



2021 MEDIA INFORMATION KIT

NATIONAL GEOGRAPHIC MAGAZINE



 NATIONAL GEOGRAPHIC | FURTHER



| NATIONAL GEOGRAPHIC MAGAZINE

THE ROLE OF TRUSTED, UNBIASED LONG-FORM JOURNALISM 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— by telling stories of humankind from an up-close perspective to deepen people's understanding of the world and their role in it.

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.



DESTINATION FOR AWARD-WINNING PREMIUM STORYTELLING

NATIONAL GEOGRAPHIC MAGAZINE IS MORE VIBRANT THAN EVER, WITH A TOTAL REACH OF 28MM+ ADULTS. BUT MORE IMPORTANT THAN THE SIZE OF OUR AUDIENCE IS ITS QUALITY, WHICH PROVIDES OUR PARTNERS THE OPPORTUNITY TO CONNECT WITH AFFLUENT, EDUCATED, INFLUENTIAL CONSUMERS.

INFLUENCE THE INFLUENCERS WITH THE #1 MAGAZINE AMONG THOUGHT LEADERS

#1 WITH

- | MILLENNIAL MILLIONAIRES
- | C-SUITE / TOP MGMT
- | EMERGING AFFLUENTS*
- | GEN Z
- | 18-24
- | MEN

DID YOU KNOW?

1/3 OF NGM READERS ARE MILLENNIALS, making them the largest reader segment.

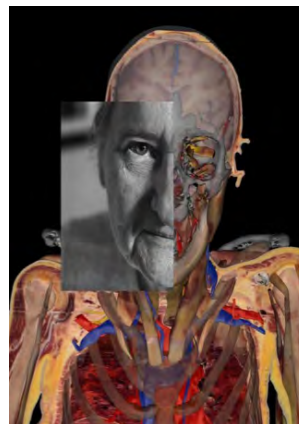
NGM REACHES AS MANY C-SUITE/TOP MGMT as The Atlantic, Scientific American, Bloomberg Businessweek, Vanity Fair, The New Yorker and Wired combined.

NGM readers are **26% MORE LIKELY TO HAVE A NET WORTH OF \$1M+**.

NGM is #1 IN REACH OF INFLUENTIALS (2.8M) AND SUPER INFLUENTIALS (925K).

NEARLY 23M READERS SAID NGM WAS "VERY GOOD/ONE OF MY FAVORITES" giving it the Highest Average Rating Score among all consumer magazines.

NGM is CONSISTENTLY RECOGNIZED FOR JOURNALISTIC EXCELLENCE including an Ellie for General Excellence (2019) and a Pulitzer Prize Finalist for Feature Photography (2019).



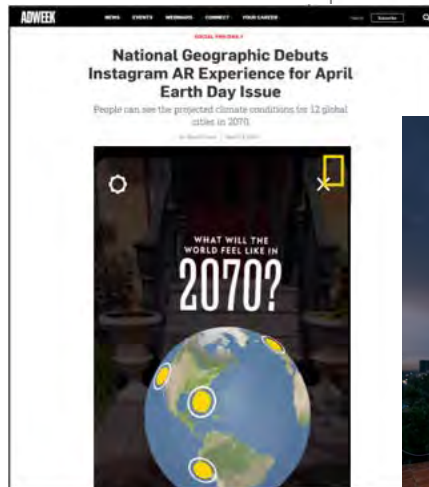
BIONIC PROSTHETIC
A bionic eye sounds like science fiction, but a 3D printer created this prototype in an hour, bringing the promise of a seeing prosthetic that much closer to reality.
PHOTOGRAPH BY REBECCA HALL

MAGAZINE | THE FUTURE OF MEDICINE

12 innovations that will revolutionize the future of medicine

Analytics-enabled, individualized attention will not just treat disease, but increasingly, prevent it.

8 MINUTE EERING



| EDITORIAL CALENDAR 2021

NATIONAL GEOGRAPHIC'S ORIGINAL JOURNALISM FOCUSES ON CORE TOPICS RANGING FROM GLOBAL HEALTH, TO HISTORY, SCIENCE TO TECHNOLOGY, TO EXPLORATION OF PEOPLE, PLACES AND CULTURES.

COVER STORIES

JANUARY '21

**Single Topic:
Photo of the Year**

Ad Close November 2

FEBRUARY '21

**The Evolution of a
Virus**

Ad Close December 1

MARCH '21

**Mars
Mission**

Ad Close January 4

APRIL '21

Air Pollution

Ad Close February 1

MAY '21

**Secrets of
the Whales**

Ad Close March 1

JUNE '21

**Single Topic: The
Inequality Issue**

Ad Close April 1

JULY '21

Heat and Shade

Ad Close May 3

AUGUST '21

**COVID Agriculture
& Hunger**

Ad Close June 1

SEPTEMBER '21

**9/11 20 Years
Later**

Ad Close July 1

OCTOBER '21

Earth

Ad Close August 2

NOVEMBER '21

The Forest

Ad Close September 1

DECEMBER '21

**Notre Dame:
After the Fire**

Ad Close October 1

Contact Bill Graff, National Print Director – DAS/National Geographic, at Bill.Graff@disney.com for advertising opportunities

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JANUARY '21

| Special Issue: YEAR IN PICTURES |

A special single-topic issue shows what 2020 looked like through the photography of National Geographic, examining this unforgettable year through four lenses – a year that tested, isolated, and empowered us, and gave us hope.

FEBRUARY '21

| Cover: THE EVOLUTION OF A VIRUS |

Never before have so many people been thinking about viruses. New research is vastly expanding our understanding of viruses, and revolutionizing the way we think of them.

Monuments

After losing the Civil War, defenders of the would-be confederate states transitioned into myth-making: the confederacy was a just and moral cause; those who fought under its flag were heroes – not traitors. Thousands of monuments were erected – memorials, statues, school names, street names. Only now are they coming down.

Women and Migration

A team of women photographers from The Everyday Projects document how migration affects women worldwide, and the massive scope of how social, economic, political, and climate issues are pushing and pulling women from their homes.

Rewilding Costa Rica

Costa Rica has discovered a way to protect and restore the Osa Peninsula – one of the most biologically intense places on Earth and one of the few remaining wild landscapes of Central America – and its ecosystems, creating a model that could be followed worldwide.

MARCH '21

| Cover: MARS MISSION |

NASA's Perseverance rover will search for signs of habitable conditions in the ancient past, and search for signs of past microbial life itself. This cover story will look at what past rover missions have accomplished, what new discoveries Perseverance will pursue, and other Mars missions from China and the Emirates.

Siachen Glacier

For more than 60 years India and Pakistan have deployed troops to face off against each other along a disputed boundary that runs through the Siachen Glacier. We take a deep look at how this standoff arose, and how its resolution may hold the key to promoting peace between the two nations.

Sudan's Future

Sudan is on the brink of a new era, now that the 30-year reign of its Islamist dictator has ended, and people are eyeing the monuments of the country's storied past as a force to drive its future.

APRIL '21

| Cover: AIR POLLUTION |

We explore the science of air pollution's impact on health, conveying not only the scale of that impact, but its tremendous variety. This affects us not only in the ways you might intuitively expect, such as asthma and other breathing problems; in fact, dirty air also is linked to a huge range of other illnesses, from heart attacks and strokes to dementia, premature birth, Parkinson's, even diabetes and obesity.

Genius Aretha

From Memphis to Detroit; gospel, to jazz, R&B, and rock and roll; from prodigy to legacy. Our story on Aretha Franklin will chart the arc of her genius and the impact she's had beyond music, especially in the fight for civil rights.

MAY '21

| Single Topic Issue: OCEANS |

Secrets of the Whales

National Geographic Explorer and photographer Brian Skerry explores whale wisdom and presents a layered view of the complex societies of the world's largest animals. New science is showing that these whales share an amazing ability to learn and adapt to opportunities, as well evidence of deeper, cultural elements of whale identity.

Ballesta Underwater

Laurent Ballesta, the French underwater photographer and biologist, and a team of divers lived in an underwater capsule 400 feet below the surface, exploring and discovering more than two dozen new species and behaviors.

Coral Time Lapse

Coral is the ocean thermometer of our planet and as temperatures continue to rise, their complex ecosystems struggle to survive in a warming sea. We'll look at coral reefs through time lapse images for a powerful before and after view of coral bleaching, at surprisingly resilient reefs, and mitigation efforts to protect and restore reefs.

Bob Ballard

Best known for discovering the wreck of the Titanic in 1985, we profile the American oceanographer and marine geologist whose pioneering use of deep-diving submersibles laid the foundations for deep-sea archaeology.

JUNE '21

| Single Topic Issue: UNDERSTANDING INEQUALITY AND SYSTEMIC RACISM |

In this special issue, National Geographic and The Undeclared will partner to unpack the systemic underpinnings of today's deep and growing inequality; to show a global audience what that looks like; and to explore solutions and next steps. Areas of coverage include:

The Race Card Project: For more than a decade, Michele Norris, an Emmy and Peabody Award-winning journalist, has been working on "The Race Card," a project that captures people's thoughts about race in just six words.

Defining Systemic Racism and Equality:

We will explore the roots and results of gaps in education, housing, income, health, inherited wealth and more through mapping and graphics to help people understand what systemic racism and inequality really mean.

Images of Inequality: A group of photographers chronicle inequality across America and show people what that looks like today.

Keepers of the Community: We will look at how individuals across the country are changing their communities for the better, and setting a powerful example about what individuals can do to make a difference.

All editorial subject to change.

I TOTAL AUDIENCE PROFILE

NATIONAL GEOGRAPHIC
2019 FALL GFK MRI

	[000s]	% COMP.	% COV.	INDEX
Adults				
Total	28,426	100.0	11.4	100
Men	15,198	53.5	12.6	111
Women	13,228	46.5	10.2	90
Age Median: 46.8 years				
18-24	4,094	14.4	13.9	122
25-34	5,009	17.6	11.1	98
35-44	4,393	15.5	10.8	95
45-54	3,886	13.6	9.3	82
55-64	4,744	16.7	11.3	100
65+	6,321	22.2	12.3	108
[b.1997-2010] Gen Z	2,788	9.8	13.6	119
[b.1977-1996] Millennials	9,979	35.1	11.4	100
[b.1965-1976] GenXers	4,594	16.2	9.4	83
[b.1946-1964] Boomers	8,326	29.3	11.9	104
[b.pre-1946] Pre-Boomers	2,738	9.6	11.9	105
Income Median HHI: \$76,161 Median IEI: \$41,314				
HHI \$100,000+	10,403	36.6	11.6	102
HHI \$150,000+	5,391	19.0	11.6	102
HHI \$200,000+	2,544	8.9	11.0	97
HH Net Worth \$1M+	3,388	11.9	14.3	126
Education				
Att./Grad. College+	19,721	69.4	13.0	115
Bachelor's Degree+	10,650	37.5	13.2	116
Post Graduate Degree	4,200	14.8	14.2	125
Occupation				
C-Suite/Top Management	1,464	5.2	13.9	122
Top Management	1,218	4.3	13.0	115
Managers/Professionals	7,835	27.6	12.2	108
Mgt./Bus./Fin. ops	2,783	9.8	10.4	92
Prof./Related occup.	5,052	17.8	13.5	119
Household Composition Median Home Value: \$276,382				
Own Home	17,676	62.2	10.9	96
Married	13,727	48.3	10.4	92
Kids in HH	9,767	34.4	10.3	91
Influentials*	2,766	9.7	19.1	169
Super Influentials**	925	3.9	22.0	194

*(3+ public activities/last year)

** (5+ public activities/last year)

PREFERRED EDITION AUDIENCE PROFILE

NATIONAL GEOGRAPHIC PREFERRED
2019 FALL GFK MRI

	['000s]	% COMP.	% COV.	INDEX
Adults				
Total	12,168	100.0	4.9	100
Men	6,686	54.9	5.5	114
Women	5,482	45.1	4.2	87
Age Median: 50.9 years				
18-24	1,323	10.9	4.5	92
25-34	1,784	14.7	4.0	81
35-44	1,896	15.6	4.6	96
45-54	1,763	14.5	4.2	87
55-64	2,222	18.3	5.3	109
65+	3,180	26.1	6.2	127
[b.1997-2010] Gen Z	947	7.8	4.6	95
[b.1977-1996] Millennials	3,695	30.4	4.2	87
[b.1965-1976] GenXers	2,124	17.5	4.3	89
[b.1946-1964] Boomers	4,185	34.4	6.0	123
[b.pre-1946] Pre-Boomers	1,217	10.0	5.3	109
Income Median HHI: \$137,937 Median IEI: \$66,907				
HHI \$100,000+	9,844	80.9	11.0	227
HHI \$150,000+	5,102	41.9	11.0	226
HHI \$200,000+	2,407	19.8	10.4	214
HH Net Worth \$1M+	3,206	26.3	13.6	279
Education				
Att./Graduated College+	10,265	84.4	6.8	140
Bachelor's Degree+	6,604	54.3	8.2	168
Post Graduate Degree	2,884	23.7	9.8	201
Occupation				
C-Suite/Top Management	1,054	9.7	10.7	220
Top Management	961	8.9	10.8	222
Professional/Managerial	4,314	39.8	7.7	159
Mgt./Bus./Fin. ops	1,614	14.9	7.1	146
Prof./Related occup.	2,699	24.9	8.2	169
Household Composition Median Home Value: \$379,000				
Own Home	10,129	83.2	6.3	129
Married	7,893	64.9	6.0	123
Kids in HH	4,124	34.6	4.5	92
Influentials*	1,451	11.9	10.0	207
Super Influentials**	534	4.4	12.7	261

*(3+ public activities/last year)

** (5+ public activities/last year)

ADVERTISING SPECIFICATIONS

NATIONAL GEOGRAPHIC MAGAZINE

Closing Dates				
ISSUE DATES	SPECIAL GATEFOLDS, PAPER, NGM-PRINTED UNITS ORDERS DUE	STANDARD CLOSING [Orders & Materials Due]	SUPPLIED UNITS DUE TO BINDERY	U.S. NEWSSTAND ON-SALE DATES*
January	10/1/20	11/1/20	11/17/20	12/22/20
February	11/2/20	12/1/20	12/17/20	1/26/21
March	12/1/20	1/4/21	1/15/21	2/23/21
April	1/4/21	2/1/21	2/17/21	3/30/21
May	2/1/21	3/1/21	3/17/21	4/27/21
June	3/1/21	4/1/21	4/16/21	5/25/21
July	4/1/21	5/3/21	5/17/21	6/29/21
August	5/3/21	6/1/21	6/17/21	7/27/21
September	6/1/21	7/1/21	7/16/21	8/24/21
October	7/1/21	8/2/21	8/17/21	9/28/21
November	8/2/21	9/1/21	9/17/21	10/26/21
December	9/1/21	10/1/21	10/15/21	11/23/21

Advertising 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

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

NON-BLEED SPACE SIZES	[W x H]	NON-BLEED SPACE SIZES	[W x H]
Full Page	6 1/8" x 9 1/4" 156 x 235 mm	1/2 Page Vertical	2 9/16" x 9 1/4" 65 x 235 mm
Spread	13" x 9 1/4" 330 x 235 mm	1/2 Page Horizontal	6 1/8" x 4 1/4" 156 x 108 mm
1/4 Page	2 3/4" x 4 1/4" 70 x 108 mm	1/2 Page Spread	13" x 4 1/4" 330 x 108 mm
1/8 Page	2 3/4" x 2" 70 x 51 mm		

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

| ADVERTISING SPECIFICATIONS

NATIONAL GEOGRAPHIC MAGAZINE

Print Materials Specifications

DATA FORMATS

PDFX1a file (Version 1.3)

FILES INSTRUCTIONS / STANDARDS

- | Line Screen: 150
- | Overprint black text
- | Single page image should be no more than trim plus bleed
- | Image, scans & Pantone colors must be in CMYK mode
- | Keep color bars, registration and crop marks outside of 4C bleed area.
- | Four color solids should not exceed SWOP density of 340%

MEDIA LABELING

- | Issue date, advertiser name and ad number
- | Agency name, contact and phone number
- | Vendor name, contact and phone number
- | Directory printout of disk contents

PROOFING REQUIREMENTS

- | 2 proofs pulled from file supplied.
- | Standards:
 - Adherence to SWOP standards
 - Inclusion of IT8 Target on proof (for free download go to: www.quadarm.com/publisher_sites/ngm/proofing.asp)
 - Inclusion of 6mm 100%, 75%, 50%, 25%, 05% C, M, Y, K patches
 - Name of proofing type included on proof
 - 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.

Print Materials Delivery

DATA FORMATS

Press-ready PDF files only.

ELECTRONIC FILES

- | Submitted via: www.adshuttle.com
- | This ad portal provides a detailed "Ad Creation Guide" and 24/7 help line to ensure your files are correctly prepared. Call 866.774.5784 for support.

U.S. & CANADA EDITIONS

- | Submit files to the National Geographic-Domestic folder

EDITIONS OUTSIDE OF NORTH AMERICA:

- | Submit files to the National Geographic-International folder

Please supply two cropped color contract proofs

NOTE

Due to the temporary closure of Nat Geo HQ, soft proofs are highly recommended for all issues until further notice. If you would like to send hard copy proofs, please contact Julie Ibinson at julie.ibinson@natgeo.com for shipping address.

EXTENSIONS & QUESTIONS

Contact Julie Ibinson at julie.ibinson@natgeo.com or 202.791.1053

Interactive Specifications & Materials Delivery

- | All NGM print advertisers running 1/2 page or larger will automatically be included in the PDF replica digital edition. All creative will run straight from print (SFP).
- | Ads cannot be upgraded for interactivity or links

INFORMATION & QUESTIONS

Contact Bill Graff, National Print Director – DAS/National Geographic at Bill.Graff@disney.com

| 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.

Adweek Hot List

| "Hottest Magazine Redesign" (2019)

ASME National Magazine Awards

Superior innovation, and imaginative design

| 2020: Winner for Photography, Feature Photography, Social Media, and Feature Design.

| 2019: Winner for General Excellence for News, Sports and Entertainment, Brainiest, and Brainiest Reader's Choice. Finalist for Best News & Politics, and Reader's Choice.

| 2018: Winner for single-topic issue (Gender). Finalist in Photography and General Excellence - News, Sports and Entertainment

The Creative Review Annual

Celebrating the best creative work

| 2019: Planet or Plastics cover for Editorial

Emmy Awards

Excellence in the TV industry

| 2019: Nominee for News and Doc Emmy for Outstanding New Approaches: Documentary

Folio

Celebrating women in publishing

| 2020 Folio Top Women in Media Honoree – Susan Goldberg

Kantar Information Is Beautiful Awards

Excellence and beauty in data visualizations and infographics

| 2019: Gold awards in Arts, Entertainment & Culture and Science & Technology

Malofiej Internat'l Infographic Awards

Considered the Pulitzers for infographics, visualization and dataviz

| 2019 Best of Show in Print, and Best Graphic in Climate Change /Environment and Human Rights categories. Honored with 17 other awards

National Press Photographer's Association

Honoring journalists in print, broadcast and digital

| 2020: 13 awards including first in Portrait/Personality, Picture Editing: Magazine News Story, Magazine Picture Editor of Year: Team and Individual, and Digital News

Pictures of The Year Internat'l (POYi)

Honoring documentary photography, photojournalism, visual editing, and online multimedia

| 2020: 19 awards, including 9 awards of excellence and 6 finalists across the Environmental Vision Award, Angus McDougall Excellence in Editing Award, and Visual Editor of Year, Issue Reporting, Science & Natural History – Picture Story, Sports Picture Story, and Magazine Picture Editing

| 2019: 15 awards, including Magazine/Media Visual Editor of the Year, first in Science & Natural History Story and Visual Editing (Print Magazine and Media), finalist for the Angus MacDougall Overall Excellence Editing Award, and five awards of excellence

Pulitzer Prize

Excellence in journalism and the arts

| 2019: Finalist in Feature Photography

Scrapps

The best in American journalism

| 2019: Top Prize for Environmental Reporting for Planet or Plastic?

Society for News Design

The best in news design

| 2019: 70 awards including Best in Show, 2 Gold, 13 other medals and 54 awards of excellence across maps/graphics categories, photography, and design categories

Society for Publication Designers

Celebrating the best in editorial design

| 2020: 10 Gold awards for Brand of the Year, Lost in Space, and across various Design, Photography, Digital, Social and Innovative Tech categories. 9 silver awards including Website of the Year.

| 2019: Gold awards in Feature, News/Documentary/Essay and Innovative Technology: AV/VR/360, and Data Visualization. 3 silver awards.

Shorty Awards

Honoring the best of social media.

| 2019: Video – Audience Honor Winner and Gold awards

Webby Awards

Honoring excellence on the internet.

| 2020: Named Media Company of the Year for second time, earning the most honors across categories.

Webby Awards: Websites: Magazine, Science & Education (Overheard at Nat Geo Podcast Series), Animation or Motion Graphics, Social Photography & Graphic, and Apps, Mobile, and Voice (News & Magazines).

People's Voice Awards: Websites: Magazine, Social, Public Service & Activism, Best Overall Social Presence (Media/Entertainment), Social Video, Education & Discovery

| 2019: Winner in Best Photography and Graphics (Webby + People's Voice), Best use of stories (Webby), Social Content Series & Campaigns (Webby + People's Voice + Webby for Good Honoree), Best Editorial Feature (People's Voice), Best Data Visualization (Webby + People's Voice). Honored for 15 nominations.

World Press Photo

Photography and visual storytelling

| 2020: 4 awards, including first in Environment Story

| 2019: 7 awards, including first in Nature Story and Environment Singles, and nomination for Photo of the Year

| 2018: 7 awards, including first in Nature Story

W3

Excellence across websites, marketing, video, mobile, social and podcasts

| 2019: 10 awards, including Gold awards in Mobile Apps/Sites: Travel, Environmental Awareness, Branding, Home Page, Best Practices, Structure and Navigation