



Mediakit 2024





The most prestigious magazine devoted to travel, discovery, nature and scientific achievements turns 139 this year!

National Geographic Poland is the Polish edition of the popular science monthly magazine published by the National Geographic Society. On its pages you can find articles about unusual cultures, nature, history, medicine, the latest archaeological, paleontological and cosmological discoveries. The magazine also tackles social and political topics, describes conflicts, ecological problems and the effects of climate change. National Geographic is famous for the excellent quality of the photographs published on its pages. The magazine is addressed to people with broad interests, looking for reliable and up-to-date information, appreciating outstanding photography and caring about for environmental protection. It is thanks to National Geographic that the legendary Inca city of Machu Picchu, the wreck of the Titanic and the super crocodile skeleton in the sands of Niger were discovered.

National Geographic is a legend among magazines, behind which stands the largest scientific society in the world.





18 277 sales*
810 546 readership**



5 902 000 PV
2 461 000 RU***



653 921 fans (06.2023)



121 896 followers (06.2023)

*Source: PBC; CCS; 9/2020 - 8/2021; wszyscy; n= 26 518; realizacja Millward Brown; opracowanie Burda ZKDP; 9/2020 - 8/2021; rozpowszechnianie płatne razem.

**Source: PBC; średnia sprzedaż wydania, I-IX 2022

***Source: Media Panel 10.2023



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Polska



National-Geographic.pl explores and helps to understand the world



Our website was created for active and curious people, who are not afraid to cross the boundaries set by both time as well as space. Users of **National-Geographic.pl** feel great in the era of science and technology. They have a need to discover the world through travel, culinary and sports activities. They want to understand how our planet is changing, how to live responsibly and in harmony with nature, and what scientific discoveries bring to our daily lives. After all, science is the driving force behind innovation in almost every field: from food technology and production, to clean energy and biomedical breakthroughs. Science has taken us to the moon, cured diseases, turned sunlight into electricity, changed the way we communicate. Thanks to the **National-Geographic.pl** website and the accompanying Facebook and Instagram channels every day you can go with us on a fascinating journey around planet Earth. And even further.

Łukasz Załuski

Editor in-chief, National Geographic Poland





The history of National Geographic Poland is 25 years old. Together we learn, discover, travel...

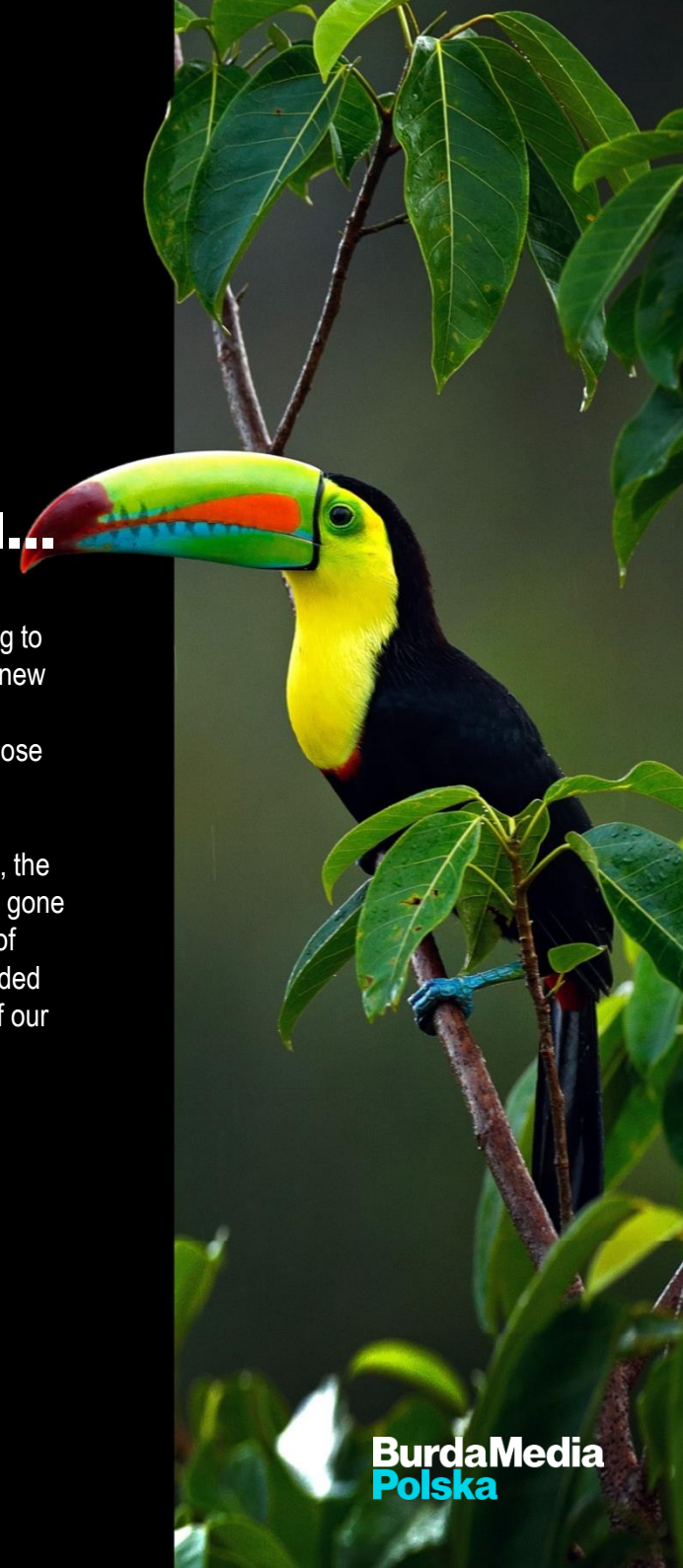


We believe in the power of science, exploration, education and storytelling to build awareness and inspire to protect the environment. We educate the new generation to strive for positive change our world.

The National Geographic Society is a global non-profit organization whose mission is to care for our planet, and through exploration and in-depth scientific reporting, we help understand the amazing, complex and interconnected systems of our changing planet. For more than 130 years, the **National Geographic Society** has funded great exploration expeditions, gone places no one had gone before, helped to protect 850.000 square miles of critical ocean habitat with our voluntary sponsors and partners, and awarded nearly 12.000 grants to scientists and others working for the well-being of our planet.

Agnieszka Franus

Deputy editor in-chief, National Geographic Poland





NATIONAL
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POLSKA

Magazine's content



What do we emphasize?

- Photoreports made by the best photographers in the world
- Columns of famous scientists on health, culture, phenomena taking place in the world
- Popular science curiosities
- Reports on archaeological and scientific discoveries, little-known stories, health and disease, space, mysterious phenomena of nature, wild animals, inspiring places, ecology and environmental protection, climate change and its consequences, the latest technologies and trends, exploration and great expeditions



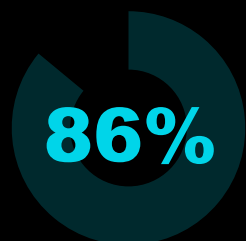
Sales: 18 277 copies*

Readership: 810 546**

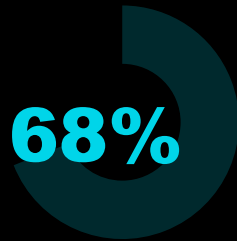
Reader's profile:***

Average age: **46**

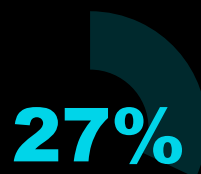
65% men, **35%** women



have secondary or
higher education



household income
above 4 000 PLN



live in cities with more than
100 000 inhabitants.

*Source: PBC, średnia sprzedaż wydania, IX 2022

**Source: PBC, realizacja: Kantar Polska, wskaźnik: CCS, grupa: wszyscy 15-75, I-XII 2022, n=23 781

***Source: PBC, realizacja: Kantar Polska, wskaźnik: CCS, grupa: wszyscy 15-75, I-XII 2022, n=23 781





National-Geographic.pl takes us on
a **fascinating journey** around the planet
Earth every day ... and further

What do we write about?

- **Science**
- **Travel**
- **Nature**
- **People**
- **Space**
- **History**
- **Flavours of the world**
- **Traveler's Test**

National-Geographic.pl website
– **5th place** in a websites' ranking
In „Travel and tourism” category**

**Source: Mediapanel, 10.2023, real users, group: all 7-75, „Travel and tourism” category websites' ranking



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360° communication

What makes us special?

- Strong social media and engaged group of fans
- One of the strongest brands in the world (among the 25 world's most trusted brands)
- Reliable and professional journalism at a high level
- Close cooperation with 28 other editions of the magazine in the world
- Events and special projects (Festival of Travelers, WKF, Travelery)

Production of special content:

- Podcasts and video cycles
- Native content
- Patronage over expeditions





**NATIONAL
GEOGRAPHIC**
POLSKA

Formats and price list

SPREAD $2 \times (5+175+5)$ \times $(5+254+5)$ mm	FULL PAGE $(5+175+5)$ \times $(5+254+5)$ mm	JUNIOR PAGE $(5+110+5)$ \times $(5+175+5)$ mm	
1/2 OF PAGE VERTICAL $(5+87,5+5)$ \times $(5+254+5)$ mm	1/2 OF PAGE HORIZONTAL $(5+175+5)$ \times $(5+127+5)$ mm	1/3 OF PAGE VERTICAL $(5+58+5)$ \times $(5+254+5)$ mm	1/3 OF PAGE HORIZONTAL $(5+175+5)$ \times $(5+84+5)$ mm
1/4 OF PAGE VERTICAL $(5+43+5)$ \times $(5+254+5)$ mm	1/4 OF PAGE HORIZONTAL $(5+175+5)$ \times $(5+63+5)$ mm	1/4 OF PAGE $(5+70+5)$ \times $(5+105+5)$ mm	ISLAND* 94x105 mm

*ad without bleeds

opening spread	314 900 PLN
spread	239 900 PLN
II cover	159 900 PLN
III cover	159 900 PLN
IV cover	199 900 PLN
right page	144 900 PLN
left page	130 900 PLN
junior page	105 900 PLN
1/2 of page	99 900 PLN
1/3 of page	79 900 PLN
1/4 of page	67 900 PLN
island	139 900 PLN

EXTRA CHARGES

Ad placement in the first 1/2 of the magazine	15%
Ad placement in the first 1/3 of the magazine	30%
Ad placement aside selected material	15%
Second advertiser	10%

Other non-standard advertisements to be settled on the basis of separate cost calculation. All prices are net prices. Statutory VAT tax is to be added to all the prices above

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Publishing **schedule**

Number of issue	First day of sale	Advertising deadline
2/2024	25.01.2024	03.01.2024
3/2024	22.02.2024	31.01.2024
4/2024	21.03.2024	28.02.2024
5/2024	18.04.2024	27.03.2024
6/2024	23.05.2024	30.04.2024
7/2024	20.06.2024	29.05.2024
8/2024	18.07.2024	26.06.2024
9/2024	22.08.2024	31.07.2024
10/2024	19.09.2024	28.08.2024
11/2023	17.10.2024	25.09.2024
12/2024	21.11.2024	30.10.2024
1/2025	27.12.2024	05.12.2024



The only **magazine of this kind** in Poland!

- Builds credibility
- Deepens the message
- Has precise reach and engages
- Is a creative medium that doesn't irritate
- Provides intimate contact with the reader



Contacts

www.burdamedia.pl

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Bank account:

PLN: 49 1050 0086 1000 0090 3172 2672
EUR: 27 1050 0086 1000 0090 3172 2680
USD: 26 1050 0086 1000 0090 3172 2698

Payment date:

After the publication of the advertisement, on the basis of the VAT invoice issued, within the deadline indicated in the order or the invoice.

Periodicity: monthly

Territorial scope: nationwide

ISSN: 1232-8308



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