,000
FOLLOWERS



244,000
FOLLOWERS



92,000
FOLLOWERS



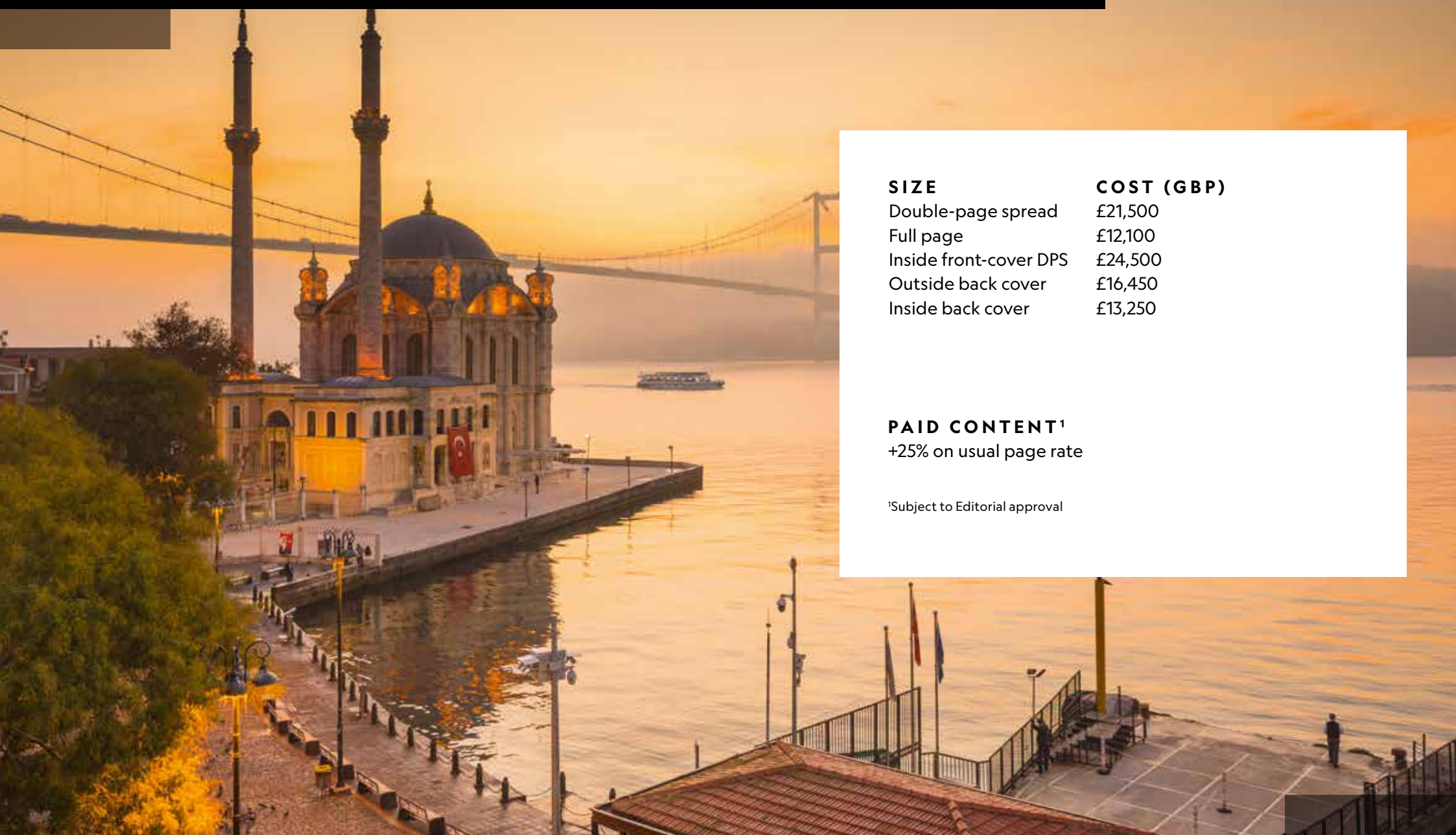
44,000
SUBSCRIBERS



2,064,000
UNIQUE UK VISITORS A MONTH



58,242
CIRCULATION



SIZE	COST (GBP)
Double-page spread	£21,500
Full page	£12,100
Inside front-cover DPS	£24,500
Outside back cover	£16,450
Inside back cover	£13,250

PAID CONTENT¹
+25% on usual page rate

¹Subject to Editorial approval



Our guides offer organisations the opportunity to tell their story to our readers through the pages of *National Geographic Traveller (UK)*, overseen by the in-house editorial and design teams.

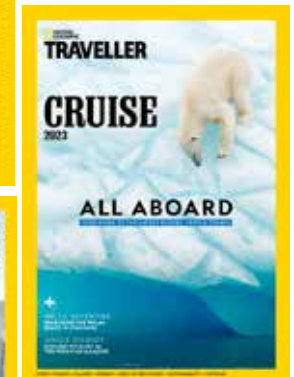
Guides are designed for organisations that have a particularly engaging story to tell, fully in keeping with the *National Geographic Traveller (UK)* brand and ethos. They're written by one or more of our journalists following a trip to the destination specifically for the purpose of writing about it.

As sponsor of a guide, you'll have the opportunity to discuss the direction of the article with our project editor at the beginning of the process. The journalist will then visit the destination and the feature will be designed by our in-house team in the style of one of our regular features.

Our team will give clients the opportunity to fact-check the pages before publication, to ensure the correction of any factual mistakes, such as spelling, or incorrect image usage.

In accordance with CAP/ASA guidelines, to ensure it qualifies as a *National Geographic Traveller (UK)* guide, clients will not be able to request changes that deviate from the style and tone, or the design and images selected. If a client wishes to make editorial or design changes, we can accept these, but we will be unable to carry or feature the 'yellow border'.

On the contents page there will be an acknowledgement of any client relationship. e.g. 'This guide was sponsored by XYZ'.





EYEWITNESS FEATURE

Eyewitness Paid Content features are designed for organisations that have a particularly engaging story to tell, in keeping with the *National Geographic Traveller* (UK) brand and ethos.

The features are written by one of our journalists following a trip to the destination.

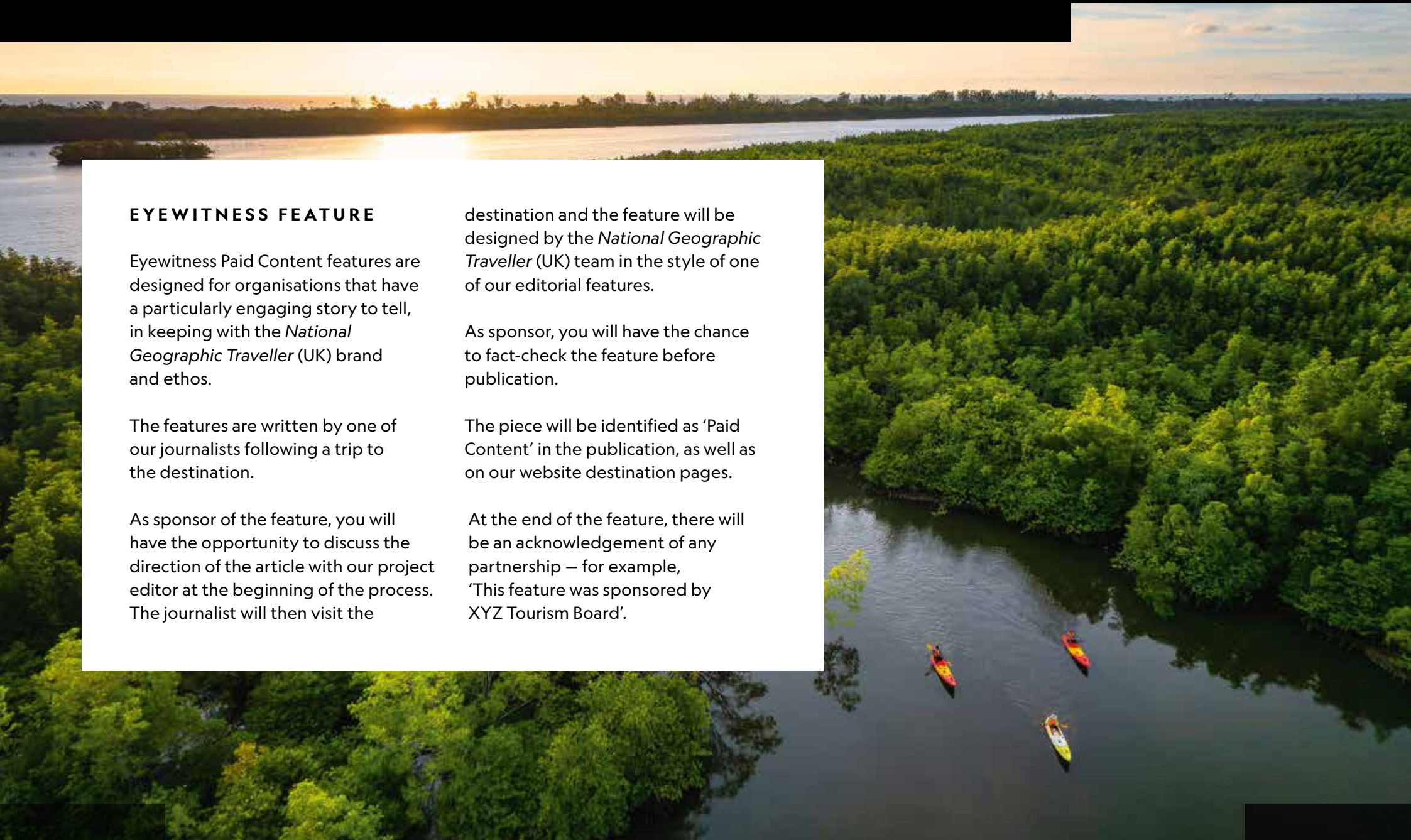
As sponsor of the feature, you will have the opportunity to discuss the direction of the article with our project editor at the beginning of the process. The journalist will then visit the

destination and the feature will be designed by the *National Geographic Traveller* (UK) team in the style of one of our editorial features.

As sponsor, you will have the chance to fact-check the feature before publication.

The piece will be identified as 'Paid Content' in the publication, as well as on our website destination pages.

At the end of the feature, there will be an acknowledgement of any partnership – for example, 'This feature was sponsored by XYZ Tourism Board'.





THIRD-PERSON FEATURE

Third person Paid Content features offer the opportunity to tell a story to our readers through pages written, edited and designed by the *National Geographic Traveller* (UK) team.

A project editor is allocated to the project to discuss the theme of the feature, before working the theme into a brief and liaising with you regarding text and imagery.

Once the content of the piece has been finalised, the feature is then written and designed by the *National Geographic Traveller* (UK) team, sub-edited and sent to you for approval. We allow for two rounds of changes to ensure you are entirely happy with the final feature.

The feature will be clearly labelled in the magazine as 'Paid Content'. Features of more than two pages can be replicated online and will appear on the relevant destination pages of our website under the 'Paid Content' section.





EXCLUSIVE EMAIL SERVICES

Our newsletters reach the inboxes of over 44,000 engaged UK readers* every week, making them an ideal platform for advertisers to introduce their brand to a captive audience with an interest in travel.

The newsletters provide a glimpse of the inspiring travel content and competitions available on our website, as well as a preview of the latest issue of the magazine. Each newsletter contains an exclusive sponsorship box, allowing advertisers to extend their message to our readers and share inspirational content and exclusive special offers with them.

Each exclusive sponsorship package consists of a banner placed prominently in-content, within the first half of the newsletter. Tracking link required.

Newsletter sponsorship £5,950

*as of November 2023





From competitions and awards through to festivals and reader events, *National Geographic Traveller (UK)* offers a series of events throughout the year that offer your brand the opportunity to partner with us and reach thousands of consumers across our multi-platform channels

SPONSORSHIP PACKAGES

Talk to us about the range of opportunities available, from smaller events right through to festivals.

AWARDS

The annual Hotel Awards sees the best in the travel industry awarded for their unique lodges, boutique properties and safari camps.

FOOD FESTIVAL

Following the National Geographic Traveller Food Festivals in 2019, 2022 and 2023, the event returns in 2024. It's set to welcome over 5,500 visitors plus big-name chefs and food writers.

THE MASTERCLASSES

The regular online sessions see a wealth of travel writers and photographers sharing their top tips and advice with over 1,500 attendees.

COMPETITIONS

Our annual Photography Competition see thousands of entrants every year, with extensive coverage of the spectacular images reaching print and digital audiences in their millions.





National Geographic Traveller (UK) offers digital opportunities for advertisers to engage with a UK-targeted audience on nationalgeographic.com. There are a range of opportunities to get involved with, from display banners, articles and social campaigns to sending journalists out to destinations for full features.

For full packages and rates, get in touch with the Partnerships team:
sales@natgeotraveller.co.uk





TERMS OF SERVICE

- If APL Media Ltd is required to amend or resize supplied artwork, a £45 charge will be incurred per round of changes per hour.
- Own-brand house-style advertorials or branded content must have **PAID CONTENT** on the eyebrow.
- Advertiser-supplied advertorials must have **ADVERTISEMENT** centred at the top of the page.
- All adverts/paid content/advertisement features are subject to Editorial approval.
- APL Media reserves the right to make grammatical changes and corrections in order to meet the house style.

*APL Media Ltd will provide two sets of PDFs (design and changes) for client approval. The final, third set of PDFs are for fact-checking and approval/records only. Approval is required within 48 hours. If further changes are required, this will incur a £45 charge per round of amendments per hour.

*Excludes image(s) cost; image searches £40 per hour; and copy writing £40 per hour.

**Competitions must include a complete package: flights (inc. taxes), transfers, accommodation and activities on a B&B basis (minimum). There cannot be exclusion dates on half terms and summer holidays for family prizes.

A4 MAGAZINE SIZES

Double-page spread
Full page
Half page
Quarter page

BLEED (5MM)

307mm x 430mm
307mm x 220mm
N/A
N/A

TRIM

297mm x 420mm
297mm x 210mm
130mm x 177mm
130mm x 84mm

TYPE AREA

10mm inside of trim
10mm inside of trim
5mm inside of trim
5mm inside of trim

All sizes height x width. Allow 12mm gutter (for text running across the spine). If the size is not correct the advert will fail our pre-flight and be returned to you for resizing. Branded adverts should contain no more than 100 words. Text heavy advertising that could be construed as editorial content may be rejected by the editorial team.

PDF SPECIFICATIONS

Our preferred method of delivery is Adobe Acrobat PDFs. Standard: PDF/X-1a:2001.

Compatibility: Acrobat 4 (PDF1.3). Colour Profile / Output intent: ISO Coated v2 300% (ECI).

We cannot guarantee the quality of the final print for files supplied outside of these specifications. Colour variations will occur if your files do not utilise the colour profile and respect guidelines outlined above. Artwork not meeting the technical specifications will fail our preflight and be returned to you for resupply.

All ads should be supplied with a colour proof and according to the naming convention provided:

Publication Name, Month of advertisement, Advertiser's Name. Example: NGTmmyy_advertisersname.pdf

ARTWORK DESIGN (3-6 WEEK LEAD-IN TIME)

APL Media is able to offer an artwork design service for advertisers who are unable to produce artwork.

Advertisers are expected to provide elements to specification at least five weeks prior to the on-sale date. Costs vary depending on artwork requirements.

Advert* – client supplies all material.

£300 minimum

Advert* – APL sources material £600 minimum*

Additional amendments / Artwork resizing*

£45 per round of amendments per hour.

For further information on artwork design and costs, email production@natgeotraveller.co.uk or call the Production department: +44 (0) 20 7553 7372.



TRAVELLER

CONTACTS

SALES

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PRODUCTION

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EDITORIAL

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+44 (0)20 7253 9906

National Geographic Traveller (UK)

nationalgeographic.com/travel

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