



 NATIONAL
GEOGRAPHIC

TRAVELLER

MEDIA PACK

2026

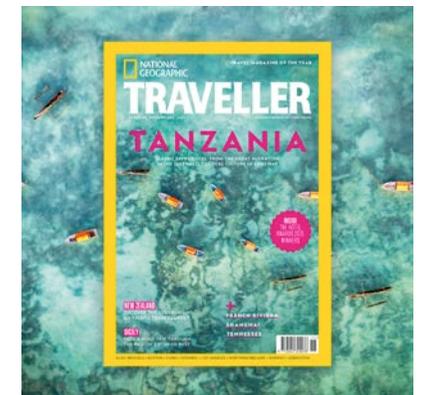
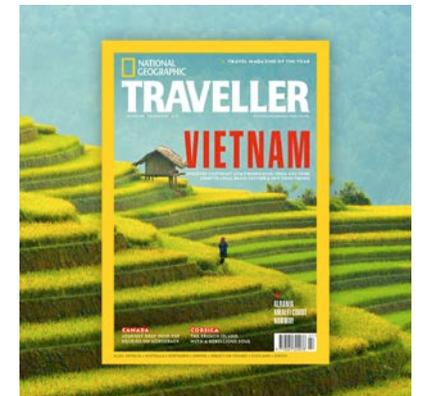
UK
TRAVEL
MAGAZINE
OF THE
YEAR



I UK TRAVEL MAGAZINE OF THE YEAR 2025

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, having achieved a number of accolades including Newsstand Magazine of the Year 2025 at the Newspaper & Magazine Awards and Travel Magazine of the Year 2025 at the TravMedia Awards.





DIGITAL

nationalgeographic.com receives over 1.3 million unique visitors a month in the UK.

IPAD APP

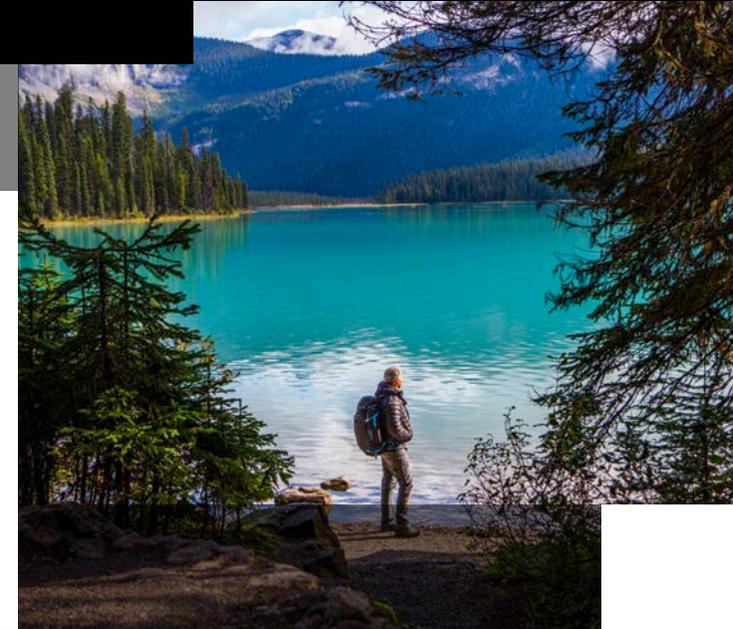
With over 600,000 downloads from the App Store, the iPad app shares the print magazine's content.

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 over 15,000 paying 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 | JOHN LEWIS | WHSMITH

Average household income

£100,000+

DEMOGRAPHICS

(% ABOVE NATIONAL AVERAGE)

CITY SOPHISTICATES 181%

LAVISH LIFESTYLES 129%

EXECUTIVE WEALTH 91%

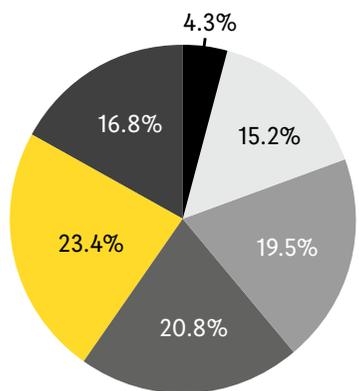
CAREER CLIMBERS 69%

MATURE MONEY 31%

SUCCESSFUL SUBURBS 19%

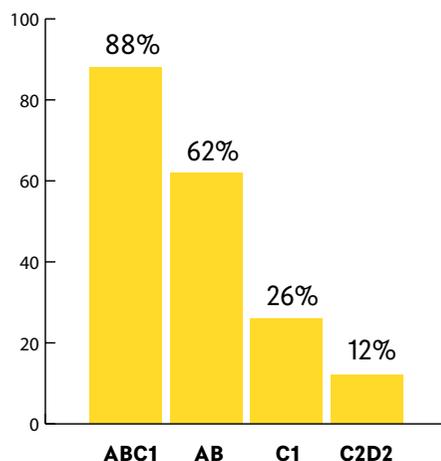
(INFORMATION SUPPLIED BY CACI LTD)

| AGE

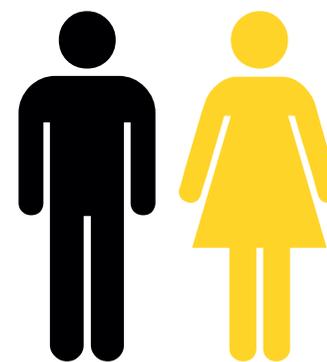


■ 15-24 ■ 35-44 ■ 55-64
 ■ 25-34 ■ 45-54 ■ 65+

| 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% ■ 25-34 - 35%
 ■ 35-44 - 23% ■ 35-44 - 22%



56,000
FOLLOWERS



251,000
FOLLOWERS



119,000
FOLLOWERS



33,500
SUBSCRIBERS



1,276,683
UNIQUE UK VISITORS A MONTH



74,715
CIRCULATION



SIZE

Double-page spread
Full page
Inside front-cover DPS
Outside back cover
Inside back cover

COST (GBP/USD)

£21,500 / \$27,324
£12,100 / \$15,377
£24,500 / \$31,137
£16,450 / \$20,906
£13,250 / \$16,839

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'.





PRINT & ONLINE FEATURES

Branded Content features offer the opportunity for organisations to tell their story through eyewitness or third-person features, in keeping with the *National Geographic Traveller* (UK) brand and ethos.

Both styles of features are written by one of our journalists, with eyewitness requiring 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 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 'Branded 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'.

Digital opportunities are also available to engage with a UK-targeted audience on nationalgeographic.com – from display banners and articles to social campaigns and articles.

Contact: sales@natgeotraveller.co.uk





EXCLUSIVE EMAIL SERVICES

Our newsletters reach the inboxes of over 33,500 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 February 2026





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 fifth National Geographic Traveller Food Festival in 2025, bespoke food and wine events will be available for sponsorship throughout the year.

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.



| THE COLLECTION



National Geographic Traveller (UK) is proud to present the *Collection*, a series of premium bookazines and in-magazine features that celebrate the world's most exceptional destinations, experiences and places to stay.

Originally launched as a standalone, high-end annual publication, the *Collection* brings together inspiring editorial and bespoke partner content to engage discerning, well-travelled readers.

Each issue includes an A to Z travel directory, showcasing the best experiences and places to stay, brought to you by our advertising partners.

Upcoming issues (provisional dates):

Islands: February 2026

Spa & Wellness: April 2026

Lakes & Mountains: June 2026

Indian Ocean: July 2026

Latin America: August 2026

Luxury: October 2026

Experiences: December 2026



THE COLLECTION – DESTINATIONS



Building on its success, the *Collection* will now extend into the main *National Geographic Traveller* (UK) magazine, appearing as a dedicated, country-themed section within each issue. This new format offers our partners the opportunity to align their properties with the magazine's editorial features and trusted voice, reaching a highly engaged audience of affluent, experience-driven travellers.

Upcoming sections (provisional dates):

Florida: March 2026

Croatia: April 2026

Greek islands: May 2026

Spain: June 2026

Türkiye: July/Aug 2026

Italy: September 2026

Japan: October 2026

UAE: November 2026

Indonesia: December 2026

Portugal: Jan/Feb 2027

THE TRAVELLER
FLORIDA
COLLECTION

THIS IS THE CONTENT IT DOES NOT RESEMBLE REALLY THE HEART OF NATIONAL GEOGRAPHIC, NATIONAL GEOGRAPHIC TRAVELLER IS IN YOUR DESTINATION SPACE.

OCTOBER 2024 | 116

Fairmont Taghazout Bay

Switzerland has introduced specific provisions to ensure compliance on mobile devices at events and in outdoor areas, offering guests and staff peace of mind.

WHAT TO TRY

THE EXPERIENCE

THE NEW-INSPIRING LANDSCAPES INCLUDE rocky cliffs, red granite boulders, coral and mangroves, and a host of birds nesting on the cliffs. Travelers looking to connect with nature's wonders will also discover a unique food scene and world-class distribution that make this a truly unique place to discover. From the local cuisine to the signature food scene and world-class distribution, the resort offers a truly unique place to discover. From the local cuisine to the signature food scene and world-class distribution, the resort offers a truly unique place to discover.

WHAT TO TRY

THE EXPERIENCE

THE NEW-INSPIRING LANDSCAPES INCLUDE rocky cliffs, red granite boulders, coral and mangroves, and a host of birds nesting on the cliffs. Travelers looking to connect with nature's wonders will also discover a unique food scene and world-class distribution that make this a truly unique place to discover.

Atlantis Dubai

Switzerland has introduced specific provisions to ensure compliance on mobile devices at events and in outdoor areas, offering guests and staff peace of mind.

WHAT TO TRY

THE EXPERIENCE

THE NEW-INSPIRING LANDSCAPES INCLUDE rocky cliffs, red granite boulders, coral and mangroves, and a host of birds nesting on the cliffs. Travelers looking to connect with nature's wonders will also discover a unique food scene and world-class distribution that make this a truly unique place to discover.

Milaidhoo Maldives

Switzerland has introduced specific provisions to ensure compliance on mobile devices at events and in outdoor areas, offering guests and staff peace of mind.

WHAT TO TRY

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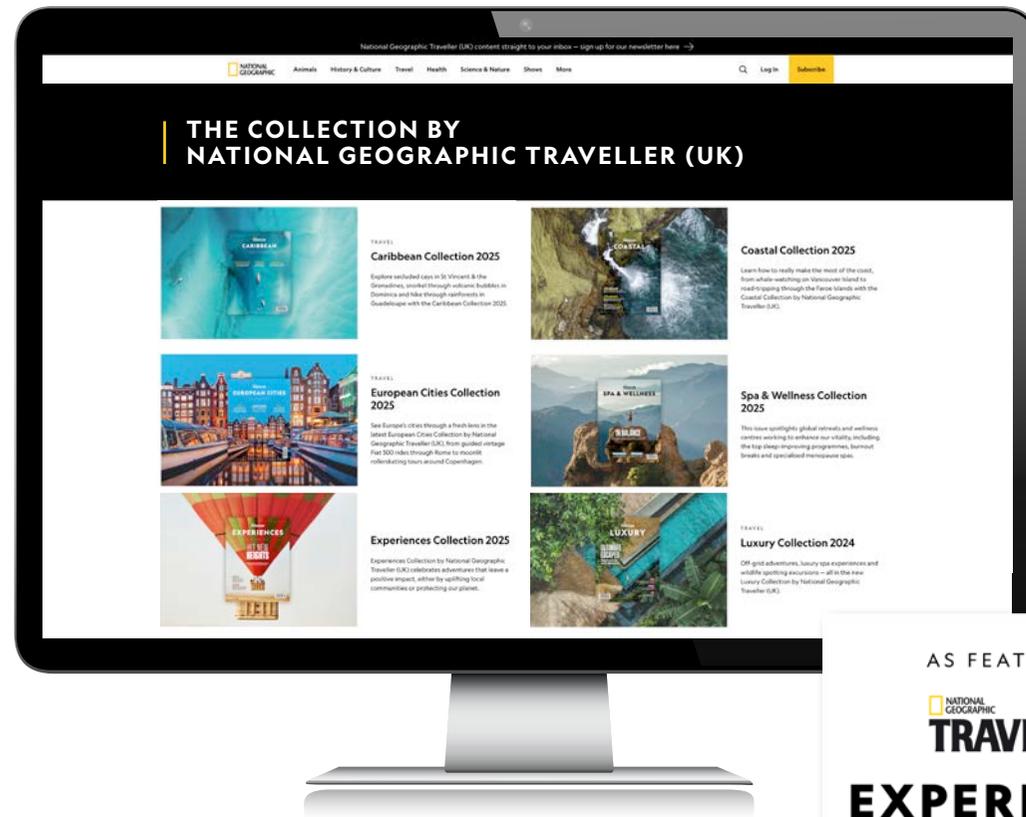
| RATE CARD & INCLUSIONS



SIZE	COST
Full content page	£12,150
Double-page content spread	£21,500
Leading advert	£13,750

EACH OFFER INCLUDES:

- A full-page or double-page spread of content to be placed in the print edition of *National Geographic Traveller (UK)*.
- Design of each full-page branded content page by our in-house *National Geographic Traveller (UK)* design team using the bookazine templates.
- A page dedicated to your hotel in *National Geographic Traveller (UK) – the Collection* digital magazine for 12 months, hosted on nationalgeographic.com/travel
- A *National Geographic Traveller (UK) – the Collection* participation certificate provided for your property.
- Access to the *National Geographic Traveller (UK) – the Collection* logo, to use on your emails, website and socials.



EXAMPLES



Example of DPS advertorial

DPS advertorial

Disclosure
Paid Content

Header: Name of property

Main copy: Copy for this section should be about the hotel, resort, island, destination or experience. **750 words**

Q&A box
Copy for this box should showcase a key member of the team for readers, the head chef, for example, or a member of the concierge team. **160 words**

Images
Please supply 4-5 images as high-res (300dpi) JPGs.

'What to try' box
Copy for this box should highlight a key experience that travellers can participate in. **90 words**

'Need to know'
The hotel, resort, island or experience contact details etc. **50 words**

Example of full-page advertorial

Full-page advertorial

Disclosure
Paid Content

Header: Name of property

Main copy: Copy for this section should be about the hotel, resort, island, destination or experience. **315 words**

'What to try' box
Copy for this box should highlight a key experience that travellers can participate in. **90 words**



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 **BRANDED CONTENT** or **PAID CONTENT** as applicable 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.

Rights & Consent Warranty.
The Advertiser warrants that all client-supplied materials are legally cleared for publication and promotional use, including all necessary permissions and model releases for identifiable individuals.

Liability.
The Advertiser assumes full responsibility for securing such clearances and agrees to indemnify APL Media and its affiliates against any claims, costs, or losses arising from non-compliance.

A4 MAGAZINE SIZES

Double-page spread
Full page

BLEED (5MM)

307mm x 430mm
307mm x 220mm

TRIM

297mm x 420mm
297mm x 210mm

TYPE AREA

10mm inside of trim
10mm 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.



 NATIONAL
GEOGRAPHIC

TRAVELLER

CONTACTS

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+44 (0)20 7553 7388

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EDITORIAL

editorial@natgeotraveller.co.uk
+44 (0)20 7253 9906

National Geographic Traveller (UK)

nationalgeographic.com/travel

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