

## Key Facts

Periodicity: monthly  
Cover price: €5,20  
Launching: 1999

**Circulation: 65 874 copies**  
**18% newsstands /80% subscription**  
(DSH 2013-2014 FPC)

**Readership ONE 13-14:**  
**1,8 million readers**

**Readership PREMIUM 14:**  
**448 000 Premium**

**2015 rate FP4C: € 15,400**  
Ad closing date: 4 weeks before publication

## Preserve and transmit the essence

### ● A great press brand

For 120 years, the magazine National Geographic has made the general public discover expeditions and researches financed by the National Geographic Society, a Non-Profit-Entity.

### ● A growing awareness of the world around us

Every month, National Geographic leads its readers towards unique adventures with a range of topics from archaeology and ancient civilizations to wonders of nature, flowers, animals and also ethnography. The motors of the magazine are the reporter's passion and enthusiasm.

### ● A magazine which combines excellence and ethics

National Geographic gives voice to internationally reputed experts (photographers, reporters, scientists...). It constantly searches the truth by giving the readers impartial news and all the necessary hindsight so that they can form their own opinions.

## Contact

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**Audipresse Premium 2014:**  
**+11% readership vs 2013**

## 5 Good Reasons to Choose National Geographic

### 1- A passion for EXPLORATION for 120 years

The National Geographic Society was founded in 1888. Its « report » became one of the greatest magazine in the world and the showcase of the thousand of expeditions it finances.

### 2- Editorial VALUES...

One mission : « *Inspire the desire for protecting the environment* »

### 3- ...at the service of advertisers in LUXURY

Passion, Excellence, Global consciousness, Authenticity, Transmission

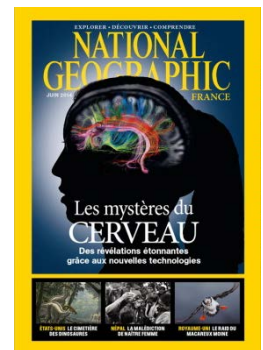
### 4- A SHOWCASE for your brands

The format, the graphical codes, the photographs : National Geographic is a precious object and is an advertising caution for estheticism. Upscale brands in the fields of transport, luxury, fashion, high-tech, computing, travels have been trusting National Geographic since 1999.

### 5- UPSCALE READERS

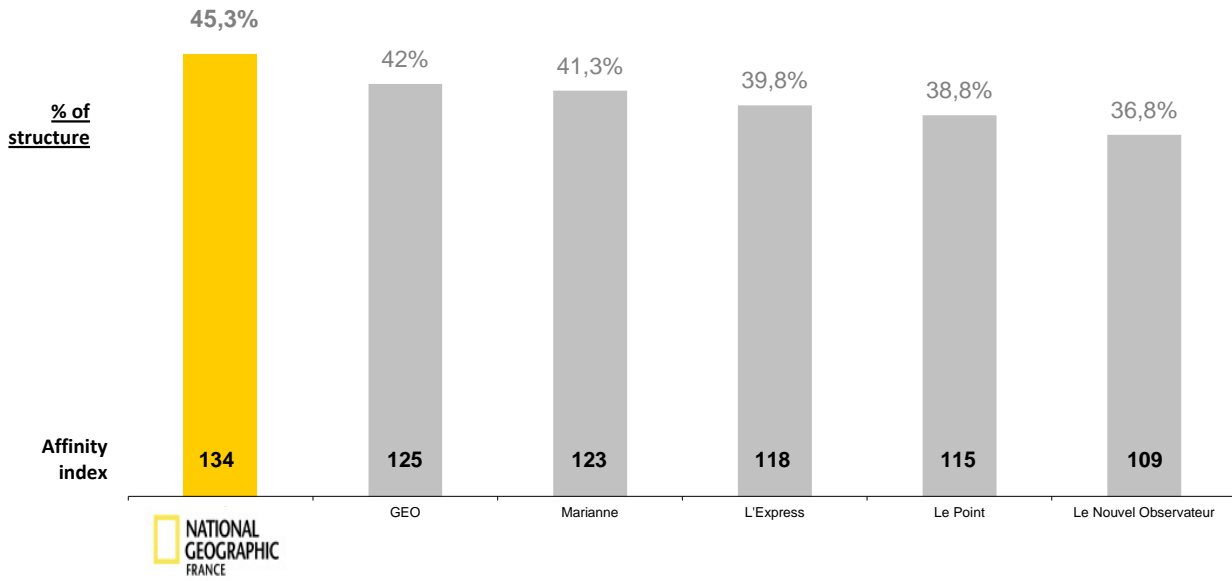
1,8 million young, active, wealthy, educate and urban readers, who believe in a qualitative, exigent and ethic consumption

**2 XL issues/year:**  
**Japan in April 2015**



**+60% newsstands sales!**

**More selective than news**



**National Geographic :  
807 000  
lecteurs AB  
Household**

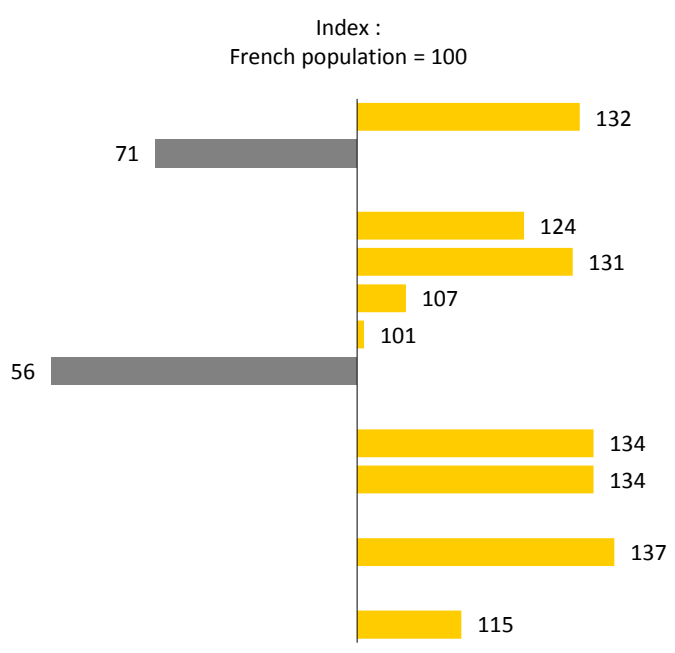
Source: ONE 2013-2014

**Readers' profile**

**1 779 000 readers** (ONE 2013-2014)  
**448 000 AB readers** (AudiPresse Premium 2014)

**SELECTIVE readers**  
Young activ people, urban,  
well off and  
qualitative consumers.

	FR population	NATIONAL GEOGRAPHIC FRANCE
	<b>51 483 000</b>	<b>1 779 000</b>
Men	47.9 %	63 %
Women	52.1 %	37 %
15-24	14.2 %	17,6 %
25-34	14,9 %	19,4 %
35-49	26,1 %	26,1 %
50-64	23,9 %	24,1 %
65 +	22,7%	12,8 %
AB individual	26,3 %	35,2 %
AB household	33,7 %	45,3 %
Household income >45k€	19,7 %	27%
Urbans	46.3 %	53,1%



Source ONE 2013-2014