

# TRAVELLER

National Geographic Traveller was established in December 2010 and has become one of the most successfull consumer travel publications in the world. What makes it unique is that the readrs are oten the conributers of the magazine, sharing their global travel experiences as well as their photography to give a ‘you are there’ experience to other readers. The mag-azine is designed to inspire readers to get up and go to the places they are reading about. As such, they can afford travel up to three tims a year and will not forego travel as an essential part of their lifestyle.

[www.natgeotraveller.co.uk](http://www.natgeotraveller.co.uk)



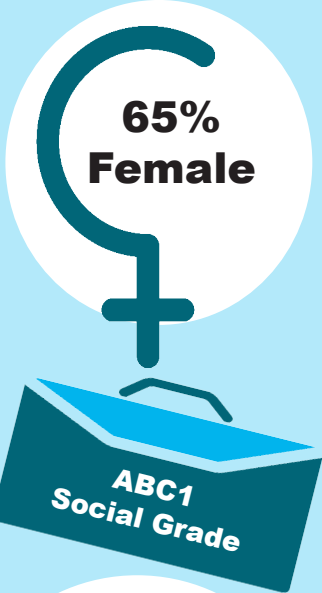
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Data Driven Success

**BRAND PROFILE**



**Ages between  
30 - 50 years  
old**

**OPPORTUNITIES**

**OPPORTUNITY**  
Magazine

**VOLUME**  
20,000 subscribers  
30,000 newsstand

**MAXIMUM WEIGHT**  
All weights will be considered, however over 10 grams higher CPM

**MINIMUM VOLUME**  
Subscribers

**FREQUENCY**  
Monthly

**MEDIA RATE**  
£50 per 000 based on 10 grams

**RECOMMENDED FOR**

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