

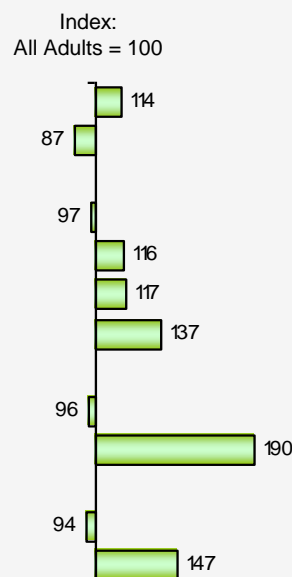


## The German edition of the legendary worldwide magazine

- **Our origin is the community.** The National Geographic Society is one of the world's largest non-profit organizations. Its mission is to increase and diffuse geographic knowledge.
- **Our business is discovery.** Since 1888, the NGS has funded more than 7,500 expeditions, research projects and educational programmes.
- **Our success is worldwide.** More than 40 million people in more than 170 countries read NATIONAL GEOGRAPHIC every month. And 1.26 million read NATIONAL GEOGRAPHIC DEUTSCHLAND.
- **Our distinction demands quality.** Breathtaking pictures and fascinating stories. Most articles are written in the first person, giving them greater credibility and vividness.
- **Our capital is our readers.** The more than one million NGD readers have high levels of completed education, upper incomes, and are found in above-average socio-economic classes.
- **Our strength is our service.** Individually-arranged special exhibitions, map funding or exclusive speakers for events – with NGD, it's all possible!

### Readership Profile

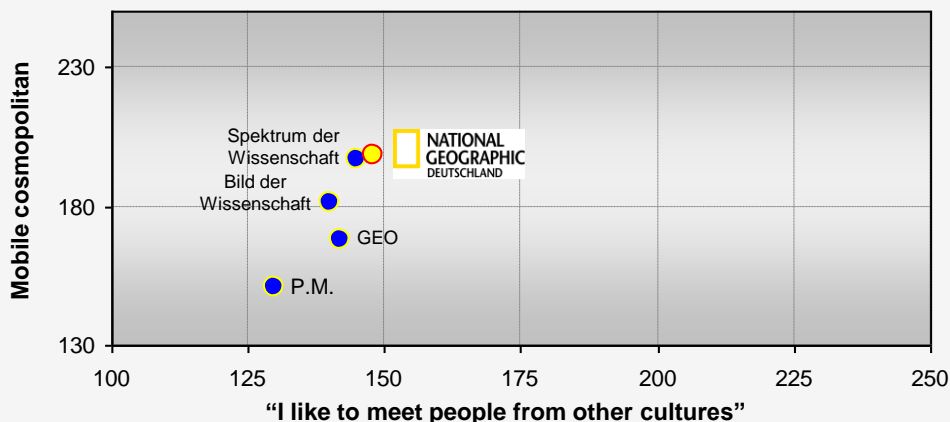
	All Adults 69.24 million %	NGD Readers 1.26 million %
<b>Men</b>	49	55
<b>Women</b>	51	45
<b>Age</b>		
20 - 29	14	13
30 - 39	14	16
40 - 49	18	20
50 - 59	18	24
<b>Education</b>		
Intermediate	35	34
Higher, university	27	52
<b>Net monthly household income*</b>		
€ 2,500 – 3,499	25	24
€ 3,500 and more	27	39



Source: AWA 2015, \*population average € 2,874

## NGD is read by opinion leaders who are mobile and cosmopolitan

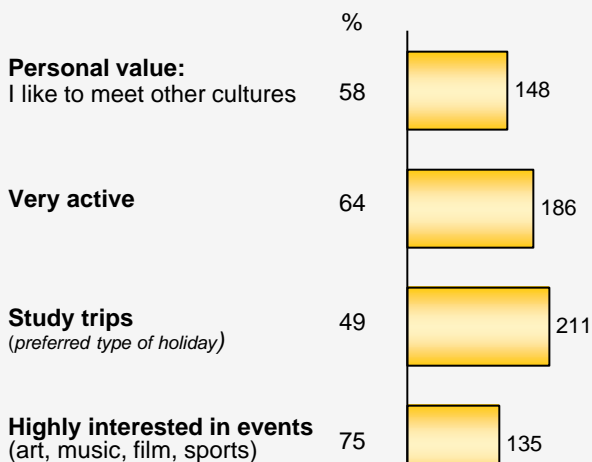
Index:  
all adults = 100



Source: AWA 2015

### Active, interested readers

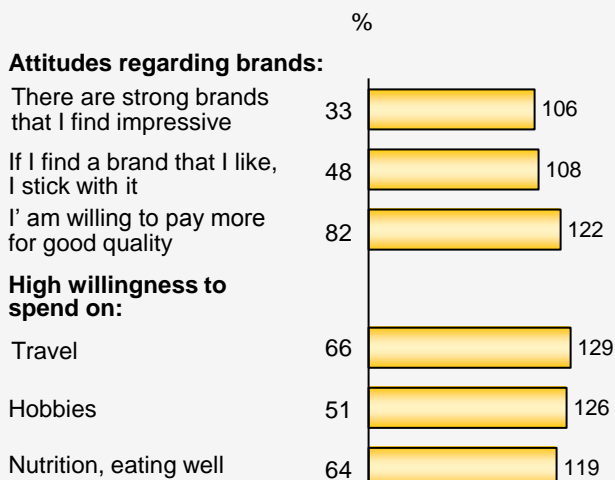
NGD Readers 1.26 million  
All Adults Index = 100



Source: AWA 2015

### Brand-oriented, eager consumers

NGD Readers 1.26 million  
All Adults Index = 100



Source: AWA 2015

**Cover price** € 5.50  
**Frequency** monthly  
**Launch year** 1999

**Circulation**  
Paid 149,405 copies (IVW III/2015)  
Subscriptions 88,166 copies (59%)

**2016 ad rates\***  
Full page multi-colour € 22,600

**Discounts** Start at 2% for 2 pages

**www.nationalgeographic.de** 2,82 mill. Pls. (IVW 11/2015)

**Coverage**  
Adults 1.8% / 1.26 million (AWA 2015)

**Cost per 1,000 readers**  
Adults € 18.00

**Technical information**  
Trim size 175 mm x 254 mm

**Technical Specifications:** Current and binding English-language information is available under: [www.duon-portal.de](http://www.duon-portal.de)

For complete current ad rates and data, please consult [www.gujmedia.com](http://www.gujmedia.com) / the information in this fact sheet is non-binding and without liability.