

NATIONAL GEOGRAPHIC

TRAVELLER

MEDIA PACK | 2026/27

UK TRAVEL MAGAZINE OF THE YEAR

ABOUT US

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.





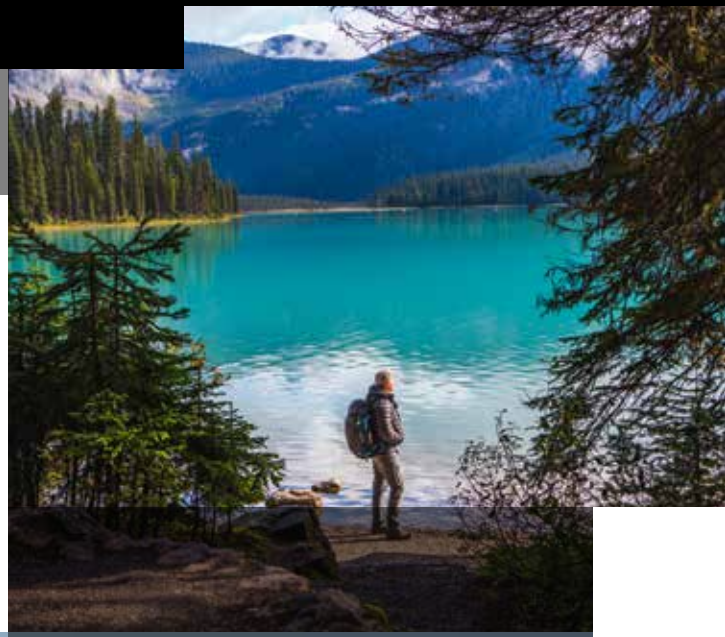








I THE MAGAZINE





DIGITAL
nationalgeographic.com receives nearly 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 over 18,000 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

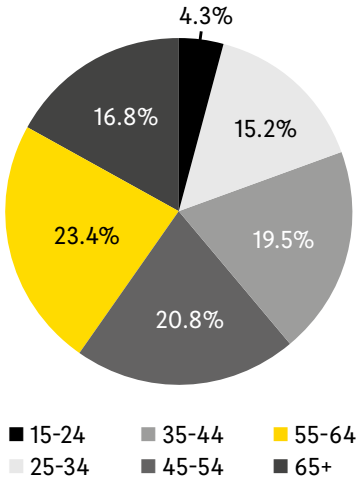
Average household income
£100,000+

DEMOGRAPHICS
(% ABOVE NATIONAL AVERAGE)

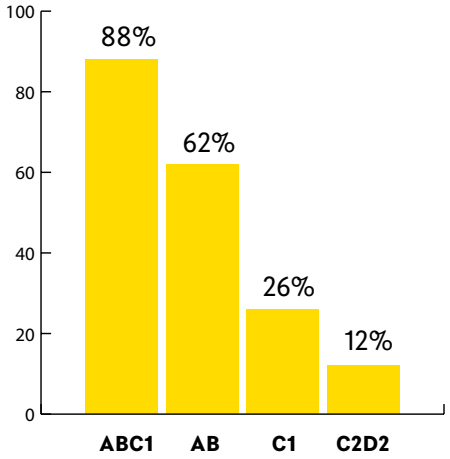
CITY SOPHISTICATES 181%
LAVISH LIFESTYLES 129%
EXECUTIVE WEALTH 91%
CAREER CLIMBERS 69%
MATURE MONEY 31%
SUCCESSFUL SUBURBS 19%

(INFORMATION SUPPLIED BY CACI LTD)

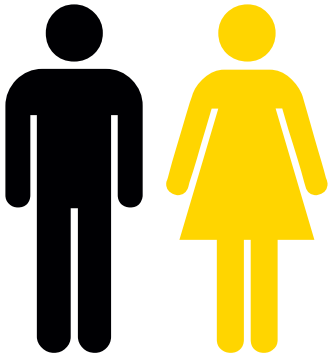
AGE



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%

25-34 - 53%
35-44 - 23%

FEMALE 44%

25-34 - 35%
35-44 - 22%

55,200 FOLLOWERS

253,000 FOLLOWERS

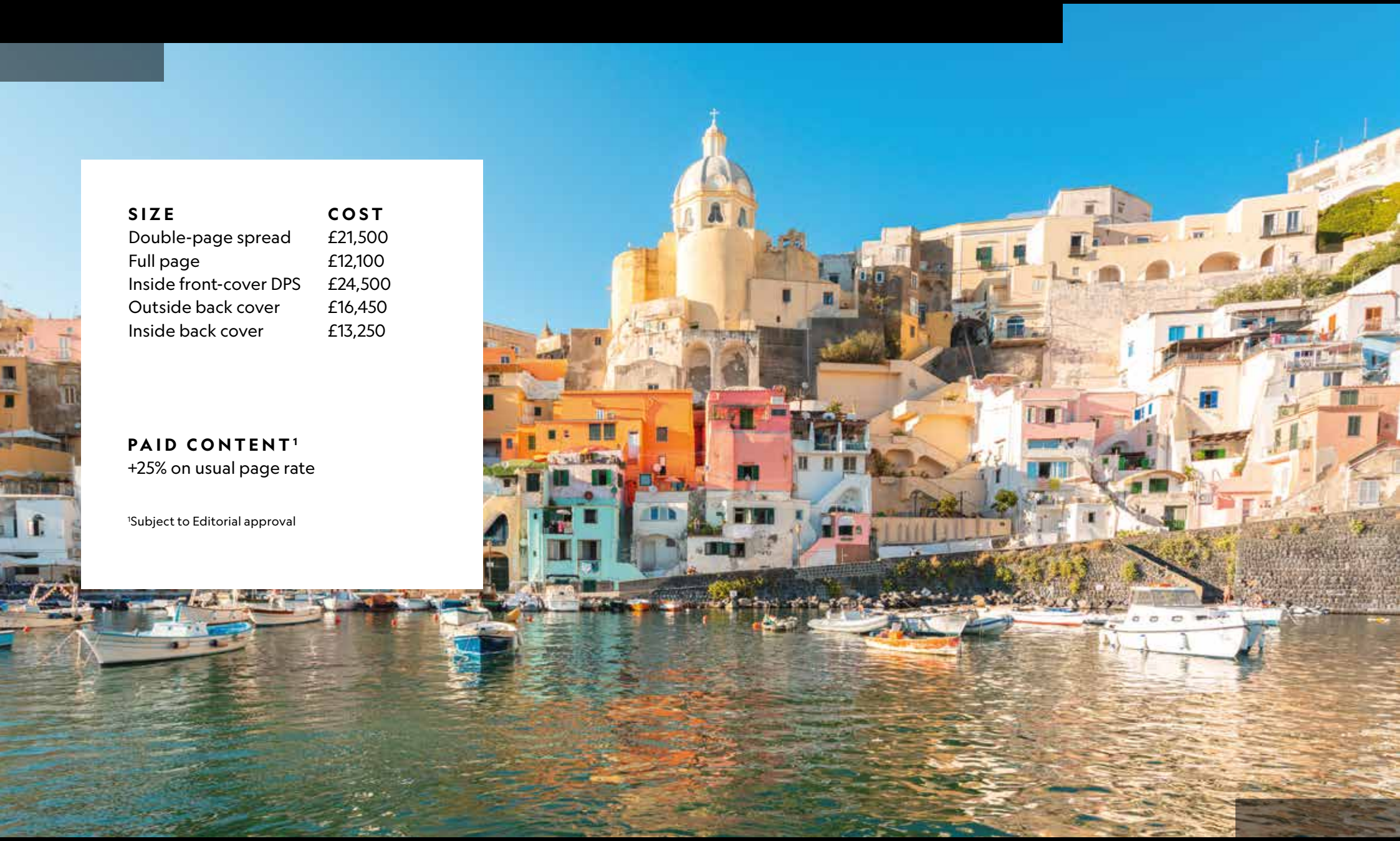
132,000 FOLLOWERS

34,800 SUBSCRIBERS

980,000 UNIQUE UK VISITORS A MONTH

74,715 CIRCULATION

RATE CARD



SIZE	COST
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 CONTENT[1]
+25% on usual page rate

[1]Subject 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'.

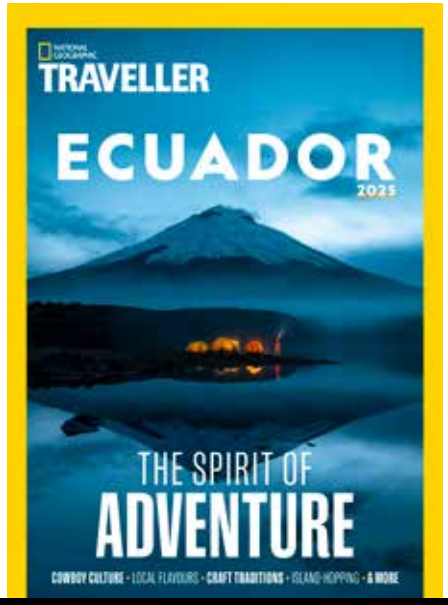
On the contents page there will be an acknowledgement of any client relationship.
e.g. 'This guide was sponsored by XYZ'.



















PRINT & ONLINE FEATURES

Branded Content features offer the opportuny 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*

EMAIL NEWSLETTER







EXCLUSIVE EMAIL SERVICES

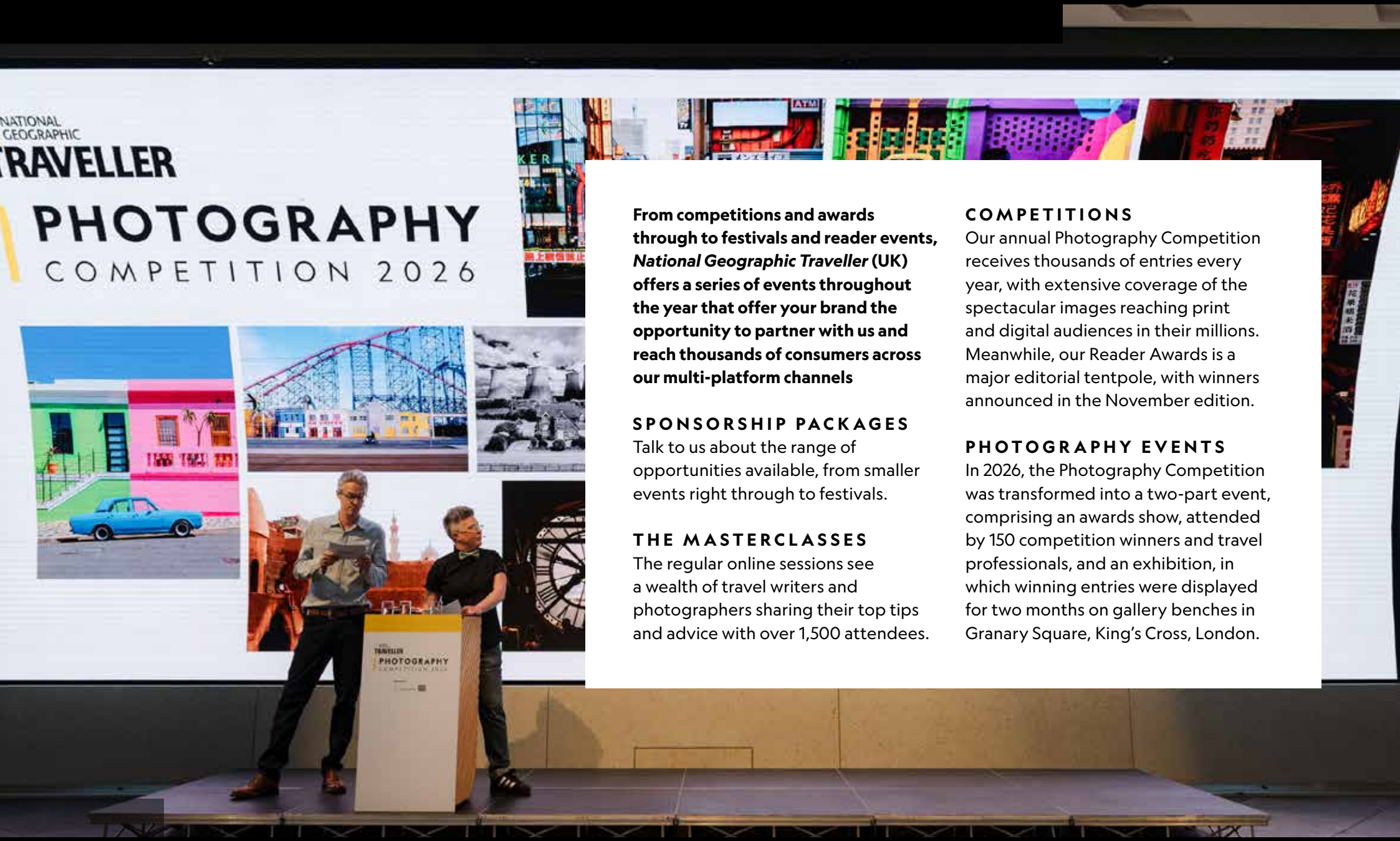
Our newsletters reach the inboxes of over 33,500 engaged UK readers* every week, making them an ideal platform for advertisers to introduce their brand to a captive audience with an interest in travel.

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.

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 receives thousands of entries every year, with extensive coverage of the spectacular images reaching print and digital audiences in their millions. Meanwhile, our Reader Awards is a major editorial tentpole, with winners announced in the November edition.

PHOTOGRAPHY EVENTS

In 2026, the Photography Competition was transformed into a two-part event, comprising an awards show, attended by 150 competition winners and travel professionals, and an exhibition, in which winning entries were displayed for two months on gallery benches in Granary Square, King's Cross, London.

I 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 2027
Culture & Heritage: March 2027
Coastal: April 2027
European Cities: June 2027
Culinary: August 2027
Luxury: October 2027
Experiences: December 2027
Islands: January 2028













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):

Italy: September 2026
Japan: October 2026
Switzerland: November 2026
Indonesia: December 2026
Portugal: Jan/Feb 2027
Iceland: March 2027
Canada: April 2027
Spain: May 2027
Austria: June 2027
Malaysia: July/Aug 2027





Menjaga Bay Resort

This resort on the island of Flores, at the edge of Komodo National Park, allows guests to explore pristine wilderness and catch a glimpse of the world's largest lizard on ranger-guided walks

THE EXPERIENCE

Komodo National Park is a Unesco World Heritage Site and one of the New Seven Natural Wonders of the World. Its waters lie within the Coral Triangle, the most biodiverse marine ecosystem on the planet. It's here that Menjaga Bay Resort occupies a private cove carved into the hillside. The resort runs daily private trips into the park, as well as diving with established local operators at Batu Bolong, Castle Rock and the manta cleaning stations of Karang Makassar. Ranger-guided walks on Rinca and Komodo bring travellers face to face with the Komodo dragon, the world's largest lizard. From the resort, Padar Island's three-bay viewpoint and the crushed-coral sand of Pink Beach also lie within an easy morning's sail.

Flores itself rewards curiosity. The Manggarai highlands behind Labuan Bajo produce some of Indonesia's most sought-after arabica coffee, and villages such as Wae Rebo still perform *caci* — the ceremonial whip-and-shield duel staged at harvests and weddings.

A STANDOUT CHOICE

Opened in late 2023, Menjaga Bay Resort has 27 villas across three categories, from sea-level garden villas and hillside retreats, some with private plunge pools, to villas built over the water. Travellers arrive by road from Komodo Airport at Labuan Bajo, followed by a boat journey across the bay to the resort's jetty.

At the heart of the resort, the Kelimutu Clubhouse serves modern Indonesian, pan-Asian and Western cuisine beneath a timber roof, with four rotating set menus showcasing regional ingredients. Sunset drinks are on-site. Over the water, the Dragon Island Bar brings sunset cocktails flavoured with the likes of lemongrass and arak.

Wellness is woven into the stay, from massages, beauty treatments and mangrove-water rituals at the Mangrove Spa to yoga on private villa terraces. A 25-metre pool overlooks the cove, while kayaks and paddleboards are available for guests to explore on the water. menjagabay.com

INSIDER TIP

Timing matters more than distance in Komodo. Leave Labuan Bajo by 6am together at dawn and reach Padar Island and Pink Beach by mid-morning. Guests staying inside the park should sail in the opposite direction and arrive as the fleet departs.

The same thinking applies to the calendar. November, for instance, sits outside the region's peak travel months, yet manta sightings are still frequent, the reefs remain teeming with life, and the dive sites are quiet. Travelling in the low season offers better wildlife-watching and lower rates.



Seven Dreams A Pramana Experience

Providing a different perspective on Bali's neighbour, Nusa Penida, this resort encourages travellers to journey beyond the island's most famous sites and explore local villages, temples and Balinese traditions

THE EXPERIENCE

The quieter eastern coast of Nusa Penida rewards travellers who venture beyond its well-known western viewpoints. The village of Ioanna is one example, where temples, ceremonies and local traditions remain part of the landscape rather than attractions created solely for visitors.

Another of the area's most meaningful cultural landmarks is Goa Giri Putri Temple, a sacred sanctuary hidden within a limestone hill. Entry begins through a narrow opening in the rock before revealing a vast cavern filled with shrines and stone statues. The temple remains an important place of worship for Balinese locals, and a visit offers travellers an insight into Nusa Penida's spiritual identity.

The island's relationship with the ocean is equally significant. Snorkelling excursions reveal marine environments, while initiatives such as coral planting and turtle conservation offer travellers another perspective on protecting Nusa Penida.

A STANDOUT CHOICE

Seven Dreams A Pramana Experience invites travellers to slow down and reconnect with nature. Set across six acres in Ioana, the beachfront resort comprises 33 villas, ranging from intimate garden retreats to expansive beachfront pool villas designed for couples, families and groups.

Days often unfold around the resort's 200sq metre infinity pool, with its ocean views and playful water features, or at the spa, where treatments draw on Indonesian wellness traditions. Dining adds another layer to the experience, with a menu focused on fresh, locally sourced ingredients served in a relaxed setting. Guests can also spend time at the gym and meditation shelter or enjoy curated experiences that encourage travellers to make a connection with Nusa Penida's culture.

In the evening, a romantic dinner, followed by a quiet walk beside the sea or simply listening to the waves brings the experience full circle. sevendreamsnusapenida.com

INSIDER TIP

While many first-time visitors focus on Nusa Penida's dramatic coastline, the island's eastern side offers a quieter, more authentic experience. Explore Ioana and visit Goa Giri Putri early, when the temple feels particularly peaceful, before returning to the coast to experience the contrast between Penida's spiritual heart and its ocean landscapes. Respectful clothing and behaviour are particularly important when visiting sacred sites, which remain active places of worship for the local community and hold deep cultural significance.



Pramana Watu Kurung

Designed to echo the character of a local village, this resort offers travellers an alternative way to explore Ubud and a greater understanding of Balinese traditions

THE EXPERIENCE

Just outside Ubud, Kedewatan is a quieter village surrounded by the Ayung River, traditional homes, family compounds and lush forest. The river is one of the area's defining natural features and a popular setting for rafting. Meanwhile, walks through the village reveal rice fields, local compounds and the routines of everyday Balinese life. The area is also closely associated with *mie ayam Kedewatan*, a local mixed-rice dish served with seasoned chicken, *lawar* (a warm salad of vegetables, spices, vegetables and spices) accompaniments.

Travellers heading towards central Ubud can explore Ubud Palace, traditional markets and galleries, or visit the Sacred Monkey Forest Sanctuary, where temple grounds and long-tailed macaques share a forested setting. Those seeking a more active day can follow the Campuhan Ridge Walk or experience the Ayung River from the water, before returning to the calmer village setting of Kedewatan.

A STANDOUT CHOICE

Pramana Watu Kurung reflects its surroundings, with 20 suites and villas designed to feel like a traditional Balinese village. A broad central pathway, inspired by the layout of Tenganan village, leads between handcrafted suites and villas. Reclaimed Javanese *joglos* (traditional wooden houses), carved timber and stone gateways give the resort much of its architectural identity, while selected accommodation opens towards the Ayung Valley or offers the seclusion of a private pool.

At Lotshuh Ayung Restaurant, meals are served beneath a restored antique *joglo* supported by intricately carved columns, and the open-sided pavilion overlooks the main pool and the surrounding landscape. Pramana Spa adds a restorative element, offering treatments using local herbs. These are complemented by yoga practices at Surya Puja Yoga and daily cultural activities that introduce guests to local traditions. pramanawatukurung.com

INSIDER TIP



The best way to experience Pramana Watu Kurung is to leave time for its activities. Guests can begin their day with a village walk, join an offering-making session at Surya Puja, then return for a cooking experience, spa treatment or afternoon by the pool. Those planning a romantic celebration should enquire early about Lembah Ayung Jetty and candlelit dining arrangements. Checking the activity schedule upon arrival helps guests book cultural experiences, while still leaving time to enjoy the resort's valley setting and distinctive character.



Courtyard Residence at Wakatobi

Staying in this private corner of Wakatobi Resort offers guests the flexibility to experience the island at their own pace — with a private jetty and boats on hand for diving and snorkelling experiences

THE EXPERIENCE

Wakatobi Resort has never been a place for crowds. With just 25 bungalows and villas set along the shores of a remote island in southeastern Sulawesi, the resort has cultivated a style of hospitality that feels barefoot, yet deeply considerate. Staff quickly learn guests' names, dietary preferences and daily rituals. Guests return year after year to familiar faces, often leaving with the feeling that the people looking after them have become something closer to family.

The reef lies within the Coral Triangle, surrounded by an extraordinarily biodiverse marine environment of thriving coral gardens, dramatic walls and remarkable marine life. For three decades, the resort's Collaborative Reef Conservation Programme has worked alongside neighbouring communities to support the protection of over 40 miles of surrounding reef, while tourism provides local employment and supports community initiatives.

A STANDOUT CHOICE

Tucked away into its own private corner of Wakatobi Resort, the Tebing-metre Courtyard Residence accommodates families and groups of up to eight people, with expansive living spaces, an indoor pool, oceanfront terraces and its own dedicated jetty.

A private team looks after the entire group. Butlers learn how guests like their days to unfold, while a private chef prepares meals around individual tastes and dietary needs. Each morning, the residence's private dive guide leads the group to dedicated dive and snorkel guides, ready to set out whenever its guests are.

Beyond the residence, days can include spa treatments, watersports and cultural experiences, while evenings might end with a dinner prepared by the private chef. The Courtyard Residence brings together what guests love most about Wakatobi — exceptional reefs, staff that feel like family and the freedom to settle into island life entirely at their own pace. wakatobi.com

DID YOU KNOW?



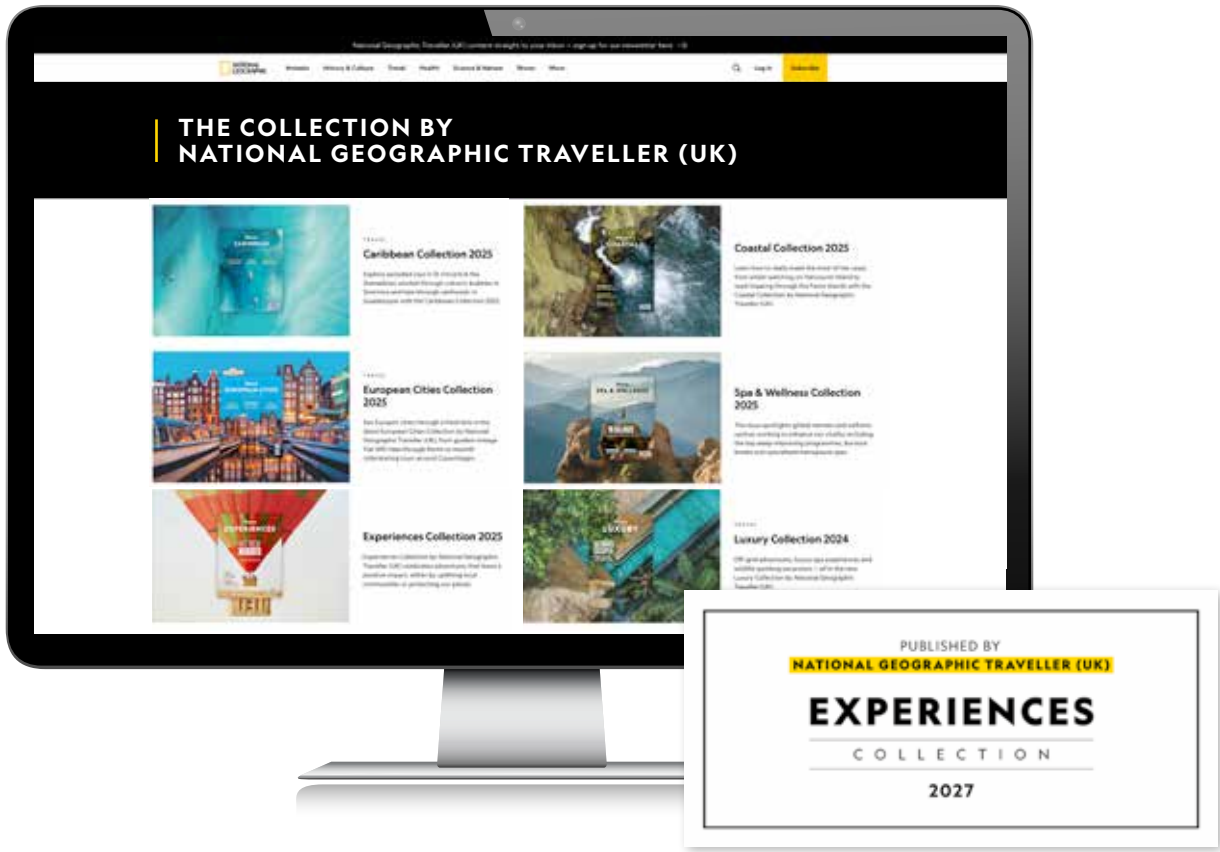
Wakatobi's Collaborative Reef Conservation supports the protection of over 40 miles of surrounding reef, helping safeguard the ecosystems and marine life that make the area so distinctive. The initiative also recognises the importance of creating opportunities for local communities, with tourism providing employment and supporting community-led projects. In this way, conservation and tourism work together, giving local people a stake in protecting the waters and habitats that surround them.

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



'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**

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.

Example of full-page advertorial

Full-page advertorial

Disclosure
Paid Content



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

Header: Name of property

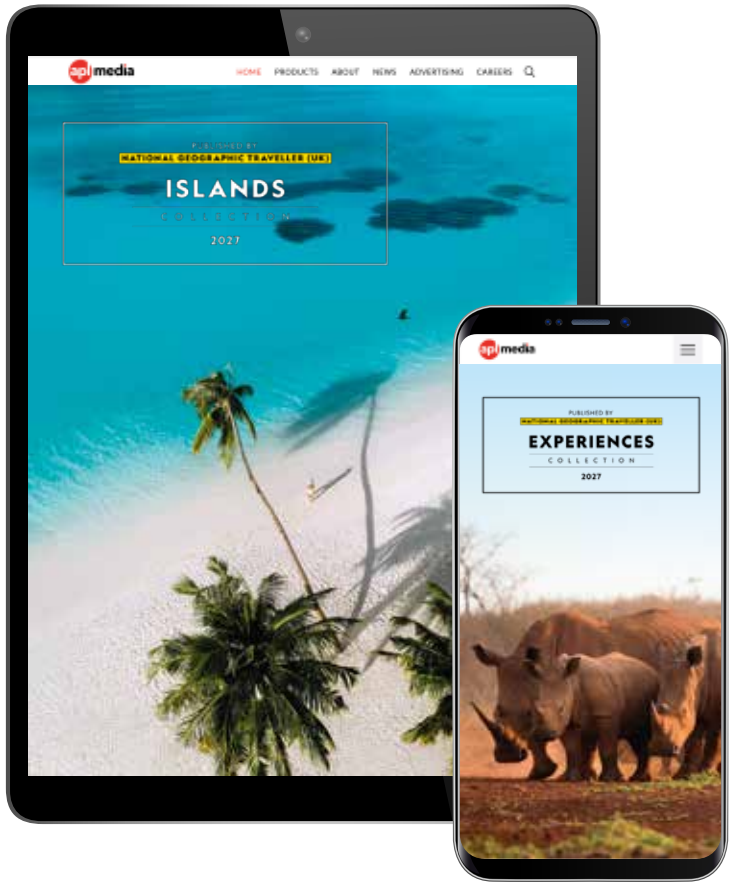
Main copy: Copy for this section should be about the hotel, resort, island, destination or experience. **315 words**

BADGES & CERTIFICATES

In addition to print and digital coverage, all clients receive an official *National Geographic Traveller* (UK) badge, licensed for 12 months from publication, to showcase their participation in the *Collection*. The badge can be displayed on clients' websites and included in email signatures, with the option to hyperlink it directly to their dedicated advertorial page in the *Collection* Directory.

Clients also receive a personalised certificate of authority, recognising their participation, for printing and display at their premises. The certificate is for offline use only and may not be published or shared online.

Clear usage guidelines will be provided to all clients to ensure both assets are used appropriately and in accordance with the agreed licensing terms.









ADVERTISEMENT SIZES

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	BLEED (5MM)	TRIM	TYPE AREA
Double-page spread	307mm x 430mm	297mm x 420mm	10mm inside of trim
Full page	307mm x 220mm	297mm x 210mm	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

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nationalgeographic.com/travel

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Registered Office: SAS House, Chipperfield Road, Kings Langley, Hertfordshire WD4 9JB
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