

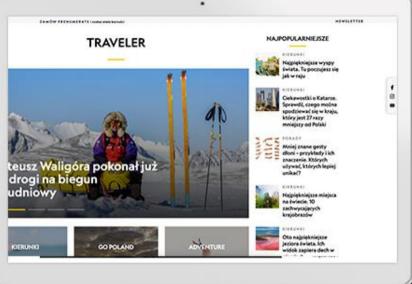




## TRAVELER



# Mediakit 2024



## NATIONAL GEOGRAPHIC

## Cult, worldwide magazine devoted to travel. Since 19 years in Poland

**TRAVELER** every month suggests where to go, reveals proven patents for cheap travel, talks about world cultures and shows the world through the eyes of the best reporters.

**TRAVELER** sets travel trends. It indicates unobvious destinations that are just becoming fashionable. Sometimes it also creates these trends. Just like in the case of the travel Oscars, i.e. the annual Travelery awards, or the 7 New Wonders of Poland plebiscite.

**TRAVELER** inspires, advises and makes you think about all those who share our passion for travel.





# NATIONAL GEOGRAPHIC TRANSPORTED TO THE PROPERTY OF THE PROPER



**16 199** sales\* **320 808** readership\*\*



**5 902 000** PV **2 461 000** RU\*\*\*



**496 018** fans (06.2023)



**121 896** followers (06.2023)



<sup>\*</sup>Source: PBC; CCS; 9/2020 - 8/2021; wszyscy; n= 26 518; realizacja Millward Brown; opracowanie Burda ZKDP; 9/2020 - 8/2021; rozpowszechnianie platne razem

<sup>\*\*</sup>Source: PBC, średnia sprzedaż wydania, I-IX 2022

<sup>\*\*\*</sup>Source: Media Panel 10.2023



### TRAVELER

### With National-Geographic.pl you can travel on planet Earth every day



Our website was created for active and curious people, who are not afraid to cross the boundaries set by both time and 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





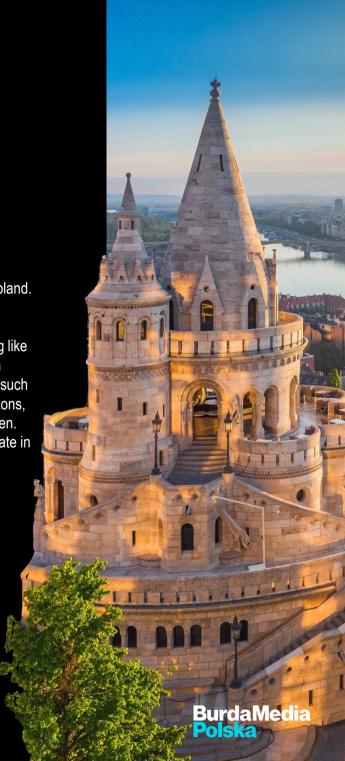
### We inspire to discover the world....



National Geographic Traveler is the most popular travel magazine in Poland. It inspires readers to explore the world through engaging narratives and exceptional photography. We advocate conscious, sustainable travel and celebrate journeys related to place, experience, culture, authenticity, living like a local, culinary traditions and nature. We support inquisitive travel, which offers a strong sense of place and solid practical information to help plan such trips. We believe that conscious traveling changes us, broadens our horizons, is the best school of life, develops and makes people better and more open. And besides, it gives you a chance to get to know our planet and appreciate in how amazing, beautiful and diverse is the place where we live.

### **Agnieszka Franus**

Deputy editor in-chief, National Geographic Poland





### **Magazine's content**







### We support authentic, curious traveling that makes us better

- Photographs that encourage travel and make us want to be there
- Practical tips: where we can find information on how to plan a trip, what to remember
- Maps that illustrate the routes and places we describe
- News about photography equipment, trekking clothes
- Inspiring travel reports from Polish, Europe and the world
- Great, extreme expeditions under Traveler's patronage
- Travel to little-known corners of the world



# NATIONAL GEOGRAPHIC TRANSPORT ELER

Sales: 16 199 copies\*
Readership: 320 808\*\*

### Reader's profile:\*\*\*

Average age: 41

**60%** men, **40%** women







have secondary of higher education

household income above 4 000 PLN

live in cities with more than 100 000 inhabitants





## National-Geographic.pl is active traveling through cuisine, nature and sport

- 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\*\*





### 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





### Formats and price list

SPREAD 2x (5+205+5) (5+265+5) mm

> 1/2 PAGE VERTICAL (5+100+5)

1/2 PAGE **HORIZONTAL** (5+205+5) x (5+132+5) mm (5+265+5) mm

1/3 PAGE VERTICAL (5+66+5)(5+265+5) mm

**JUNIOR** 

PAGE (5+125+5)

(5+175+5) mm

1/3 PAGE **HORIZONTAL** (5+205+5)(5+88+5) mm

1/4 PAGE (5+102+5) (5+132+5) mm

**FULL PAGE** 

(5+205+5)

x (5+265+5) mm

opening spread	199 900 PLN
spread	169 900 PLN
Il cover	127 900 PLN
III cover	127 900 PLN
IV cover	158 900 PLN
full page	96 900 PLN
junior page	78 900 PLN
	59 900 PLN
1/2 page	Ja and LIN
1/2 page 1/3 page	47 900 PLN
1/3 page	47 900 PLN
1/3 page 1/4 page	47 900 PLN 42 900 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 marerial	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 BurdaMedia Polska



## TRAVELER

### Publishing schedule

Number of issue	First day of sale	Advertising deadline
2/2024	12.01.2024	13.12.2023
3/2024	09.02.2024	18.01.2024
4/2024	08.03.2024	15.02.2024
5/2024	10.04.2024	19.03.2024
6/2024	10.05.2024	18.04.2024
7/2024	12.06.2024	21.05.2024
8/2024	12.07.2024	20.06.2024
9/2024	14.08.2024	23.07.2024
10/2024	13.09.2024	22.08.2024
11/2024	11.10.2024	19.09.2024
12/2024	15.11.2024	24.10.2024
1/2025	13.12.2024	21.11.2024





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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

Periodicty: monthly

Territorial scope: nationwide

ISSN: 1232-8308



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