

NATIONAL GEOGRAPHIC

TRAVELLER



National Geographic Traveller UK

National Geographic Traveller (UK) is part of one of the most iconic brands in the world, known for its work in award winning journalism, expeditions, science and education.

It seeks to extol great storytelling, authentic travel experiences and 'you-are-there' photography, with insightful information to help would-be explorers travel widely and safely.

It aims to inspire those who are passionate about experiencing the world, championing sustainable travel and celebrating journeys with a local and cultural perspective. The 10-issue a-year magazine has established itself as one of the UK's leading consumer travel publications over the years, having achieved a number of accolades including Editor of the Year – Travel 2022 at the BSME Awards and Travel Magazine of the Year 2023 at the TravMedia Awards.

INSERT AVAILABILITY

Subscribers / Min run:

28,000

News-stand

12,000

Availability

Monthly

Except January & July

Live 5th

of each month

Delivery

3 weeks
prior to live date

Max dimensions must fit within an A4 magazine.

**A4
MAX**

Max weight:

30g

LIFESTYLE

UK readers favour high-street retailers such as:

Waitrose | M&S | H&M
John Lewis | WH Smith

Average household income

£100,000+

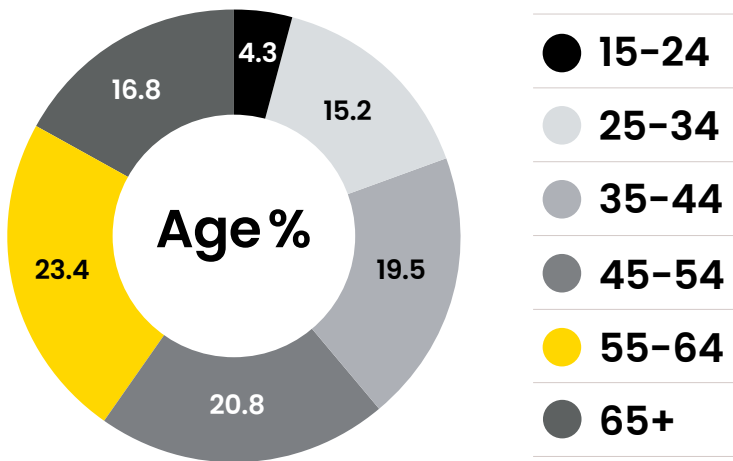
Demographics

City Sophisticates	181%
Lavish Lifestyles	129%
Executive Wealth	91%
Career Climbers	69%
Mature Money	31%
Successful Suburbs	19%

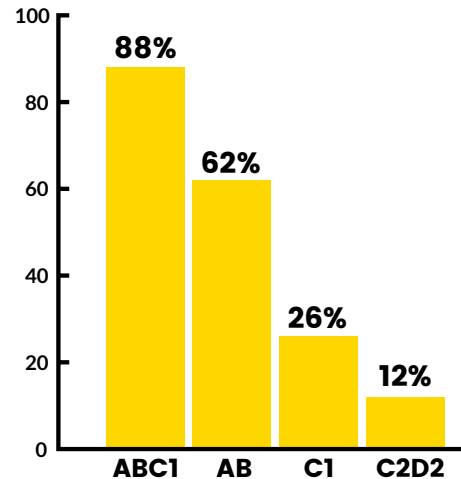
(Information supplied by Caci Ltd)

AGE PROFILE

Ages between 30-50 years old



Predominantly ABC1



GENDER

58%
Female



42%
Male

Younger, higher female demographic who purchase premium brands and are interested in:

- Culture
- Food Adventure
- Travel
- Luxury Travel
- Travel News

Recommended for:

- Charities
- Travel
- Health & Beauty
- Gardening/Household
- Finance
- Fashion
- Direct Response brands