

NATIONAL GEOGRAPHIC MAGAZINE

- The role of trusted, unbiased long-form journalist is as important as ever, providing a spotlight for the important stories that define our time and matter most to a new generation.
- With each issue, *National Geographic* goes further - increasing its investment in high-quality, visual-first storytelling with the power to change the world.
- As pioneers of the media frontier, *National Geographic* continues to push the magazine into new terrain, creating a more immersive journey and experience for its audience while re-thinking the role it can play for its partners.



2017 AREAS OF EDITORIAL FOCUS

CRITICAL ISSUES

HEALTH

SPACE & INNOVATION

ADVENTURE & EXPLORATION



CRITICAL ISSUES

National Geographic focuses on stories that explore solutions to how we balance our human aspirations with the planet's ability to sustain them.

Drought - **April**

Hunger Solution - **July**

Sanitation - **September**

SPACE & INNOVATION

As people, we are filled with an innate desire to understand the world around us. *National Geographic* celebrates our never-ending quest to find what's new and what's next.

Genius - **May**

Race to Space - **July**

Africa Tech Revolution - **December**

HEALTH

When it comes to the science behind new breakthroughs and insights in key areas of global health and wellness, *National Geographic* is at the forefront of sharing these innovative breakthroughs.

Vaccines - **August**

Chinese Medicine - **October**

Superbugs - **November**

ADVENTURE & EXPLORATION

True to our core mission, we bring readers epic journeys to reveal the world and bring out the 'inner explorer' that lives in each of us.

Blue Centennial - **February**

Siachen Glacier - **November**

New Silk Road - **December**

National Geographic's original journalism focuses on core topics such as science and innovation, adventure and exploration, global issues, culture, and the natural world.

JANUARY (SINGLE TOPIC GENDER ISSUE)

National Geographic takes an unbiased and intelligent look at gender roles around the world, spotlighting the hopes, dreams, challenges, and opportunities of people everywhere, regardless of how they identify themselves. This issue will spotlight the latest science, showcase global research, and bring to life personal stories of change and empowerment.

FEBRUARY CONTENT PACKAGE THEME: CRAVINGS (FOOD)

Birth of Booze — Is alcohol production, rather than agriculture, the trigger to the development of organized societies?

Blue Centennial — The recent centennial of the National Park Service provides an opportunity to bring America's best idea to where it is needed most - our waters.

MARCH CONTENT PACKAGE THEME: TOOLS & TECHNOLOGY

Dark Star — A remote cave in Uzbekistan may allow humans to go deeper into the earth than ever before.

Trees — Trees can live without us, but we can't live without them. Through breathtaking visuals we reconnect readers to the importance that trees have had in our lives.

APRIL CONTENT PACKAGE THEME: WATER

Hooked — A look at the science behind addiction and treatment. Advances in technology are allowing researchers to realize they are looking at the process of craving.

Drought — We hear a lot about global warming's impact on Greenland, or the Arctic, but we don't often hear about lakes, which hold 70% of the world's fresh water and serve as another barometer of a warming planet.

MAY CONTENT PACKAGE THEME: INNOVATION

Genius — What is genius? Can we define it? We explore the components and recipes that go into making different kinds of genius.

JUNE CONTENT PACKAGE THEME: PROGRESS

Galapagos — The Galapagos Islands are an epicenter of climatic extremes, yet tailored and effective mitigation can fortify the island as well as its flora, fauna, and tourism industry for the future.

Are We Evolving? — Our culture may buffer us from necessary evolution, but take a look inside the human genome to see how our genes have adapted to climate change.

JULY CONTENT PACKAGE THEME: EXTREME/ADVENTURE

Race to Space — A new race to the moon is on, with more than a dozen international teams, mostly private funds, and a seemingly pervasive belief among all involved that this is the beginning of "a new era of affordable access to the Moon and beyond".

Hunger Solution — The Netherlands has become the second most important source of food for the world. To learn how the Dutch have done it, we'll visit "Food Valley", where the world's top agricultural university and a roster of private firms and government agencies are redefining agricultural output for the 21st century.

AUGUST CONTENT PACKAGE THEME: SPACE

Vaccines — Through the lens of a single international vaccine research, development, and delivery project, we'll explore the challenges and areas of promise in this aspect of fighting disease.

SEPTEMBER CONTENT PACKAGE THEME: PETS & ANIMALS

Sanitation — More than one-third of the world's population does not use toilets, making lack of access to sanitation one of the biggest public health problems on the planet. We examine the cultural and religious taboos contributing to this crisis.

Face — We document the life of a 20-year-old woman undergoing facial transplantation surgery, the 31st such person to undergo this surgery since 2005.

OCTOBER CONTENT PACKAGE THEME: WORLD HEALTH

Jane Goodall — The story focuses on one of *National Geographic's* most famed scientist and explorers and her love with photographer Hugo van Lawick, an icon in his own right.

Chinese Medicine — The scientific community has regarded Traditional Chinese Medicine as little more than folklore but researchers are finding that it isn't all quackery.

NOVEMBER CONTENT PACKAGE THEME: TBD

Happiest Place — Next to genetics, geography is the biggest determinant of happiness. Best-selling author Dan Buettner takes a look at two of the happiest places in the world: Costa Rica and Switzerland.

Superbugs — *National Geographic* is tracing NDM back to its emergence in India as we examine the over-indulgence of antibiotics and the porousness of national borders to organisms.

DECEMBER CONTENT PACKAGE THEME: TBD

Africa Tech Revolution — We examine the current state of technology in Africa, where there has been a revolution as many parts of the country have leapfrogged over wired straight to wireless.

EDITORIAL CONTENT 2017

DEPARTMENTS

Each month the following vibrant departments appear in the front of the magazine and provide multiple points of alignment and leadership opportunities for partners.

THEMED CONTENT PACKAGES

Each month *National Geographic*'s "Explore" section focuses its lens on an emerging theme that represents our changing world - from food to fresh water, innovation to progress, cities to space.

PERSONAL VOICE

3 Questions — *National Geographic* asks some of the world's most interesting newsmakers three questions about their passions and motivations - from former late-night TV host David Letterman speaking about his unlikely connection to climate change to Facebook's COO Sheryl Sandberg championing the power of peers in dealing with today's most pressing gender issues.

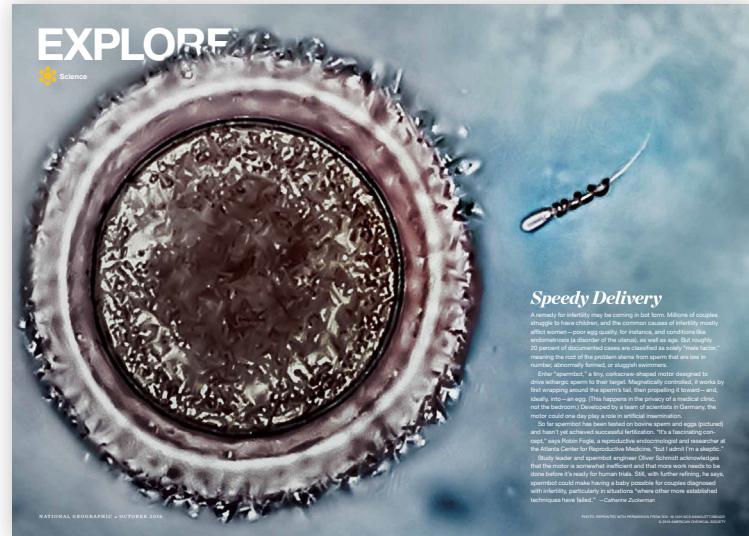
Star Talk — Science, pop culture, and comedy collide in this new front-of-book department. In a Q&A format, astrophysicist and *StarTalk* TV host, Neil deGrasse Tyson, discusses astronomy, physics, and everything else about life in the universe with one of his on-air celebrity guests.

Field Notes — A what's-happening-now digest of *National Geographic* as explorers, photographers and writers report on their work in progress from various places around the world.

PHOTOGRAPHY

Proof — Proof offers a behind-the-scenes look at the visual storytelling process, spotlighting the portfolios of *National Geographic* and other emerging photographers and the stories behind them.

Visions — Photography is core to the *National Geographic* reader experience. Visions, the magazine's front-of-book photography (and most popular) department, includes "Your Shot," which features the best images from our online photography community.



NATIONAL GEOGRAPHIC MAGAZINE INTERACTIVE TABLET EDITION

National Geographic is enhanced by vivid slide shows, audio, videos, graphics, mapping, and more in its Interactive Edition. Using this award-winning app, and *National Geographic* as their partner, advertisers have the ability to translate their message into enhanced digital experiences to inspire a potential audience of over **500,000 globally**.

Enhanced opportunities include:

- Live Links
- Slide Show
- Scrollable Frames
- Video
- Photo 360
- Panoramas
- Audio Overlay
- Interactive Maps & Graphics
- Hot Spots
- Creative Units Customized for Advertisers

Every national advertiser running a half page or larger can receive a static ad as added value:

- Full-page interactive inclusion (with video or other enhancements) at an additional cost.



INTERACTIVE EDITION CLOSING DATES

ISSUE DATES	CLOSING DATES
January	11/01/16
February	12/01/16
March	01/03/17
April	02/01/17
May	03/01/17
June	04/03/17
July	05/02/17
August	06/01/17
September	07/03/17
October	08/01/17
November	09/01/17
December	10/02/17

For more information, please contact your *National Geographic* brand manager.

NATIONAL GEOGRAPHIC MAGAZINE SALES OFFICE

REGIONAL OFFICES

NORTH AMERICA			
NEW YORK John Campbell SVP, Global Media 1-212-822-7445 john.campbell@natgeo.com	Tammy Abraham VP, Brand Initiatives 1-212-822-7442 tammy.abraham@natgeo.com	Danny Bellish National Partnership Dir. 1-212-822-7429 danny.bellish@natgeo.com	Alex Sobrino Associate Brand Manager 1-212-822-7439 alex.sobrino@natgeo.com
Adam Quinn VP, Digital Ad Sales 1-212-822-7052 adam.quinn@natgeo.com	Samira Qureshi VP, Strategy & Operations 1-212-556-8150 samira.qureshi@fox.com	Hilary Halstead Brand Partnerships Dir. 1-212-822-7430 hilary.halstead@natgeo.com	CHICAGO Bill Graff Brand Manager 1-312-467-1590 bill.graff@natgeo.com
Kim Connaghan VP Global Media, Travel 1-212-822-7431 kimberly.connaghan@natgeo.com	Bob Amberg National Ad Director 1-212-822-7437 robert.amberg@natgeo.com	Danielle Nagy Brand Manager 1-212-822-7428 danielle.nagy@natgeo.com	DETROIT Karen Sarris Dir, Global Corp Partnerships 1-248-368-6304 karen.sarris@natgeo.com
HAWAII Destination Marketing Debbie Anderson, 1-808-739-2200, debbieanderson@dmhawaii.com	MEXICO—U.S. EDITION SALES The Carpenter Company Adelina Carpenter, +52-55-5543-7677, acarpent@prodigy.net.mx	FLORIDA & THE CARIBBEAN Maria E. Coyne, Inc. Maria Coyne 1-305-756-1086, mecoyne@mecoyneinc.com	LOS ANGELES Eric Josten Brand Manager 1-424-293-5715 eric.josten@natgeo.com
ROCKY MOUNTAIN STATES Scribner Media Services Tanya Scribner, 1-940-387-7711, tanya@scribmedia.com	DIRECT RESPONSE Smyth Media Group, Inc. Jim Smyth, 1-914-409-4242, jim@smythmedia.com		
CANADA Publicitas Francoise Chalifour, 1-416-363-1388 x237, francoise.chalifour@publicitas.com Rosalind Genge, 1-604-315-5190, rosalind.genge@publicitas.com Cyndy Fleming, 1-416-363-1388 x228, cyndy.fleming@publicitas.com Cynthia Jollymore, 1-514-630-7648, cynthia.jollymore@publicitas.com			

INTERNATIONAL

LATIN AMERICA	ASIA	EUROPE
Maria Serrano Vice President, Ad Sales Panregional P: 1-305-567-9634 E: Maria.Serrano@fox.com	Con Apostolopoulos (NGP, AP & ME) Vice Pres. & General Manager P: 1-852-2621-8940 E: Con.Apostolopoulos@fox.com	Annabelle Canwell, Sr. VP, Brand Partnerships P: +44 (0)77 3063-7593 E: Annabelle.Canwell@fox.com
Anthony Duarte Director, Communication Partnerships P: 1-305-567-9947 E: Anthony.Duarte@fox.com	Yamini Ashish Vice President, Ad Sales & Partnerships P: +65-6809-3335 E: Yamini.Ashish@fox.com	Nadine Heggie, Vice President, Brand Partnerships P: +44 (0)7450 049213 E: Nadine.Heggie@natgeo.com

MAILING ADDRESSES

NEW YORK 1211 Avenue of the Americas 20th Floor New York, NY 10036	LOS ANGELES 11845 W. Olympic Blvd Suite 705W Los Angeles, CA 90064	ROCKY MOUNTAIN STATES Scribner Media Services 1707 N. Elm Street Denton, TX 76201	MEXICO (U.S. EDITION SALES) The Carpenter Company Martin Mendalde 735-2 Col. Del Valle Mexico, D.F. 03100	INTERNATIONAL 10 Hammersmith Grove, London, W6 7AP, UK
CHICAGO 401 North Michigan Avenue 16th Fl. Suite 1710 Chicago, IL 60611	HAWAII Destination Marketing 3555 Harding Avenue Suite 2C Honolulu, HI 96816	CANADA Publicitas APR 468 Queen Street East Suite 300 Toronto, Ontario M5A 1T7	FLORIDA & THE CARIBBEAN Maria E. Coyne, Inc PO. Box 530236 Miami Shores, FL 33138	DIRECT RESPONSE Smyth Media Group, Inc. 1Bridge Street, Suite 130 Irvington, NY 10533
DETROIT 3000 Town Center 14th Fl. Suite 1748 Southfield, MI 48025				

CONTACT INFORMATION

TOTAL AUDIENCE PROFILE

AUDIENCE PROFILE

2016 SPRING MRI

RATE BASE: 3,000,000

	AUDIENCE (000)	PERCENT COMP.	PERCENT COVERAGE	INDEX (U.S.=100)
Total Adults	28,953	100.0%	12.0%	100
Male	16,177	55.9%	13.8%	116
Female	12,776	44.1%	10.2%	85
Age				
18-24	4,115	14.2%	13.6%	114
25-34	4,824	16.7%	11.2%	94
35-44	4,371	15.1%	10.9%	91
45-54	4,930	17.0%	11.4%	96
55-64	4,711	16.3%	11.7%	98
65+	6,002	20.7%	13.2%	110
Median Age: 47.5 years				
Household Income				
\$100,000+	9,426	32.6%	13.4%	112
\$150,000+	4,319	14.9%	13.8%	115
\$200,000+	2,082	7.2%	15.0%	126
Median HHI: \$69,372				
Net Worth \$1,000,000+	3,132	10.8%	17.1%	143
Education				
Att./Grad. College+	19,574	67.6%	13.9%	116
Bachelor's Degree+	10,242	35.4%	14.3%	120
Postgraduate Degree	4,108	14.2%	16.2%	135
Occupation				
C-Suite	385*	1.3%	15.4%	129
Top Management	1,446	5.0%	14.9%	124
Managers/Professionals	7,714	26.6%	13.2%	111
Professional/Related Occ.	4,647	16.1%	13.8%	115
Household Composition				
Married	15,309	52.9%	11.9%	100
Children in Household	10,910	37.7%	11.5%	96
Own Home	19,834	68.5%	12.4%	103
Median Home Value:	\$232,681			
Influentials®	2,818	9.7%	20.4%	171
Super Influentials*	915	3.2%	22.9%	192

* Super Influentials: Participated in 5+ public activities/12 months

RATE BASE: 900,000

	AUDIENCE (000)	PERCENT COMP.	PERCENT COVERAGE	INDEX (U.S.=100)
Total Adults	8,631	100.0%	3.6%	100
Male	4,967	57.5%	4.2%	119
Female	3,664	42.5%	2.9%	82
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Age				
18-24	977	11.3%	3.2%	91
25-34	1,013	11.7%	2.4%	66
35-44	1,276	14.8%	3.2%	89
45-54	1,675	19.4%	3.9%	109
55-64	1,760	20.4%	4.4%	123
65+	1,931	22.4%	4.2%	119
Median Age: 51.3 years				
<hr/>				
Household Income				
\$100,000+	6,773	78.5%	9.6%	270
\$150,000+	3,103	36.0%	9.9%	278
\$200,000+	1,496	17.3%	10.8%	303
Median HHI: \$133,481				
Net Worth \$1,000,000+	2,250	26.1%	12.3%	344
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Education				
Att./Grad.Collge+	7,271	84.2%	5.2%	145
Bachelor's Degree+	4,889	56.6%	6.8%	192
Postgraduate Degree	2,146	24.9%	8.4%	237
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Occupation				
Top Management	905	10.5%	9.3%	261
Mgt./Bus./Fin. Operations	1,611	18.7%	6.6%	185
Managers/Professionals	3,755	43.5%	6.4%	181
Professional/Related Occs	2,143	24.8%	6.3%	178
<hr/>				
Household Composition				
Married	5,842	67.7%	4.5%	128
Children in Household	3,488	40.4%	3.7%	103
Own Home	7,739	89.7%	4.8%	135
Median Home Value:	\$337,299			
<hr/>				
Influentials®	1,277	14.8%	9.2%	259
Super Influentials*	459	5.3%	11.5%	323

*Super Influentials: Participated in 5+ public activities/12 months

2017 RATES

EFFECTIVE JANUARY 2017

WORLDWIDE EDITION

Rate Base: 3,900,000	ONE PAGE	4 Color	1X \$292,395
		B & 1 Color	263,155
		B & W	248,535
	4TH COVER	All Colors	336,255
	1/2 PAGE	4 Color	183,915
		B & 1 Color	159,355
		B & W	138,010

NATIONAL EDITION

Rate Base: 3,000,000	ONE PAGE	4 Color	1X \$231,170
		B & 1 Color	208,055
		B & W	196,495
	4TH COVER	All Colors	272,780
	1/2 PAGE	4 Color	145,405
		B & 1 Color	125,990
		B & W	109,110
	1/4 PAGE	4 Color	75,130
		B & 1 Color	65,420
		B & W	55,710
	1/8 PAGE	B & W	29,125

*Flexibility of issue dates required on all 1/4 and 1/8 page units.***PREFERRED EDITION**

Rate Base: 900,000	ONE PAGE	4 Color	1X \$171,000
		B & 1 Color	153,900
		B & W	145,350



NATIONAL GEOGRAPHIC MAGAZINE

INTERNATIONAL EDITIONS

EFFECTIVE JANUARY 2017 ISSUE

FULL INTERNATIONAL EDITION

Rate Base: 850,000	ONE PAGE	4 Color	\$151,140
EMEA, Pacific, Latin America		B & 1 Color	136,025
		B & W	128,470
	4th COVER	All colors	173,810
	1/2 PAGE	4 Color	95,065
		B & 1 Color	82,370
		B & W	71,340

EMEA EDITION

Rate Base: 550,000	ONE PAGE	4 Color	\$90,565
British Isles, Continental Europe, Middle East & Africa		B & 1 Color	81,510
		B & W	76,980
	4TH COVER	All colors	104,150
	1/2 PAGE	4 Color	56,965
		B & 1 Color	49,360
		B & W	42,745

EUROPE EDITION

Rate Base: 500,000	ONE PAGE	4 Color	\$84,975
British Isles, Continental Europe		B & 1 Color	76,480
		B & W	72,230
	1/2 PAGE	4 Color	53,450
		B & 1 Color	46,310
		B & W	40,110

1/2 pages subject to availability

BRITISH ISLES EDITION

Rate Base: 250,000	ONE PAGE	4 Color	\$48,100
Channel Islands, England, Northern Ireland, Republic of Ireland, Scotland, Wales		B & 1 Color	43,290
		B & W	40,885
	1/2 PAGE	4 Color	30,255
		B & 1 Color	26,215
		B & W	22,705

1/2 pages subject to availability



RATES

NATIONAL
GEOGRAPHIC
MAGAZINE

INTERNATIONAL EDITIONS

EFFECTIVE JANUARY 2017 ISSUE

CONTINENTAL EUROPE EDITION		1X	
Rate Base: 250,000	ONE PAGE	4 Color	\$43,425
		B & 1 Color	39,085
Europe Edition excluding British Isles, includes Israel		B & W	36,910
	1/2 PAGE	4 Color	27,315
		B & 1 Color	23,665
		B & W	20,495

1/2 pages subject to availability

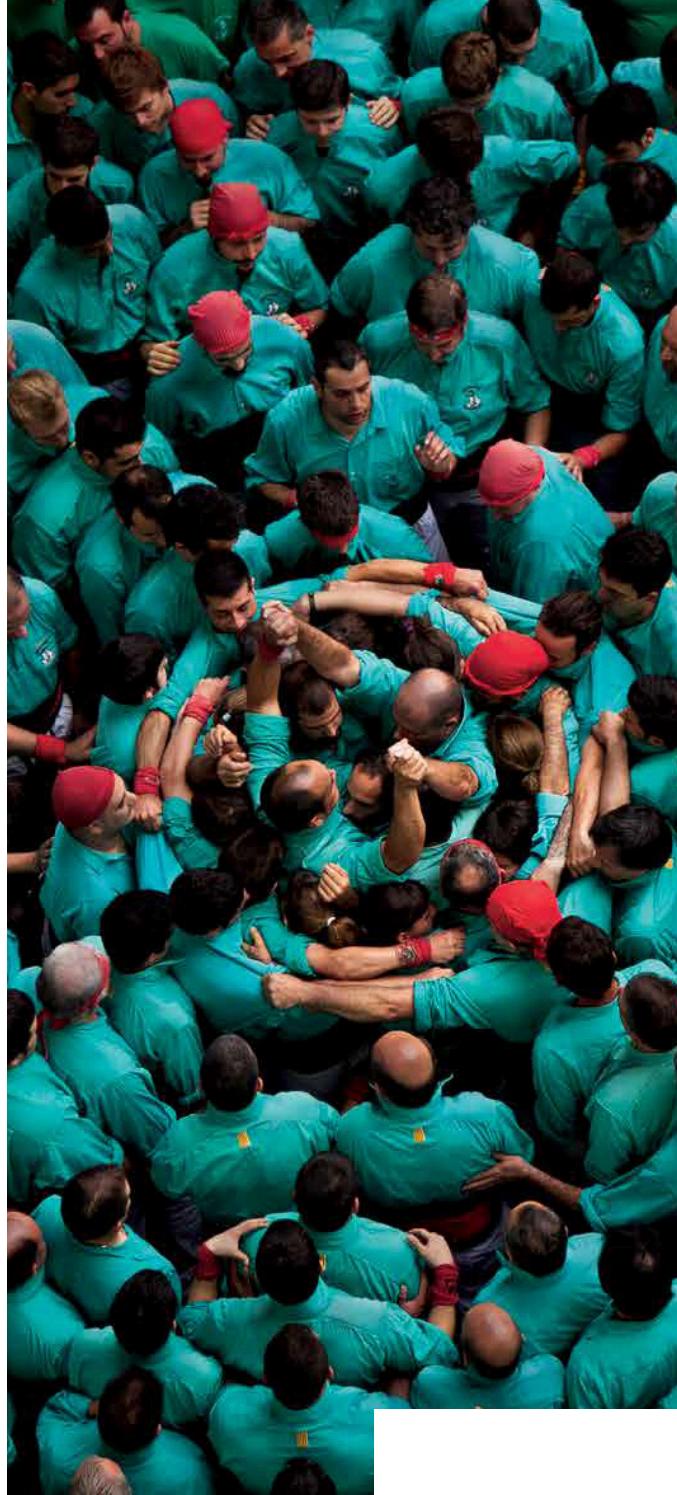
PACIFIC EDITION		1X	
Rate Base: 275,000	ONE PAGE	4 Color	\$49,815
		B & 1 Color	44,835
Australia, India, Japan, New Zealand, People's Republic of China, Philippines, South Pacific Islands, South East Asia		B & W	42,345
	4TH COVER	All colors	57,285
	1/2 PAGE	4 Color	31,335
		B & 1 Color	27,150
		B & W	23,515

ASIA EDITION		1X	
Rate Base: 130,000	ONE PAGE	4 Color	\$26,265
		B & 1 Color	23,640
Pacific Edition excluding Australia/New Zealand		B & W	22,325
	1/2 PAGE	4 Color	16,520
		B & 1 Color	14,315
		B & W	12,395

1/2 pages subject to availability

AUSTRALIA EDITION		1X	
Rate Base: 125,000	ONE PAGE	4 Color	\$24,175
		B & 1 Color	21,760
		B & W	20,555
	1/2 PAGE	4 Color	15,205
		B & 1 Color	13,175
		B & W	11,410

1/2 pages subject to availability



INTERNATIONAL EDITIONS

EFFECTIVE JANUARY 2017 ISSUE

LATIN AMERICA EDITION**1X**

Rate Base: 25,000	ONE PAGE	4 Color	\$19,355
		B & 1 Color	17,420
Caribbean Islands, Central America, Mexico, South America		B & W	16,450
	4TH COVER	All colors	22,260
	1/2 PAGE	4 Color	12,175
		B & 1 Color	10,550
		B & W	9,135

BRITISH ISLES EDITION (BRITISH POUNDS STERLING) 1X

Rate Base: 250,000	ONE PAGE	4 Color	£28,675
		B & 1 Color	25,810
Channel Islands, England, Northern Ireland, Republic of Ireland, Scotland, Wales		B & W	24,375
	1/2 PAGE	4 Color	18,035
		B & 1 Color	15,630
		B & W	13,535

*1/2 pages subject to availability**Available only to those advertisers and agencies located within the
British Isles buying the British Isles Edition***AUSTRALIAN EDITION (AUSTRALIAN DOLLARS) 1X**

Rate Base: 125,000	ONE PAGE	4 Color	AUD24,300
		B & 1 Color	21,870
		B & W	20,655
	1/2 PAGE	4 Color	15,285
		B & 1 Color	13,245
		B & W	11,470

*1/2 pages subject to availability**Available only to those advertisers and agencies located within
Australia buying the Australia Edition***CANADIAN EDITION (CANADIAN DOLLARS) 1X**

Rate Base: 220,000	ONE PAGE	4 Color	CAD53,780
		B & 1 Color	48,400
		B & W	45,715

*Available only to those advertisers and agencies located within
Canada buying the Canada Edition*

INTERNATIONAL EDITIONS

EFFECTIVE JANUARY 2017 ISSUE

EMEA EDITION (EUROS)

Rate Base: 550,000	ONE PAGE	4 Color	€ 68,885	1X
British Isles, Continental Europe, Middle East & Africa	B & 1 Color	61,995		
	B & W	58,550		
	4TH COVER	All colors	79,220	
1/2 PAGE	4 Color	43,330		
	B & 1 Color	37,540		
	B & W	32,515		

EUROPE EDITION (EUROS)

Rate Base: 500,000	ONE PAGE	4 Color	€ 64,710	1X
British Isles, Continental Europe	B & 1 Color	58,240		
	B & W	55,005		
	1/2 PAGE	4 Color	40,705	
1/2 pages subject to availability	B & 1 Color	35,265		
	B & W	30,545		
	ONE PAGE	4 Color	64,710	

BRITISH ISLES EDITION (EUROS)

Rate Base: 250,000	ONE PAGE	4 Color	€ 34,395	1X
Channel Islands, England, Northern Ireland, Republic of Ireland, Scotland, Wales	B & 1 Color	30,955		
	B & W	29,235		
	1/2 PAGE	4 Color	21,635	
1/2 pages subject to availability	B & 1 Color	18,745		
	B & W	16,235		
	ONE PAGE	4 Color	34,395	

1/2 pages subject to availability

CONTINENTAL EUROPE EDITION (EUROS)

Rate Base: 250,000	ONE PAGE	4 Color	€ 33,185	1X
Europe Edition excluding British Isles, includes Israel	B & 1 Color	29,865		
	B & W	28,205		
	1/2 PAGE	4 Color	20,875	
1/2 pages subject to availability	B & 1 Color	18,085		
	B & W	15,665		
	ONE PAGE	4 Color	33,185	

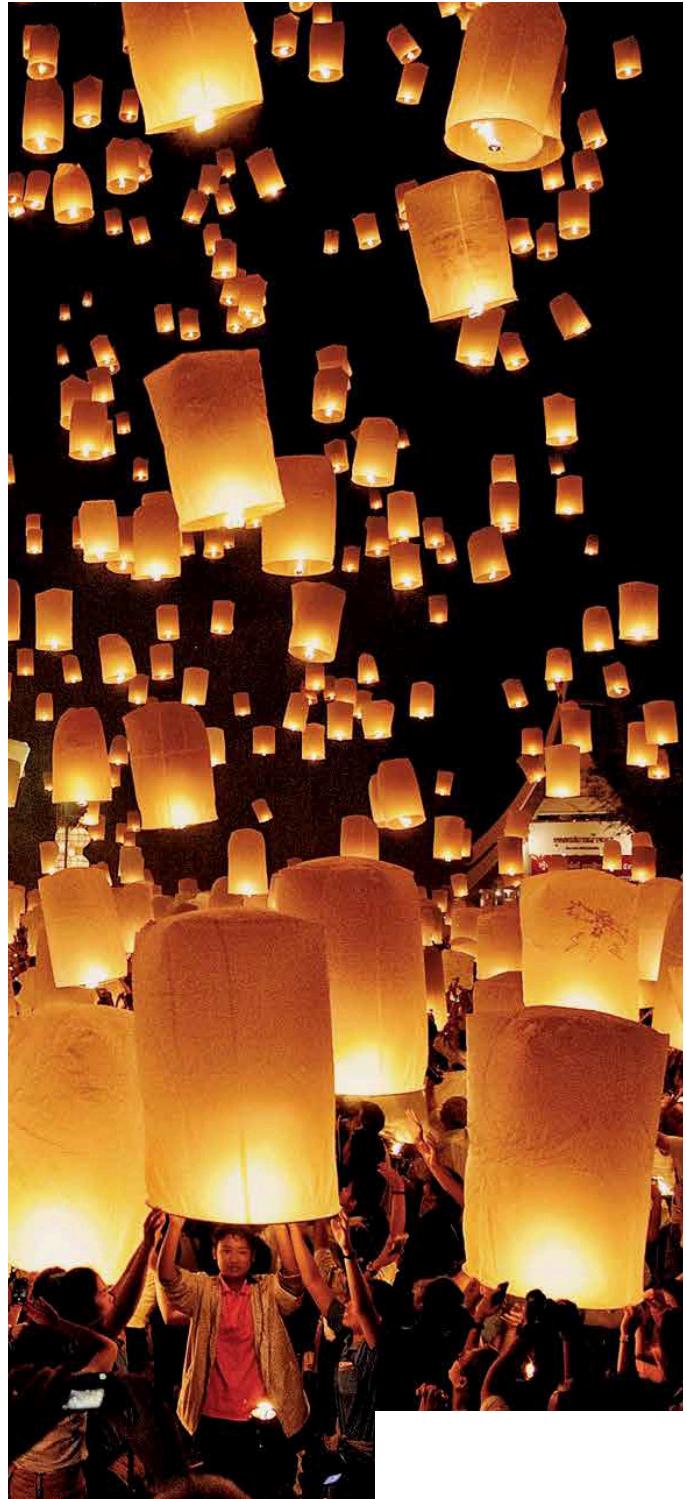
1/2 pages subject to availability

MID EAST & AFRICA

Rate Base: 50,000	ONE PAGE	4 Color	\$38,710	1X
1/2 PAGE	B & 1 Color	34,840		
	B & W	32,905		
	4 Color	24,350		
1/2 pages subject to availability	B & 1 Color	21,095		
	B & W	18,270		
	ONE PAGE	4 Color	38,710	

1/2 pages subject to availability

RATES



PRINT ADVERTISING SPECIFICATIONS

2017

CLOSING DATES				
2017 ISSUE DATES	Special Gatefold, Paper, or NGM-Printed Units Orders Due	STANDARD CLOSING (Orders & Materials Due)	Supplied Units Due to Bindery	Newsstand On-Sale Dates*
January	10/03/16	11/01/16	11/17/16	12/27/16
February	11/01/16	12/01/16	12/16/16	01/31/17
March	12/01/16	01/03/17	01/16/17	02/28/17
April	01/03/17	02/01/17	02/17/17	03/28/17
May	02/01/17	03/01/17	03/17/17	04/25/17
June	03/01/17	04/03/17	04/17/17	05/30/17
July	04/03/17	05/02/17	05/17/17	06/27/17
August	05/02/17	06/01/17	06/16/17	07/25/17
September	06/01/17	07/03/17	07/17/17	08/29/17
October	07/03/17	08/01/17	08/17/17	09/26/17
November	08/01/17	09/01/17	09/15/17	10/31/17
December	09/01/17	10/02/17	10/17/17	11/28/17

*In-home delivery for US begins the 15th of the month, prior to issue date. All copies should be delivered by the 1st of the month of issue date.

PAGE DIMENSIONS

BLEED SPACE SIZES	BLEED (W X H)	TRIM (W X H)	LIVE (W X H)
Full Page	7 1/8" x 10 1/4" 182 x 260 mm	6 7/8" x 10" 174 x 254 mm	6 1/8" x 9 1/4" 156 x 235 mm
Spread	14" x 10 1/4" 355 x 260 mm	13 3/4" x 10" 349 x 254 mm	13" x 9 1/4" 330 x 235 mm
1/2-Page Vertical	3 11/16" x 10 1/4" 90 x 260 mm	3 7/16" x 10" 84 x 254 mm	2 9/16" x 9 1/4" 65 x 235 mm
1/2-Page Horizontal	7 1/8" x 5 1/4" 182 x 133 mm	6 7/8" x 5" 174 x 127 mm	6 1/8" x 4 1/4" 156 x 108 mm
1/2-Page Spread	14" x 5 1/4" 355 x 133 mm	13 3/4" x 5" 349 x 127 mm	13" x 4 1/4" 330 x 108 mm

NON-BLEED SPACE SIZES

Full	6 1/8" x 9 1/4" 156 x 235 mm
Spread	13" x 9 1/4" 330 x 235 mm
1/2-Page Vertical	2 9/16" x 9 1/4" 65 x 235 mm
1/2-Page Horizontal	6 1/8" x 4 1/4" 156 x 108 mm
1/2-Page Spread	13" x 4 1/4" 330 x 108 mm
1/4-Page	2 3/4" x 4 1/4" 70 x 108 mm
1/8-Page	2 3/4" x 2" 70 x 51 mm

SPREAD SAFETY:

Photo Crossover: For photographs bleeding across the gutter, allow no safety.
 Text: Split copy at gutter between words.
 Allow 1/8" (3.18 mm) from gutter on each side.

ADVERTISING SPECIFICATIONS

2017

PRINT MATERIALS DELIVERY

National Geographic prefers a PDFX1a file (Version 1.3) submitted via www.adshuttle.com.

This ad portal provides a 24/7 help line that ensures a seamless transition.

*Files for the U.S. and Canada editions should be submitted to the National Geographic-Domestic folder.

*Files for any edition outside of North American should be submitted to the National Geographic-International folder.

Please supply two (2) cropped color contract proofs to:

Derrick Mayhew

Quad/Graphics

99 Canal Center Plaza, Suite 300

Alexandria, VA 22314

Ph: 703-837-5270 / Cell: 001 703-307-5365

Derrick.Mayhew@qg.com

Note: A contract-quality proof built to SWOP standards is required. By not providing a proof, the customer relinquishes National Geographic from all liability associated with the color quality of their printed ad.

For extensions and questions, please contact Julie Ibinson at julie.ibinson@natgeo.com or 202-775-6170.

INTERACTIVE SPECIFICATIONS AND MATERIALS DELIVERY

All creative must be submitted in a high-res PDF to trim.

(Note: original layout and artwork must be high-res/300dpi or higher)

Ad size is 2048 pixels x 1536 pixels.

Ads and editorial content are viewable in landscape mode only.

Ads must be submitted to the NG FTP site.

Contact your brand manager or Amanda Polli at [\(212\) 822-7433](mailto:amanda.polli@natgeo.com) for more information.

ADVERTISING SPECIFICATIONS

2017

TERMS AND CONDITIONS

The following certain terms and conditions governing advertising published in the following National Geographic Properties (the "Properties") defined as Print and digital editions of the following Properties: *National Geographic* magazine, *National Geographic Traveler* magazine, *National Geographic Kids* magazine, *National Geographic Little Kids* magazine, *National Geographic History* magazine, and National Geographic Newsstand Specials. Placement of an order with the Properties 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 National Geographic 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 National Geographic 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 National Geographic's approval of copy, including display, text, and illustration.
- National Geographic 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 National Geographic. Rate holders and short rates will be applied when applicable.
- Rates are subject to change without notice.
- National Geographic 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 National Geographic's control.
- All advertisements are accepted by National Geographic 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 Properties and in any other media (including by way of example and not limitation electronic online delivery and microfilm, microfiche, or electronic archival reproductions and revisions of the Properties).
- The advertiser and the agency, jointly and severally, will indemnify and hold harmless the National Geographic, 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, trademarks, 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's policy.

NATIONAL GEOGRAPHIC MAGAZINE AWARDS & RECOGNITION

National Geographic continuously redefines the standard of excellence for print and digital journalism. Superior editorial product, world-renowned photography, brand recognition, and consumer trust have earned the magazine the most prestigious awards and recognition in the industry, and established it as a valued leader in the world of news reporting.



EDITORIAL

ASME NATIONAL MAGAZINE AWARDS

The preeminent awards for magazine journalism in the United States. 30 years of consecutive nominations, collecting a total of 31 awards.

- 2015: Photography and Best Tablet Edition
- 2014: Best Tablet Edition and Best Multimedia Feature
- 2013: Photography, Best Multimedia Feature, Best Tablet Edition, and General Excellence Award for Print

ELLIE AWARDS

A series of American awards that honor excellence in the magazine industry.

- 2016: Finalist in Photography, Single-topic Issue and Magazine of the Year.

OVERSEAS PRESS CLUB OF AMERICA

Seeks to maintain an international association of journalists who uphold the highest standards of professional integrity in news reporting.

- 2015: The Olivier Rebbot Award
- 2014: The Robert Capa Gold Medal Award
- 2013: Feature Photography Award
- 2012: The Ed Cunningham Award, The Madeline Dane Ross Award, and The Whitman Bassow Award

WORLD PRESS

Offers an overview of how press photographers tackle their work worldwide and how the press gives the news, bringing together pictures from all parts of the globe to reflect trends and developments in photojournalism.

- 2015: Best Nature Story, Tim Laman
- 2014: Best Nature Story, Anand Varma, Best General News Story, Peter Muller

CARTOGRAPHY AND GEOGRAPHIC INFORMATION

SOCIETY (CaGIS)

Promotes interest in map design and recognizes significant design advances in cartography.

- 2014: Best of Category, Book/Atlas, Best of Category, Reference

NORTH AMERICAN TRAVEL JOURNALISTS ASSOCIATION

(NATJA)

Honors the best of the best of travel writing, photography, and travel promotion.

- 2015: Gold Medal for Photography: Portrait, People - Print Publication

SOCIETY OF ENVIRONMENTAL JOURNALISTS

- 2016: 2 awards, including Outstanding Bear Reporting, Large Market

PHOTOGRAPHY

PICTURES OF THE YEAR INTERNATIONAL (POYi)

One of the oldest, largest, and most highly respected photojournalism contests in the world.

- 2015: 19 awards, including Best Documentary Project of the Year and Environmental Vision Award
- 2014: 13 awards, including Best Magazine and Best eBook

NATURAL HISTORY MUSEUM

- 2016: Wildlife Photographer of the Year - Tim Laman
- 2015: Wildlife Photographer of the Year - Brent Stirton

SOCIETY FOR NEWS DESIGN (SND-E) MALOFIEJ INTERNATIONAL

INFOGRAPHICS AWARDS

Annual competition referred to by some as the Pulitzer of the infographics world.

- Most awarded media with 37 medals (4 gold, 12 silver, and 21 bronze)

ADVERTISING

MIN INTEGRATED MARKETING AWARDS

Salutes the campaigns, ongoing programs, and innovative people who have raised the bar on magazine marketing programs.

- 2015: Winner, Custom Publishing Project - On Assignment 7 Natural Wonders of the World
- 2014: Winner, Special Advertorial Section

PROMOTIONAL PAGE

WORLD BEAT

Extend your in-book advertising message and increase product awareness with *National Geographic's* high- impact promotional page, "World Beat."

"World Beat" is offered in June and December issues of *National Geographic* only. Each installment of "World Beat" features exciting advertising announcements, contests, retail events, and other promotions in an uncluttered, engaging environment. Reaching 28.9 million readers, "World Beat" offers a unique and efficient way to communicate a special promotional message, add emphasis to a marketing campaign, and boost brand exposure.

Advertisers should supply the following – all art must be press ready:

Image: supplied with resolution of 300 dpi in TIFF or PDF format

Logo: supplied as Illustrator EPS vector file with all fonts converted to outlines

Copy: maximum of 50 words describing product or service, plus website URL, and toll-free number

National Geographic will design advertiser's World Beat unit and provide layout for final approval.²

For more information, please contact your brand manager.

¹2016 Spring MRI

²*National Geographic* reserves the right to final approval on all listings. Size of listing will depend on final number of advertisers.

The promotional page has a header with the title "world beat" and sub-headings "EVENTS & OPPORTUNITIES • ADVERTISING & PROMOTIONS". It includes three main sections: 1) A Chevy Volt advertisement with the headline "Chevy Runs Deep" and the Chevrolet bowtie logo. 2) A New York Life advertisement featuring a blue gift box with a white ribbon and the text "NEW YORK LIFE". 3) An L.L.Bean advertisement with the slogan "SHIPPED for FREE GUARANTEED TO LAST". The page also contains small text at the bottom left and right.

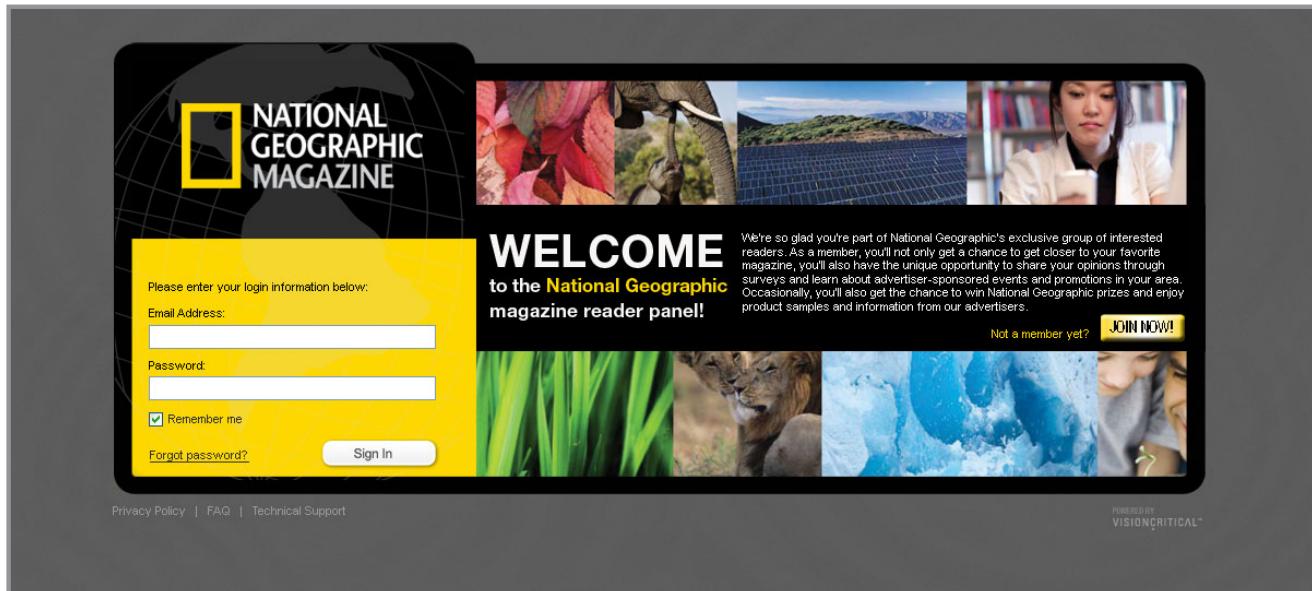
Example of promotional page, "World Beat"

"World Beat" is available two times a year, appearing in quarter 2 and quarter 4 relevant issues. Advertiser eligibility based on a schedule in *National Geographic* magazine.

Commitment Deadline: 4 weeks prior to issue close, based on availability

Materials Due: 2 weeks prior to issue close

Program Value: \$65,000 net per listing



Advertisers can access a panel of 13,000+ highly involved *National Geographic* readers through *National Geographic* Magazine's Reader Panel. A broad range of topics and advertiser categories are explored throughout the year, and advertisers have the opportunity to pose customized questions to panel members.

For example, advertisers can use the panel to:

- Gauge reader reaction to advertising creative
- Ask questions about an upcoming product launch
- Learn about advertising competitors
- Gain market insight
- And more!

National Geographic will work with advertiser to develop custom questions, as well as conduct the panel. Afterward, advertisers will be provided with a final analysis of panel questions.

Commitment Deadline: At least six weeks prior to reader panel launch

Value: \$20,000 and up (dependent upon scope of project)

For more information, please contact your *National Geographic* brand manager.