



## ALL TRAVEL, ALL THE TIME.

Only National Geographic Traveler combines the powerful experience, knowledge and heritage of the National Geographic Society with a new world of insights for 21st century travelers.

We cover destinations rich in distinction and character, while actively supporting efforts to keep them that way. Today more than ever, we believe that enhancing an authentic “sense of place” benefits both travelers and the locations they explore.

Special reporting such as this brings the core ideas of our magazine to life, inspiring our readers to *travel*...looking at the world through stunning *travel photography* and understanding the importance of preserving our world through *sustainable travel*.

Our 7.3 million readers share this passion and have made us the world’s most widely-read travel magazine. Every issue’s array of unforgettable journeys excites readers to pack their bags and not merely visit, but truly experience, the world’s unique destinations.

We have been honored with nine Lowell Thomas awards in the last two years, including “Best Travel Magazine,” and named to *Adweek*’s Hot List three times. High quality, recognition and trust have established National Geographic Traveler as a valued leader in the eyes of our industry and a world of avid travelers.



Source: MRI Fall 2008

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## AUDIENCE PROFILE

MRI Fall 2008

	Aud (000)	Comp %
<b>Readership</b>		
Total Adults	7,304	100
Male	4,146	56.8
Female	3,158	43.2
<b>Family</b>		
Married	4,160	57.0
Single	2,179	29.8
Children in HH	2,862	39.2
<b>Age</b>		
Median Age 42.9; Average Age 44.1		
18-34	2,478	33.9
35-44	1,535	21.0
45-54	1,398	19.1
55-64	948	13.0
65+	946	13.0
<b>Education</b>		
Attended/Graduated College +	4,930	67.5
Graduated College	2,869	39.3
<b>Employment</b>		
Employed	4,913	67.3
Professional/Managerial	2,307	31.6
<b>Household Income</b>		
Median HHI \$72,110; Average HHI \$85,955		
HHI \$100,000+	2,348	32.1

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## AUDIENCE PROFILE

MMR 2008: "Affluent" profile with incomes of \$100,000+

	HoH (00)	Comp (%)
<b>Readership</b>		
Total Heads of Household	1,563	100
Men HoH	858	54.9
Women HoH	705	45.1
<b>Family</b>		
Married	1,360	87.0
Single	84	5.4
Children	605	38.7
<b>Age</b>		
Median Age	51.2	
Average Age	51.3	
18-34	141	9.0
35-44	341	21.8
45-54	484	31.0
55-64	376	24.1
65+	222	14.2
<b>Education</b>		
Attended/Graduated College+	1,353	86.6
Graduated College+	1,032	66.0
<b>Employment</b>		
Employed	1,182	75.6
Professional/Managerial	863	55.2
Professional	359	23.0
<b>Household Income</b>		
Median HHI	\$148,551	
Average HHI	\$225,328	
<b>Median Total HH Asset Value</b>	<b>\$1,578,894</b>	



## AUDIENCE PROFILE

### Highlights

#### Largest and Youngest Travel Audience

- 7.3 million readers
- Median Age: 42.9

#### Involved Readership

- 1.4 million rate the magazine as “One of their favorite titles”
- 2.9 million read 4 out of 4 of the last issues

Average Reading Days:	2.3
Average Time Spent	44 minutes
Average Page Exposure	2.02

#### Influential Travel Audience

More of our readers have taken trips in the past year as compared to those who read other travel magazines:

- 3.5 million have passports
- 6.6 million international trips taken in the past 3 yrs
- 13.5 million trips taken in the US in past year

#### National Geographic Traveler Readers consult only one travel magazine:

- 87% of NG Traveler readers do not read Travel & Leisure
- 87% of NG Traveler readers do not read Condé Nast Traveler
- 91% of NG Traveler readers do not read Arthur Frommer’s Budget Travel

Source: MRI Fall 2008

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## 2009 EDITORIAL CALENDAR

25th Anniversary Year

### January/February

Special Photo Issue: "America: Then & Now"

20th Annual Photo Contest Winners

**Closing Date: November 3, 2008**

**On Sale Date: December 23, 2008**

### March

Cities Of The World

Walking London

**Closing Date: December 29, 2008**

**On Sale Date: February 17, 2008**

### April

Special Issue: The Stay List: Hotels We Love

**Closing Date: February 2, 2009**

**On Sale Date: March 24, 2009**

### May/June

Special Issue: Tours of a Lifetime

**Closing Date: March 16, 2009**

**On Sale Date: May 5, 2009**

### July/August

51 Top Family Attractions

**Closing Date: May 4, 2009**

**On Sale Date: June 23, 2009**

### September

Drives of a Lifetime

**Closing Date: June 26, 2009**

**On Sale Date: August 18, 2009**

### October

Special Issue: Places of a Lifetime

**Closing Date: August 3, 2009**

**On Sale Date: September 22, 2009**

### November/December

Special Issue: Places Rated

**Closing Date: September 14, 2009**

**On Sale Date: November 3, 2009**

### Every Issue Readers Enjoy:

- *Smart Traveler* – Travel tactics for a changing world
- *The Source* – Trends, books and gear
- *Real Travel* – Life on the road
- *Unbound* – Travel without limits
- *Destination Watch* – Protecting the travel experience
- *Hotel Central* – Where to stay now
- *Cutting Loose* – Drive, Cruise, Explore & Escape
- *City Life* – Best urban travel



## 2009

- **ADWEEK'S HOT LIST**
- **LONELY PLANET BLOG AWARDS** Best Consumer Travel Blog for *Intelligent Travel* Blog
- **NATJA AWARDS** Best Travel Magazine (November/December 2008 issue), Best Travel Magazine (Merit Award - September 2008 issue), Overall Excellence for a Publication, Best Cover Photo (October 2008 issue), Series and Historical Travel

## 2008

- **ADWEEK'S HOT LIST**
- **24TH ANNUAL LOWELL THOMAS AWARDS** Short Travel Article, Article on Marine Travel, Magazine Photo Illustration of Travel Article, Magazine Article on Foreign Travel

## 2007

- **23RD ANNUAL LOWELL THOMAS AWARDS** Travel Magazine, Magazine Article on Foreign Travel, Article on Marine Travel, Environmental Tourism Article and Cultural Tourism Article
- **NATJA AWARDS** Best Travel Magazine (October 2007 issue), Best Domestic Magazine Article, Best International Magazine Article, Bylined Column (print) and Historical Travel

## 2006

- **FOLIO: EDDIE AND OZZIE AWARDS** Consumer Travel and Best Use of Photography
- **22ND ANNUAL LOWELL THOMAS AWARDS** Consumer Travel Magazine, Article on U.S./Canada, Article on Foreign Travel, Photo Illustration, Travel News/Investigative Reporting, Cultural Tourism Article
- **MPA DIGITAL AWARDS** Best Podcast or Podcast Series
- **TRAVVIES** Best Travel Blog
- **NATJA AWARDS** Best Online Travel Magazine, Leisure Activity, Best Domestic Magazine Article

## 2005

- **FOLIO: EDDIE AND OZZIE AWARDS** Consumer Travel
- **21ST ANNUAL LOWELL THOMAS AWARDS** Magazine Photo Illustration of Travel Article
- **PATA GOLD AWARDS** Travel Photography, Travel Article

## 2004

- **ASME NATIONAL MAGAZINE AWARDS** Nomination for General Excellence
- **FOLIO: EDDIE AND OZZIE AWARDS** Consumer Travel, Best Use of Photography
- **20TH ANNUAL LOWELL THOMAS AWARDS** Travel Magazine, Magazine on Foreign Travel, Article on Adventure Travel, Service Oriented Consumer Article, Environmental Tourism Article
- **PATA GOLD AWARDS** Travel Photography



## SPECIAL SECTIONS

National Geographic Traveler presents a special advertising opportunity that provides readers with insightful planning tools for their next great vacation. The special sections focus on a variety of destinations that inspire travelers with comprehensive information on what to see and do when they get there. Whether you want to promote a country, state, event or related product, National Geographic Traveler's special sections will deliver authoritative content written by noted travel experts.

Added Value options are part of the program with additional distribution channels at our signature NG Traveler Photo Workshops, E-newsletters, NGT Reader Service Online Promotions and more.

### April

*Best of the South* (EOM)\*\*

*Hawaii* (WOM)\*\*\*

*Gear Guide* (NAT)\*

**Closing Date: February 2, 2009**

### May/June

*Discover New England* (EOM)

*Colorado* (WOM)

**Closing Date: March 16, 2009**

### July/August

*Family Travel Planner* (NAT)

**Closing Date: May 4, 2009**

### September

*Hawaii* (WOM)

**Closing Date: June 26, 2009**

### October

*New Mexico* (WOM)

*Hawaii* (WOM)

**Closing Date: August 3, 2009**

### November/December

*Travel to a Better World* (NAT)

*Winter Sports*

*Tech Meets Travel Holiday Buying Guide* (NAT)

**Closing Date: September 14, 2009**

\*NAT – National; Rate Base: 715,000

\*\*EOM – East of the Mississippi; Rate Base: 405,000

\*\*\*WOM – West of the Mississippi; Rate Base: 250,000

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## INTEGRATED MARKETING OPPORTUNITIES

National Geographic Traveler can be the platform to build a custom and integrated program through a multitude of assets within the National Geographic Society. Whether you want to develop a unique program in travel or for other products and services, we can extend your message across a variety of influential media.

### National Geographic Traveler

- Customized messaging surrounded by rich travel content
- High-impact creative options
- Local language editions

### National Geographic.com

- Sponsorship of editorial content in “Travel and Cultures” section
- Development of customized micro sites
- Relevant ad placements

### National Geographic Channel

- U.S. and international sponsorships
- Custom vignettes to surround programming

### National Geographic Entertainment

- Sponsorship opportunities and customized productions for television specials, PBS, feature films and large format
- Content collaboration, brand extensions and promotional rights

### National Geographic Games

- Robust online games sites that aligns with NG Channel content
- Sponsorship and distribution opportunities

### National Geographic Maps

- Custom travel and recreation maps
- Signature Geotourism maps
- Magazines can provide distribution channels

### Custom Publishing

- Content can be produced to create custom magazine
- Distribution channels inserted in NG magazines, polybagged, or separate options

### Photography

- NG Archives
- NG photographers available for speaking events
- NG Special Assignments

### Exhibits

- Sponsorship opportunities for Explorer’s Hall exhibits
- Customized photo exhibit options

### Events

- “NG Live” Series in DC, Seattle, Phoenix and Dallas
- Customized events for large scale “cultural immersion”
- Lollapalooza Live Music Event, Chicago 2009

### NG Expeditions

- Experiential travel with NG experts
- Unique sweepstakes prizing

### Database

- Targeted demographics for marketing

### Books

- Destination travel guides
- NG photography titles

For more information on integrated marketing opportunities contact Kim Connaghan, Associate Publisher, at 212-610-5500.



## GEOTOURISM

One of the most important issues in the travel industry, sustainable tourism encompasses a shared passion for travel and respect for each destination's historical, cultural and natural heritage. National Geographic Traveler has long held an editorial commitment to sustainable tourism and raises awareness of its importance.

### Annual Places Rated Issue – Nov/Dec

- In its fifth consecutive year, this special issue ranks destinations for efforts in sustaining their environmental and cultural heritage – our best-selling and most read issue
- Geotourism experts survey and rank travel destinations by their ability to protect our world's treasures
- Results inspire reader action

### An Audience of Geotourists\*

National Geographic Traveler Readers are *aware* and *concerned* consumers:

- 91% say that companies have an obligation and responsibility to sustain and enhance the culture and heritage of destinations
- 90% said they would be more likely to seek out and patronize companies/destinations that support the environment
- 80% are willing to pay more to use companies/visit destinations that have specific programs in place to sustain local cultures and the environment



\* Source: NG Traveler Reader Panel



## NATIONAL ADVERTISING RATES – North America Edition

Effective with the January/February 2009 Issue  
Rate Base: 715,000

	1 Time	3 Times	6 Times	8 Times	12 Times	16 Times	24 Times
<b>Covers:</b>							
4th Cover	91,475	87,815	85,985	84,155	82,330	80,500	77,755
2nd Cover	85,275	81,865	80,160	78,455	76,750	75,040	72,485
3rd Cover	76,210	73,160	71,635	70,115	68,590	67,065	64,780
<b>Four Color:</b>							
Full Page	72,580	69,675	68,225	66,775	65,320	63,870	61,695
2/3 Page	56,025	53,785	52,665	51,545	50,425	49,300	47,620
1/2 Page	41,590	39,925	39,095	38,265	37,430	36,600	35,350
1/3 Page	28,880	27,725	27,145	26,570	25,990	25,415	24,550
1/6 Page	19,365	18,590	18,205	17,815	17,430	17,040	16,460
<b>Black &amp; 1 Color:</b>							
Full Page	64,525	61,945	60,655	59,365	58,075	56,780	54,845
2/3 Page	48,730	46,780	45,805	44,830	43,855	42,880	41,420
1/2 Page	36,195	34,745	34,025	33,300	32,575	31,850	30,765
1/3 Page	25,620	24,595	24,085	23,570	23,060	22,545	21,775
1/6 Page	17,230	16,540	16,195	15,850	15,505	15,160	14,645
<b>Black &amp; White:</b>							
Full Page	54,435	52,260	51,170	50,080	48,990	47,905	46,270
2/3 Page	43,055	41,335	40,470	39,610	38,750	37,890	36,595
1/2 Page	32,065	30,780	30,140	29,500	28,860	28,215	27,255
1/3 Page	22,150	21,265	20,820	20,380	19,935	19,490	18,830
1/6 Page	13,325	12,790	12,525	12,260	11,995	11,725	11,325

1/2 Page may be horizontal or island  
1/3 Page may be square or vertical

### NG Traveler's Destinations 4" Black & White

	1 Time	3 Times	6 Times	8 Times	12 Times	16 Times	24 Times
	9,920	9,525	9,325	9,125	8,930	8,730	8,430

NG Traveler's Destinations earn frequency separately from other size ads and do not contribute to or earn any other discounts.

All advertisements are accepted by the publisher on the representation of the agency and the advertiser that both are authorized to publish and authorize third parties to publish the entire contents of the advertisement, both in print versions of the publication and in any other media (including by way of example and not limitation electronic on line delivery and microfilm, microfiche, or electronic archival reproductions and revisions of the publication).





## EAST OF THE MISSISSIPPI EDITION

Effective with the January/February 2009 Issue

Rate Base: 405,000

Includes: Alabama, Connecticut, Delaware, District of Columbia, Florida, Georgia, Illinois, Indiana, Kentucky, Maine, Maryland, Massachusetts, Michigan, Mississippi, New Hampshire, New Jersey, New York, North Carolina, Ohio, Pennsylvania, Rhode Island, South Carolina, Tennessee, Vermont, Virginia, West Virginia, Wisconsin

	1 Time	3 Times	6 Times	8 Times	12 Times	16 Times	24 Times
<b>Four Color:</b>							
<b>Full Page</b>	54,840	52,645	51,550	50,455	49,355	48,260	46,615
<b>2/3 Page</b>	42,330	40,635	39,790	38,945	38,095	37,250	35,980
<b>1/2 Page</b>	31,425	30,170	29,540	28,910	28,285	27,655	26,710
<b>1/3 Page</b>	21,820	20,945	20,510	20,075	19,640	19,200	18,545
<b>1/6 Page</b>	14,630	14,045	13,750	13,460	13,165	12,875	12,435
<b>Black &amp; 1 Color:</b>							
<b>Full Page</b>	48,755	46,805	45,830	44,855	43,880	42,905	41,440
<b>2/3 Page</b>	36,820	35,345	34,610	33,875	33,140	32,400	31,295
<b>1/2 Page</b>	27,350	26,255	25,710	25,160	24,615	24,070	23,250
<b>1/3 Page</b>	19,360	18,585	18,200	17,810	17,425	17,035	16,455
<b>1/6 Page</b>	13,020	12,500	12,240	11,980	11,720	11,460	11,065
<b>Black &amp; White:</b>							
<b>Full Page</b>	41,130	39,485	38,660	37,840	37,015	36,195	34,960
<b>2/3 Page</b>	32,530	31,230	30,580	29,930	29,275	28,625	27,650
<b>1/2 Page</b>	24,230	23,260	22,775	22,290	21,805	21,320	20,595
<b>1/3 Page</b>	16,735	16,065	15,730	15,395	15,060	14,725	14,225
<b>1/6 Page</b>	10,070	9,665	9,465	9,265	9,065	8,860	8,560

*1/2 Page may be horizontal or island*

*1/3 Page may be square or vertical*

### NG Traveler's Destinations

#### 4" Black & White

	1 Time	3 Times	6 Times	8 Times	12 Times	16 Times	24 Times
	7,495	7,195	7,045	6,895	6,745	6,595	6,370

NG Traveler's Destinations earn frequency separately from other size ads and do not contribute to or earn any other discounts.

All advertisements are accepted by the publisher on the representation of the agency and the advertiser that both are authorized to publish and authorize third parties to publish the entire contents of the advertisement, both in print versions of the publication and in any other media (including by way of example and not limitation electronic on line delivery and microfilm, microfiche, or electronic archival reproductions and revisions of the publication).





## WEST OF THE MISSISSIPPI EDITION

Effective with the January/February 2009 Issue

Rate Base: 250,000

Includes: Alaska, Arizona, Arkansas, California, Colorado, Hawaii, Idaho, Iowa, Kansas, Louisiana, Minnesota, Missouri, Montana, Nebraska, Nevada, New Mexico, North Dakota, Oklahoma, Oregon, South Dakota, Texas, Utah, Washington, Wyoming

	1 Time	3 Times	6 Times	8 Times	12 Times	16 Times	24 Times
<b>Four Color:</b>							
<b>Full Page</b>	37,545	36,045	35,290	34,540	33,790	33,040	31,915
<b>2/3 Page</b>	28,980	27,820	27,240	26,660	26,080	25,500	24,635
<b>1/2 Page</b>	21,515	20,655	20,225	19,795	19,365	18,935	18,290
<b>1/3 Page</b>	14,940	14,340	14,045	13,745	13,445	13,145	12,700
<b>1/6 Page</b>	10,015	9,615	9,415	9,215	9,015	8,815	8,515
<b>Black &amp; 1 Color:</b>							
<b>Full Page</b>	33,380	32,045	31,375	30,710	30,040	29,375	28,375
<b>2/3 Page</b>	25,210	24,200	23,695	23,195	22,690	22,185	21,430
<b>1/2 Page</b>	18,725	17,975	17,600	17,225	16,855	16,480	15,915
<b>1/3 Page</b>	13,255	12,725	12,460	12,195	11,930	11,665	11,265
<b>1/6 Page</b>	8,915	8,560	8,380	8,200	8,025	7,845	7,580
<b>Black &amp; White:</b>							
<b>Full Page</b>	28,160	27,035	26,470	25,905	25,345	24,780	23,935
<b>2/3 Page</b>	22,270	21,380	20,935	20,490	20,045	19,600	18,930
<b>1/2 Page</b>	16,585	15,920	15,590	15,260	14,925	14,595	14,095
<b>1/3 Page</b>	11,460	11,000	10,770	10,545	10,315	10,085	9,740
<b>1/6 Page</b>	6,895	6,620	6,480	6,345	6,205	6,070	5,860

*1/2 Page may be horizontal or island*

*1/3 Page may be square or vertical*

### NG Traveler's Destinations

#### 4" Black & White

	1 Time	3 Times	6 Times	8 Times	12 Times	16 Times	24 Times
	5,130	4,925	4,820	4,720	4,615	4,515	4,360

NG Traveler's Destinations earn frequency separately from other size ads and do not contribute to or earn any other discounts.

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## ADVERTISING PAGE DIMENSIONS

Book Trim: 8" x 10 1/2", Perfect Bound, Web Offset

### Non-Bleed

Non-Bleed (Width x Depth)	Inches	Millimeters
Page	7 x 9 3/4	178 x 248
Spread	15 1/4 x 9 3/4	387 x 248
1/2 Horizontal Spread	15 1/4 x 4 3/4	387 x 121
1/2 Horizontal Page	7 x 4 3/4	178 x 121
1/2 Island	4 5/8 x 7 1/8	118 x 181
2/3 Vertical	4 5/8 x 9 3/4	118 x 248
1/3 Vertical	2 1/4 x 9 3/4	57 x 248
1/3 Square	4 5/8 x 4 3/4	118 x 121
1/6 Vertical	2 1/4 x 4 3/4	57 x 121
Destinations Ads	2 1/4 x 4	57 x 102

### Bleed

Bleed (Width x Depth)		Bleed	Trim	Live
Page	Inches	8 1/4 x 10 3/4	8 x 10 1/2	7 3/8 x 9 3/4
	Millimeters	210 x 273	203 x 267	187 x 248
Spread*	Inches	16 1/4 x 10 3/4	16 x 10 1/2	15 1/2 x 9 3/4
	Millimeters	412 x 273	406 x 267	394 x 248
1/2 Horizontal Spread**	Inches	16 1/4 x 5 3/8	16 x 5 1/8	15 1/2 x 4 3/8
	Millimeters	412 x 136	406 x 130	394 x 111
2/3 Vertical**	Inches	5 7/16 x 10 3/4	5 3/16 x 10 1/2	4 7/16 x 9 3/4
	Millimeters	138 x 273	132 x 267	113 x 248
1/2 Island	Inches	5 1/8 x 7 5/8	5 x 7 1/2	4 7/16 x 7 1/4
	Millimeters	130 x 195	127 x 191	113 x 184
1/2 Horizontal**	Inches	8 1/4 x 5 1/4	8 x 5 1/8	7 3/8 x 4 3/8
	Millimeters	210 x 133	203 x 130	187 x 111
1/3 Vertical**	Inches	3 1/8 x 10 3/4	2 7/8 x 10 1/2	2 1/8 x 9 3/4
	Millimeters	79 x 273	73 x 267	54 x 248
1/3 Square**	Inches	5 1/8 x 5 1/4	5 x 5 1/8	4 1/8 x 4 1/8
	Millimeters	130 x 133	127 x 130	105 x 105

\* Spreads:

For spreads bleeding across gutter, allow no safety for photographs. Please do not mirror image in gutter.

For body copy, allow 3/8" (10 mm) on each side of gutter.

For headlines, split copy at gutter between words or letters, and allow 3/8" (3 to 7mm) safety on each side of gutter.

\*\* Fractional Bleed Ads: 1/8" (3mm) trimmed off all sides for balance.

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## 2009 ADVERTISING CLOSING DATES

All orders and contracts should be addressed to your account manager

Issue Dates	Standard Close and Material Due Dates	On Sale Dates	Special Units, Gatefolds Paper Orders	Insert Due Date
January/February	11/3/2008	12/23	10/20/2008	11/19/2008
March	12/29/2008	2/17	12/15/2008	1/15
April	2/2	3/24	1/19	2/19
May/June	3/16	5/5	3/2	4/2
July/August	5/4	6/23	4/20	5/21
September	6/26	8/18	6/12	7/16
October	8/3	9/22	7/20	8/20
November/December	9/14	11/3	8/31	10/1

### Production Inquiries:

Callie Norton, Adv. Prod.  
*National Geographic Traveler*  
Advertising Dept.  
1145 17th Street NW  
Washington DC 20036  
Phone: (202) 775-6170  
Fax: (202) 828-5658

### Material Delivery—

Please address inquiries to Adv. Prod. Mgr.:  
QuadImaging  
Attn: Julie Alf  
N63 W23075 Main St.  
Sussex, WI 53089  
Phone: (414) 566-7131

## Digital Advertising Specifications

### MEDIA

#### High-End Formatted Options

Scitex RMX and UFS Optical  
ISO9660 CD-ROM

#### Mac/PC Formatted Options

CD-ROM

**DATA FORMATS: NG Traveler no longer accepts native desktop file formats.**

#### Desktop File Formats:

PDF/X-1a. For instructions on how to create a file compatible with your version of Acrobat, please visit this Web site: [http://www.quadarm.com/publisher\\_sites/traveler/ps.asp](http://www.quadarm.com/publisher_sites/traveler/ps.asp)

#### High End File Format Options

TIFF/IT-P1 (FP, CT, LW). You may send an HC file instead of a LW file, but not both.

Scitex: Native (CT, LW, and FLYT), Handshake (CT and LW)

Resolution:

Require LW files at 72 resolution (dots per mm)

Require CT files at 12 resolution (dots per mm)

Offset: 0.0 offset preferred

#### Media Labeling Requirements

Agency and Contact Name

Phone Number

Ad Number/Name and list of Contents

Vendor Contact

Return Address (for return of material)





## MISCELLANEOUS INSTRUCTIONS/STANDARDS

### Desktop Instructions

- Build pages to trim size and extend bleed beyond page edge.
- Use stylized fonts and do not apply style attributes to basic fonts.
- All elements must be at 100% size.
- Avoid rotation and cropping of images in layout program.
- Include all fonts, images/scans, and logos/artwork.
- Resolution: Continuous tone rastered images should be at 2x the line screen or greater. (300 or greater is hi-res for 133- line screen.) Bitmap files should be at 1000 DPI or higher.
- Do not nest EPS files in other EPS files.
- All images/scans must be in CMYK mode for 4C ads.
- All images/scans must be in Grayscale mode for B&W ads.
- Font information should include manufacturer, font name, and version.
- Four-color solids should not exceed SWOP density of 300%.

### Additional Instructions

- Supply one composite LW and CT per ad.
- Ad image area should be no more than trim plus bleed.
- Black text should be merged with the LW file.
- Use 150 line screen on all files.

## PROOFS

### Content and Position Proofs

- Supply 2 hard copy contract-quality proofs matching each digital file sent with media.
- Proofs must be provided at 100% size.

### Color Calibration

- SWOP Standards. Please visit <http://www.swop.org/certification/certmfg.asp> for a complete, up-to-date listing of SWOP approved color proofs.
- Use SWOP calibration control guide.
- Proofs should contain a full color bar (like the GATF or Brunner strips) with dot gain, solids, overprints, and tints.
- The solid color patches should be within +/- .05 of a current SWOP standard reference.

**Please note: National Geographic Traveler is printed computer-to-plate.**

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