



Audit Bureau
of Circulations



For the six months ended June 30, 2009

Field Served: Travel related information with geographic interest.

Published by National Geographic Society

Frequency: 8 times/year

ABC Member # 04-1245-4

**PAID & VERIFIED
MAGAZINE
PUBLISHER'S STATEMENT**

Subject to Audit

National Geographic Traveler

Paid & Verified Magazine
Publisher's Statement

For six months ended June 30, 2009

1. TOTAL AVERAGE PAID & VERIFIED CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
Paid & Verified Circulation: (See Par. 6)					
Subscriptions:					
Paid	570,078	79.7			
Verified	94,743	13.3			
Total Paid & Verified Subscriptions	664,821	93.0			
Single Copy Sales	50,269	7.0			
Total Paid & Verified Circulation	715,090	100.0	715,000	90	0.0

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$4.99		
Subscription	\$17.95		
Average Subscription Price Annualized (8 issue frequency)		\$11.94	
Average Subscription Price per Copy		\$1.49	

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended December 31, 2008.

3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jan./Feb.+	586,038	76,689	662,727	44,732	707,459
Mar.+	578,489	83,118	661,607	36,344	697,951
Apr.	559,785	95,382	655,167	43,000	698,167
May/June	556,000	123,783	679,783	77,000	756,783

+See Par. 9.

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

Edition	Number of Issues	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation	Rate Base
East of the Mississippi	4	303,089	55,906	358,995	18,788	377,783	405,000
West of the Mississippi	4	243,395	37,171	280,566	17,203	297,769	250,000

5. TREND ANALYSIS

	2004	%	2005	%	2006	%	2007	%	2008	%
Subscriptions:										
Paid	682,711	94.0	684,545	93.4	567,585	77.0	577,468	78.9	569,537	78.5
Verified	N/A		N/A		99,815	13.5	96,336	13.1	94,598	13.0
Total Paid & Verified Subscriptions	682,711	94.0	684,545	93.4	667,400	90.5	673,804	92.0	664,135	91.5
Single Copy Sales	43,677	6.0	48,202	6.6	57,585	7.8	58,237	8.0	61,469	8.5
Total Paid & Verified Circulation	726,388	100.0	732,747	100.0	724,985	98.3	732,041	100.0	725,604	100.0
Year Over Year Percent of Change		0.0		0.9		-1.1		1.0		-0.9
Total Analyzed Non-Paid Circ.	N/A		N/A		12,437	1.7	N/A		N/A	
Year Over Year Percent of Change										
Total Paid, Verified & Analyzed Non-Paid Circ.	726,388	100.0	732,747	100.0	737,422	100.0	732,041	100.0	725,604	100.0
Year Over Year Percent of Change		0.0		0.9		0.6		-0.7		-0.9
Avg. Annualized Subscription Price	\$17.14		\$17.36		\$14.03		\$12.85		\$12.06	

6. SUPPLEMENTAL ANALYSIS OF AVERAGE PAID & VERIFIED CIRCULATION

The following averages, as reported below, are included in Par. 1 and annotated here per applicable rules. See Par. 9 for full explanation.

	Average for Period	% of Circulation
PAID SUBSCRIPTIONS		
Individual Subscriptions*	569,219	79.6
Partnership:		
Deductible*	57	0.0
Sponsored Sales	802	0.1
TOTAL PAID SUBSCRIPTIONS	570,078	79.7
VERIFIED SUBSCRIPTIONS		
Public Place (See Par. 6A)	55,889	7.8
Individual Use (See Par. 6B)	38,854	5.5
TOTAL VERIFIED SUBSCRIPTIONS	94,743	13.3
TOTAL PAID & VERIFIED SUBSCRIPTIONS	664,821	93.0
SINGLE COPY SALES		
Single Issue Sales	50,269	7.0
TOTAL SINGLE COPY SALES	50,269	7.0
TOTAL PAID & VERIFIED CIRCULATION	715,090	100.0

*Included in Average Price calculation

6A. ADDITIONAL ANALYSIS OF VERIFIED PUBLIC PLACE

The following represents the average public place copies made available during the statement period to the following public areas:

Verified Subscription:	Hotels/Lodges	Personal Care Salons	Doctor/Health Care Providers	Transportation Outlets	Business/Professional Services	Other	Total Public Place Copies
Public Place	24,218	11,352	8,030	7,500	3,734	1,055	55,889

6B. ADDITIONAL ANALYSIS OF VERIFIED INDIVIDUAL USE

The following represents the average individual use copies made available during the statement period to the following individuals:

Verified Subscription:	Individually Requested	Other	Total Individual Use Copies
Individual Use	38,854		38,854

7. GEOGRAPHIC DATA for the January/February, 2009 issue

Total paid & verified circulation of this issue was 1.3% greater than the total average paid & verified circulation.

Single copy sales figures are based on the percentage for each State/Province determined by analysis of the July/August, 2008 issue and these percentages are projected against the total for the January/February, 2009 issue.

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Alabama	5,479	751	6,230	294	6,524
Arizona	12,320	1,880	14,200	929	15,129
Arkansas	3,067	363	3,430	137	3,567
California	80,334	10,484	90,818	6,055	96,873
Colorado	16,543	1,586	18,129	1,031	19,160
Connecticut	8,008	806	8,814	303	9,117
Delaware	1,726	206	1,932	79	2,011
District of Columbia	2,219	415	2,634	268	2,902
Florida	35,157	5,298	40,455	2,391	42,846
Georgia	13,763	2,146	15,909	1,162	17,071
Idaho	3,150	313	3,463	134	3,597
Illinois	26,737	2,400	29,137	1,341	30,478
Indiana	9,152	1,076	10,228	475	10,703
Iowa	4,968	457	5,425	167	5,592
Kansas	4,877	541	5,418	162	5,580
Kentucky	5,280	620	5,900	335	6,235
Louisiana	4,841	723	5,564	322	5,886
Maine	2,968	262	3,230	155	3,385
Maryland	12,766	1,540	14,306	687	14,993
Massachusetts	15,287	2,065	17,352	805	18,157
Michigan	16,653	1,743	18,396	828	19,224
Minnesota	15,102	1,154	16,256	766	17,022
Mississippi	2,437	323	2,760	114	2,874
Missouri	10,021	1,326	11,347	415	11,762
Montana	2,374	216	2,590	125	2,715
Nebraska	2,882	250	3,132	150	3,282
Nevada	4,861	738	5,599	615	6,214
New Hampshire	3,295	307	3,602	161	3,763
New Jersey	16,141	1,975	18,116	1,000	19,116
New Mexico	4,049	428	4,477	171	4,648
New York	31,446	11,492	42,938	2,142	45,080
North Carolina	13,472	1,836	15,308	682	15,990
North Dakota	1,030	98	1,128	28	1,156
Ohio	17,725	2,431	20,156	890	21,046
Oklahoma	4,684	570	5,254	132	5,386
Oregon	10,827	1,136	11,963	542	12,505
Pennsylvania	22,136	2,203	24,339	1,451	25,790
Rhode Island	1,950	237	2,187	104	2,291
South Carolina	5,999	788	6,787	248	7,035
South Dakota	1,252	138	1,390	54	1,444
Tennessee	8,850	1,075	9,925	634	10,559
Texas	32,857	5,130	37,987	2,117	40,104
Utah	4,897	633	5,530	335	5,865
Vermont	1,995	180	2,175	85	2,260
Virginia	18,311	2,462	20,773	1,211	21,984
Washington	18,220	1,873	20,093	1,212	21,305
West Virginia	1,850	201	2,051	139	2,190
Wisconsin	12,961	985	13,946	450	14,396
Wyoming	1,288	132	1,420	41	1,461
TOTAL 48 CONTERMINOUS STATES	558,207	75,992	634,199	34,074	668,273
Alaska	1,991	215	2,206	117	2,323
Hawaii	3,439	431	3,870	173	4,043
TOTAL ALASKA & HAWAII	5,430	646	6,076	290	6,366
U.S. Unclassified					
TOTAL UNITED STATES	563,637	76,638	640,275	34,364	674,639
Poss. & Other Areas	1,858	26	1,884	194	2,078
U.S. & POSS., etc.	565,495	76,664	642,159	34,558	676,717
CANADA					
Alberta	2,834	1	2,835	1,034	3,869
British Columbia	2,484	2	2,486	878	3,364
Manitoba	528		528	144	672
New Brunswick	263		263	66	329
Newfoundland/Labrador	59		59	32	91
Northwest Territories	19		19	19	38
Nova Scotia	324		324	145	469
Nunavut	5		5	0	5
Ontario	7,450	1	7,451	1,321	8,772
Prince Edward Island	93		93	19	112
Quebec	1,372		1,372	306	1,678
Saskatchewan	614		614	101	715
Yukon Territory	25		25	12	37
Canadian Unclassified					
TOTAL CANADA	16,070	4	16,074	4,077	20,151
International	3,187	4	3,191	5,817	9,008
Other Unclassified					
Military or Civilian Personnel Overseas	1,286	17	1,303	280	1,583
GRAND TOTAL	586,038	76,689	662,727	44,732	707,459

ANALYSIS BY ABCD COUNTY SIZE for the January/February, 2009 issue

U.S.

Data for conterminous 48 states.

County Size	% of U.S. Households	Total Paid & Verified Circulation	% of Total Circulation	Index (% of Circulation/ % of Households)
A	40	313,395	46.9	117
B	30	205,977	30.8	103
C	15	88,291	13.2	88
D	15	60,610	9.1	61

County Size Group Definitions by the A.C. Nielsen Company

CANADA

County Size	% of Canadian Population	Total Paid & Verified Circulation	% of Total Circulation	Index (% of Circulation/ % of Population)
A	49	11,345	56.3	115
B	27	5,494	27.3	101
C	14	2,265	11.2	80
D	10	1,047	5.2	52

8. ANALYSIS OF TOTAL NEW AND RENEWAL PAID INDIVIDUAL SUBSCRIPTIONS

Total gross subscriptions (new and renewal) sold in the six month period ended June 30, 2009

A. DURATION			C. CHANNELS		
		%			%
(a) One to six months (1 to 4 issues)	152	0.1	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	251,891	95.4
(b) Seven to eleven months (5 to 7 issues)	549	0.2	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	2,364	0.9
(c) Twelve months (8 issues)	221,020	83.7	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	9,748	3.7
(d) Thirteen to twenty-four months	40,700	15.4	(d) Subscriptions as part of membership in an organization	None	
(e) Twenty-five months and more	1,582	0.6	Total Subscriptions Sold in Period	264,003	100.0
Total Subscriptions Sold in Period	264,003	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium	176,087	66.7			
(b) Ordered with material reprinted from this publication, See Par. 9	411	0.2			
(c) Ordered with other premiums, See Par. 9	87,505	33.1			
Total Subscriptions Sold in Period	264,003	100.0			

9. EXPLANATORY

- (a) Suggested Retail Prices: Average Single Copy: Canada, \$6.99. Subscriptions: U.S., 2 yrs. \$29.95. Canada, 1 yr. \$30.95. International, 1 yr. \$32.95.
- (b) Average non-analyzed non-paid circulation for the 6 month period: 17,814 copies per issue.
- (c) Post expiration copies: None
- (d) Single Copy Sales for issues denoted in Par. 3 of this statement were impacted by the Anderson News closure.
- (e) Partnership Subscription Sales (Deductible): The average of 57 copies per issue, shown in Par. 6 and included in Par. 1, represents copies sold in a partnership relationship wherein this publication was bundled with the purchase of a product or service. Purchasers were advised that a portion of the sales price was allocated for a subscription to this publication. (See table details)
- (f) Sponsored Subscription Sales: The average of 802 copies per issue, shown in Par. 6 and included in Par. 1, represents copies purchased by various business concerns in quantities of 11 or more.
- (g) Use of Premiums: Various map sets, a road atlas, an "Authentic 3-Pack" and a copy of "Weekend Getaways," with no advertised or stated values, were offered with some subscriptions.

Type of Partnership	Average Copies Term	Subscription Term	Amount Allocated
Various Retailers	57	8-12 issues	\$9.99-\$20.00

10. VARIANCE

Latest released Audit Report for 12 months ended December 31, 2007; Variation from Publisher's Statements

Audit Period Ended [^]	Rate Base (Paid & Verified)	Audit Report (Paid & Verified)	Publisher's Statements (Paid & Verified)	Difference (Paid & Verified)	Percentage of Difference (Paid & Verified)	Rate Base (Analyzed Non-Paid)	Audit Report (Analyzed Non-Paid)	Publisher's Statements (Analyzed Non-Paid)	Difference (Analyzed Non-Paid)	Percentage of Difference (Analyzed Non-Paid)
12-31-07	715,000	735,863	732,041	3,822	0.5	None Claimed	12,437	12,437		
12-31-06	715,000	726,747	724,984	1,763	0.2					
12-31-05	715,000	735,214	732,748	2,466	-0.3					
12-31-04	715,000	726,330	726,388	-58	-0.0					
12-31-03	715,000	727,452	726,175	1,277	0.2					
Audit Period Ended	Rate Base (Combined)	Audit Report (Combined)	Publisher's Statements (Combined)	Difference (Combined)	Percentage of Difference (Combined)					
12-31-06	715,000	739,184	737,421	1,763	0.2					

[^]Effective with the June, 2006 Publisher's Statements, publications were given the option of reporting verified circulation.

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Audit Bureau of Circulations' Bylaws and Rules.

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	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	4.99
	Association Subscription Price	
	U.S. Subscription Price	17.95
	Canadian Subscription Price	30.95
	International Subscription Price	32.95