

NATIONAL GEOGRAPHIC
TRAVELER
 Quarterly Publication – French Edition
 Cover Price: € 5.95



MARKET POSITION:

National Geographic France is considered, according to EquiTrend survey, to be the 3rd 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.

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.

National Geographic	
Distributed copies (first issue) Publisher 2016	70,000

EDITORIAL PROFILE:

National Geographic Traveler is the most read travel magazine in the world and has known a huge success in France since 2016.

The magazine for the traveler addict which explores the new way to travel: be a traveler not a tourist. Each trimester, it shows the world through the traveler eyes, with experiences, check lists, travel journal, city life, sensations and adventure. The passion and the enthusiasm of the journalists are the drivers of the magazine but they are always looking for globetrotter's testimony about unknown destination. *National Geographic Traveler* tries to show the world differently and this is for your pleasure.

ADVERTISING RATES 2019:

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