


**NATIONAL  
GEOGRAPHIC  
FRANCE**  
 Monthly Publication – French Edition  
 Cover Price: € 5.50



**MARKET POSITION:**

**National Geographic France** is considered, according to EquiTrend survey, to be the 3<sup>rd</sup> brand in the world for goods, services and media. It is the French edition of the world's most famous exploration magazine, published for the first time in 1995, October the 21<sup>st</sup>.

The international edition benefits from outstanding reader loyalty (average length of subscription: 12 years) creating a perfect advertising climate. The readership is of excellent quality: 75% of top managers, 75% of incomes higher than \$50,000. National Geographic has a selective target of high range readers: young, AB+, wealthy, educated and urban.

		<b>National Geographic</b>
<b>Total Paid Circulation</b>	OJD 2019	<b>56,245</b>
<b>Domestic Paid Circulation</b>	OJD 2019	<b>44,259</b>
<u>Total Readership</u>		
<b>ONE</b> (total readership)	2017	<b>2,905,000</b>
<b>PREMIUM</b> 2017		
All		<b>373,010</b>
Top 8% Wealthiest		<b>271,141</b>
Senior Management		<b>189,737</b>

**EDITORIAL PROFILE:**

**National Geographic** has a strong brand image. For 120 years, it has been introducing to its readers amazing expeditions financed by the National Geographic Society, the famous non-profit organization. The magazine increases people's awareness of the world. Each month, it takes its readers on unique journeys, with stories on topics such as archaeology and civilizations, the wonder of nature, endangered species and ethnography. The passion and the enthusiasm of the journalists are the drivers of the magazine. **National Geographic** works with the world most talented experts. Its quest for truth goes through the fairness of the information and gives the reader the capacity to make its own opinion.

**ADVERTISING RATES 2020:**

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