

● ● ● OVERVIEW



LAUNCHED: 1975

MISSION: To excite kids about their world.

FEATURE STORIES: An awesome mix of articles on animals, nature, science, technology, history, geography, and exploration.

DEPARTMENTS: Weird But True, Bet You Didn't Know, Amazing Animals, Cool Inventions, Destination Space, Incredible Animal Friends, Sports Funnies, Extreme Weirdness, Chew on This, Dare to Explore, Guinness World Records, History's Greatest Hits, Stump Your Parents, plus interactivity like Art Zone, Back Talk, Funny Fill-in, and My Shot

EXTRAS: Large pullout posters or maps, collectible trading cards, contests, stickers, cover wraps, surveys, and more.

TARGET AUDIENCE: 6- to 14-year-old boys and girls.

RATE BASE: 1,000,000

READERSHIP: 3.6 million+

FREQUENCY: 10 issues/year

PRICE: \$24.95 annual subscription; \$4.99 per single copy

WEBSITE: kids.nationalgeographic.com



DID YOU KNOW?
Hammerhead sharks can give birth to 40 babies at once.

 **NATIONAL
GEOGRAPHIC**
KIDS™

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DID YOU KNOW?

A British man grew a giant zucchini that weighed as much as a large sheepdog.



National Geographic Kids readers enjoy the following regular departments in nearly every issue:

AMAZING ANIMALS

Extraordinary stories about animals

BET YOU DIDN'T KNOW

Crazy themed facts you never knew

WEIRD BUT TRUE

Outrageous fun facts

GUINNESS WORLD RECORDS

World records that kids can't get enough of

MY SHOT

Awesome photos straight from our readers, with a cool online component

COOL INVENTIONS

A showcase of the coolest new technology out there

DARE TO EXPLORE

First-person adventure stories

AWESOME 8

The most awesome information around a fun theme

WILD VACATIONS

Amazing places and activities around the world

FUN STUFF

Interactive department with favorites such as Funny Fill-in, Just Joking, and What in the World?, plus games, comics, and more

ALL ABOUT MONEY!

Facts that make readers say "Ka-ching!"

BY THE NUMBERS

Kid-friendly infographics on topics they love

EXTREME WEIRDNESS

Bizarre photos from all over the globe

DESTINATION SPACE

Out-of-this-world info on the universe

CHEW ON THIS

Tasty tidbits about yummy stuff

HISTORY'S GREATEST HITS

A fun new way to learn about old stuff

STUMP YOUR PARENTS

Kids challenge parents in this superfun quiz

2016 Editorial Calendar

FEBRUARY *Cover Story: Animal Love*, 35 Cool Things About Rocks & Minerals, International Space Station, These Are Actually Chocolate

MARCH *Cover Story: Koalas*, Eiffel Tower, 30 Cool Things About Birds, History Mystery

APRIL *Cover Story: Animal Tricksters*, Food That Fools You, Extreme Illusions, Sugar Gliders, Wacky Roadside Attractions

MAY *National Parks Special Issue*, Shark Rescue, 30 Cool Things About National Monuments, Wolves, Gorillas

JUNE/JULY *Special Oceans Issue*, North Atlantic - Dolphins, Caribbean Sea - Coral Reefs, Indian Ocean - Leatherback Sea Turtles, Western Australia - Whale Shark, Antarctica - Emperor Penguins, North Pacific Ocean - Sea Otters, Arctic - Beluga Whales

AUGUST *Cover Story: Jaguar*, 30 Cool Things About Brazil, Octopuses, Giraffe Ninjas, Waterpark Science

SEPTEMBER *Cover Story: 10 Cool Dogs*, Shanghai Tower, Lemurs, Spotted Lake, Sea Otter Rescue

OCTOBER *Cover Story: Bats*, Is This Cursed?, 30 Cool Things About Freaky Plants, Gibbons, River of Monsters

NOVEMBER *Cover Story: Chinstrap Penguins*, Tech: Catching Animal Traffickers, Accidents Happen, Wacky Weather, Movie Roundups

DECEMBER '15/JANUARY '16 *Cover Story: Tiger*, Smart Toys, Narwhals, Space

Note: All editorial subject to change



DID YOU KNOW?

Dalmatians are born without spots.

● ● ● MEET WILL

A psychographic profile of the typical
National Geographic Kids reader



Meet *National Geographic Kids* reader, Will. He just turned ten years old and is excited about finally being in double digits! Will loves playing in his treehouse, exploring in his backyard, and playing tag and soccer with the neighborhood kids. When it comes to school, his favorite subject is science, and he loves reading mysteries and books about animals. His classmates are always impressed with the “Weird But True” facts that he shares at lunchtime. At home, Will is known as the recycling guru because he’s in charge of taking all paper, plastic, and glass items to the recycling bin outside. When he’s not in school or playing after-school sports, Will takes on his little brother in video games on his Wii, plays games on the family computer, and takes pictures with his digital camera. Will is looking forward to his family vacation in July...snorkeling in the Keys. He’s hoping to spot a shipwreck!



DID YOU KNOW?

A goat's pupils
are rectangular.

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AUDIENCE PROFILE



Demographics

MEDIAN AGE:	10 years old
AGE 8–14:	80%
BOYS:	56%
GIRLS:	44%
READERS PER COPY:	2.8
MEDIAN HHI:	\$125,000
PARENT MEDIAN AGE:	45 years old
Read <i>National Geographic Kids</i> the first day they get it:	76%
Average time spent reading the magazine :	1.5 hours
Would like to go to college:	97%
Think magazine ads are fun to look at	66%

Decision Makers

The percentage of readers that influence or decide on the following household purchases and plans:

Sneakers	98%
Books	98%
Clothes	97%
Snack foods:	91%
Vacation activities:	91%
Breakfast cereal:	86%
Video/Computer games	77%

SOURCE: NATIONAL GEOGRAPHIC KIDS AUGUST 2013 PULSE SURVEYS



DID YOU KNOW?
A rabbit's teeth never stop growing.

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AUDIENCE PROFILE



Parent Involvement

My child tells me about *National Geographic Kids* often/sometimes: 99%

Rate *National Geographic Kids* excellent/good: 99%

Read *National Geographic Kids* often/sometimes: 92%

Say *National Geographic Kids* is better than the other kids' magazines: 80%

Read *National Geographic Kids* to read with/to my child: 78%

Activities

Read books	99%
Watch movies on DVD	94%
Watch TV	95%
Listen to music	95%
Play sports	92%
Use an iPad or other tablet	86%
Play online games	85%
Play video games	85%
Surf the internet	77%
Take pictures on a smartphone	65%

SOURCE: NATIONAL GEOGRAPHIC KIDS AUGUST 2013 PULSE SURVEYS



DID YOU KNOW?

Bolts of lightning can shoot out of an erupting volcano.

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**Experience
National
Geographic Kids
like never
before!**

● ● ● **APPS**
on the iPad

National Geographic Kids' Digital Edition lets readers experience the brand through multiple touch points by bringing the magazine's extraordinary content, photographs, and visual graphics to life.

National Geographic Kids is available as a PDF replica on the following platforms: Nook, Kindle, and Google Play. PDF Plus is available on iTunes and Next Issue Media. All National advertisers will be included in PDF Plus and PDF replicas with the exception of special sections and inserts.

Advertisers can also benefit from opportunities provided by the National Geographic Kids family of apps.



- **Weird But True:** The ultimate brainteasing treat with thousands of wild and wacky facts paired with supercool sound effects, surprises, and other fun features.



- **Just Joking:** Kids can't get enough of its hilarious jokes, tongue twisters, and riddles, plus laughing animals, goofy people, colorful illustrations, fun sound effects, and more.



- **National Geographic Kids Scanner:** The perfect digital companion to our books and magazines where kids can get free digital extras like videos, games, quizzes, and photo galleries.



DID YOU KNOW?

Each of the 2.3 million stones in Egypt's Great Pyramid of Giza weighs as much as a pickup truck.

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Cool Clicks, Awesome Videos, Fantastic Facts, and a Ton of Fun!

Kids.nationalgeographic.com is a website that inspires kids to care about the planet—and the people, places, and animals in it. This site targets kids ages 6-14 and is jam-packed with games, videos, and photos from all over the world (and across the galaxy!).

A HIGHLY ENGAGING SITE

- **7M** page views
- **1.6M** total visits
- **1.1M** unique visitors
- **4.51** pages per visit
- **4+** minutes on average spent per page

FEATURES INCLUDE:

- Immersive, high-quality video
- Original games and interactive adventures
- Compelling visual Creature Feature animal profiles
- “My Shot” photo-sharing community

THE TOP THREE MOST POPULAR SECTIONS ARE:

- Games
- Videos
- Animals

“With a seemingly endless supply of activities, Kids.NationalGeographic.com can keep kids occupied for hours—and teach them a lot along the way.”

-Common Sense Media

Source: Google Analytics, October 2015



DID YOU KNOW?

An elephant once water-skied on the Hudson River in New York City.



2015

WEBBY'S PEOPLE'S CHOICE AWARD (*Kids.NationalGeographic.com*)

PARENTS' CHOICE GOLD AWARD (*National Geographic Little Kids*)

PARENTS' CHOICE SILVER AWARD (*National Geographic Kids*)

2014

COMMON SENSE MEDIA'S ON FOR LEARNING AWARD (*Kids.NationalGeographic.com*)

CYNOPSIS KIDS IMAGINATION AWARD (*Kids.National Geographic.com*)

Interstitial Series for Amazing Animal Series

Promotional Campaign Nominee for Weird But True Town of the Year

Best Interstitial Series, Amazing Animals

CYNOPSIS KIDS IMAGINATION AWARD: People Awards (*National Geographic Kids Interactive Edition*)

FOLIO EDDIE AWARD (*National Geographic Kids*)

Best Single Article, Youth/Teen

Nominated for Full Issue, Youth/Teen and Series, General Interest

PARENTS CHOICE RECOMMENDED AWARD (*National Geographic Kids, National Geographic Kids Interactive Edition*)

PARENTS CHOICE RECOMMENDED AWARD (*National Geographic Little Kids*)

NATIONAL PARENTING PUBLICATIONS GOLD AWARD (*National Geographic Kids Interactive Edition*)

APPY AWARD CONSUMER MAGAZINE (*National Geographic Kids Interactive Edition*)

2013

PARENTS' CHOICE RECOMMENDED AWARD (*National Geographic Kids*)

PARENTS' CHOICE GOLD AWARD (*National Geographic Little Kids*)

PARENTS' CHOICE APPROVED AWARD (*National Geographic Little Kids, Look & Learn: Animals, Vol. 1 and Look & Learn: Animal Alphabet*)

COMMON SENSE MEDIA'S ON FOR LEARNING AWARD
(*Kids.NationalGeographic.com*)

CYNOPSIS KIDS IMAGINATION AWARD: Honorable Mention
(*National Geographic Kids Interactive Edition*)

2012

AEP INNOVATION AWARD (*National Geographic Kids Interactive Edition*)

AEP DISTINGUISHED ACHIEVEMENT AWARD: Article Design—"Cheetahs: Built for Speed" and News Story—"We Survived September 11"

PARENTS' CHOICE RECOMMENDED AWARD

CYNOPSIS KIDS IMAGINATION AWARD: Honorable Mention
(*National Geographic Kids Interactive Edition*)



DID YOU KNOW?

Two unmanned spacecraft have been traveling through outer space for 33 years.

Full Run Rate

RATE BASE: 1,000,000

ALL RATES ARE GROSS

	OPEN	3 TIMES 4%	6 TIMES 6%	10 TIMES 8%	12 TIMES 10%
ALL COLORATIONS:					
FULL PAGE	\$118,680	113,935	111,560	109,185	106,810
1/2 PAGE	71,210	68,360	66,935	65,515	64,090
1/3 PAGE	51,430	49,375	48,345	47,315	46,285

GUARANTEED PREMIUM POSITIONS:

COVER 4	154,285	151,200	148,115	145,030	141,940
COVER 3	130,545	127,935	125,325	122,710	120,100
COVER 2	136,480	133,750	131,020	128,290	125,560
COVER 2 / SPREAD	272,965	267,505	262,045	256,585	251,130
CENTER SPREAD	261,095	255,875	250,650	245,430	240,205

Contract Manager

CYNTHIA RAMROOP, Contract Manager, Advertising Department

1145 17th Street, NW • Washington, DC • 20036 • PHONE: 202-775-6781

FAX: 202.828.5658 E-MAIL: cynthia.ramroop@natgeo.com

No charge for bleed. Payment must be made by closing unless advertising is placed through an accredited agency. In such event, full payment is due in the month of issue. Agency Commission—15%. No prompt payment discount allowed. For information on business reply cards, inserts, or special configurations, please contact your brand manager. All products and services must be approved by the publisher before acceptance of insertion order. NATIONAL GEOGRAPHIC KIDS reserves the right to decline any advertisement(s) deemed inappropriate or incompatible to the mission of the National Geographic Society.

ADVERTISING CONTRACTS AND ORDERS

All orders for print advertising must be in written contract form or a signed letter on company letterhead by the agency placing the advertisement. For in-house advertising where no agency is involved, the orders must be in written contract form or a signed letter on the advertiser's company letterhead. Verbal reservations, orders or cancellations are not accepted. All written orders must follow these stipulations: 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 document and will be billed as such. Placement of an insertion order with the publisher shall mean acceptance of all the terms and conditions of this rate card. 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 contracts or orders, except covers, shall be considered requests only and not conditions of purchase. Orders for second, third and fourth cover positions are non-cancelable within 60 days of the closing date for the issues specified. 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 regulations set forth in this rate card. Contracts must be completed within one year from the date of first insertion. Rate holders and short rates will be applied when applicable.

AGENCY, ADVERTISER, AND PUBLISHER AGREEMENTS

Rates and regulations 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. Any insertion of advertising made by the agency represents an acceptance by the agency and the advertiser of all the conditions of the rate card applicable to the issue in which the insertions are published.



DID YOU KNOW?

Penguins swim faster and deeper than any other bird, just like a submarine.

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Advertising Page Dimensions

Book Trim: 8" x 10 1/2", Saddle-stitched, Web Offset

		BLEED	TRIM	SAFETY	NON-BLEED
BLEED (width x depth)					
Page	Inches	8 1/4 x 10 3/4	8 x 10 1/2	1/4	7 x 9 1/2
Spread*	Inches	16 1/4 x 10 3/4	16 x 10 1/2	1/4	15 x 9 1/2
1/2 Vertical	Inches	4 1/8 x 10 3/4	4 x 10 1/2	1/4	2 7/8 x 9 1/2
1/2 Horizontal Spread*	Inches	16 1/4 x 5 3/8	16 x 5 1/4	1/4	15 x 4 1/2
1/2 Horizontal	Inches	8 1/4 x 5 3/8	8 x 5 1/4	1/4	7 x 4 1/2
1/3 Vertical	Inches	3 x 10 3/4	2 5/8 x 10 1/2	1/4	2 x 9 1/2
Cover Wrap**	Inches	na	na	1/4	7 x 4

* Spreads: For spreads bleeding across gutter, allow no safety for photographs. Please do not mirror image in gutter. For body copy/headlines, allow 1/8" on each side of gutter.

** When cover wrap prints on 75# stock, please use 110 line screen to offset ink density.

2016 Closing Dates

	SPACE/MATERIALS	ON-SALE	SUPPLIED INSERTS
February	11/16/15	1/5/16	11/30/15
March	12/16/15	2/9/16	1/6/16
April	1/27/16	3/15	2/10/16
May	3/2	4/19	3/16/16
June/July	4/6	5/24	4/20/16
August	5/16	7/5	6/1/16
September	6/22	8/11	7/6/16
October	7/27	9/13	8/10/16
November	8/30	10/14	9/14/16
December/January	10/5	11/22	10/19/16

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Mini Ignacio, Production Manager
 National Geographic Kids
 1145 17th Street NW
 Washington, DC 20036
 Email: mini.ignacio@natgeo.com
 Phone: 202-775-6172
 Fax: 202-857-7222

Supplied Inserts:

Quad Graphics
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 NG Kids, (ISSUE MONTH)
 1900 West Summer Street
 Hartford, WI 53027-9244

To schedule an appointment
 for deliveries call 414-566-2100.

ALL ORDERS AND CONTRACTS SHOULD BE ADDRESSED TO YOUR BRAND MANAGER.



DID YOU KNOW?

Scientists once thought *Stegosaurus* had a second brain in its hip.

● ● ● PRODUCTION



MATERIAL DELIVERY

Print

Press-ready PDF files only.

National Geographic Kids prefers creative to be submitted using **AdShuttle**: www.adshuttle.com. The site provides a detailed "Ad Creation Guide" to ensure your files are correctly prepared. Call 866.774.5784 for support.

Please supply two hard copy contract-quality proofs, at 100% size, matching each uploaded digital file to Julie Alf at Quad imaging:

QuadImaging
Attn: Julie Alf
1900 West Sumner St.
Hartford, WI 53027
Phone: 262-673-1259

PDF Replica Digital Edition

National Geographic Kids is available as a PDF replica on the following platforms: Nook, Kindle, and Google Play. PDF Plus is available on iTunes and Next Issue Media.

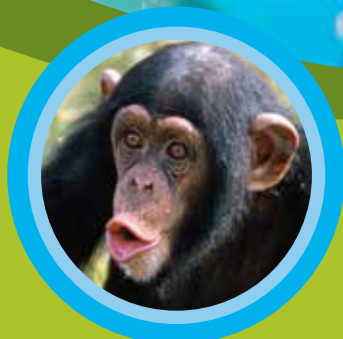
All advertisers running in the National Edition will be included in PDF Plus and PDF replicas with the exception of special sections and inserts. No additional creative or forms are necessary for inclusion.

Contact your brand manager or Amanda Polli at amanda.polli@natgeo.com for more information.

Advertising Guidelines

National Geographic Kids prefers bleed ads in the magazine. National Geographic Kids reserves the right to decline any advertisement(s) deemed inappropriate, inaccurate, or misleading to its intended readers. Furthermore, the publisher reserves the right to decline advertisement(s) whose subject matter is inconsistent with the mission of the National Geographic Society. National Geographic Kids does not accept advertisements that contain content related to alcohol, tobacco, sex, drugs, weapons, extreme violence, or other content that may be upsetting or confusing to children in our readership ages 6-14. The word "ADVERTISEMENT" will appear in a type size equal in size and weight to the magazine's normal editorial typeface horizontally at the top of an ad page if the following criteria apply:

1. Creative that contains games, puzzles, or interactive elements that may be misconstrued as editorial games.
2. Advertisements that carry the magazine's name or logo.
3. Creative that resembles editorial or that could be misinterpreted as editorial.
4. Ads that include contests, sweepstakes, or giveaways.
5. Any ads containing educational products for children.



DID YOU KNOW?

A human has about the same number of body hairs as a chimpanzee.

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TERMS & CONDITIONS

The following certain terms and conditions governing advertising published in the following NG Media properties (the "Properties"), defined as Print and digital editions of the following Properties ("Magazines"): *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 on the order, 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.



DID YOU KNOW?

Lemons contain more sugar than strawberries.