NATIONAL GEOGRAPHIC
TRAVELLER

National Geographic - Traveller

BACKGROUND

National Geographic Traveller was established in December 2010 and has become one of the most successful consumer travel publications in the world. What makes it unique is that the readers are often the contributors of the magazine, sharing their global travel experiences as well as their photography to give a 'you are there' experience to the other readers.

The magazine is designed to inspire readers to get up and go to the places they are reading about. As such, they can afford to travel up to three times a year and will not forego travel as an essential part of their lifestyle.

PROFILE

- 65% female
- 30-50 years
- ABC1
- Average household income £65klifestyle

RECRUITMENT METHOD

- Direct Mail
- Inserts
- Online
- Telemarketing
- Off-the-page

RECOMMENDED FOR

- Charities
- Health& Beauty
- Competitions
- Telecoms
- Travel
- Wine offers
- Gardening / Household utilities

www.natgeotraveller.co.uk

LIST: 29,000 names available

POSTAL	10,862 Active Subs
SELECTIONS	Multibuyers, Geography, Gender, Recency, Order Value, Payment Method
MEDIA RATE	£150 per '000 Selections from £10 per '000
DELIVERY CHARGE	£60
AGENCY COMMISSION	Up to 15%
MINIMUM VOLUME	5,000

Insert Opportunities Available

OPPORTUNITY	32,000 Subscribers per Month 28,000 Newstand per Month
FREQUENCY	Monthly
MAX SIZE	Various sizes considered
MAX WEIGHT	All weights will be considered however, over 10grams higher CPM
AGENCY COMISSION	10%
MINIMUM VOL.	Full Run
MEDIA RATE	£50 per '000 based on 10 grams

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