



**NATIONAL
GEOGRAPHIC**
POLSKA



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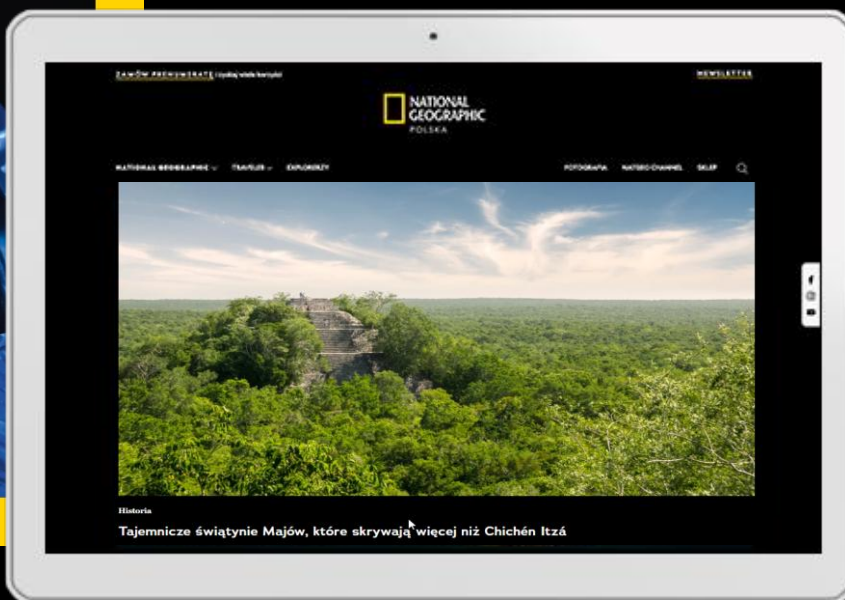
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Mediakit 2026



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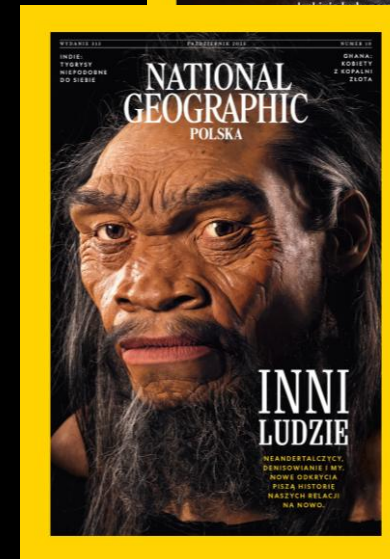
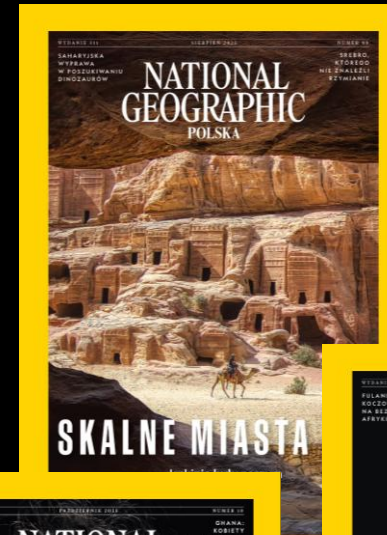


NATIONAL GEOGRAPHIC POLSKA

The most prestigious magazine devoted to travel, discovery, nature and scientific achievements turns 138 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 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.**



NATIONAL GEOGRAPHIC POLSKA

National Geographic Special Editions are high-quality thematic publications that deepen knowledge and inspire the discovery of the world in all its aspects – from science and nature to culture, history, and travel.

- ❖ **National Geographic Special Edition** focused publications exploring a single chosen topic (e.g., space, ocean, ancient civilizations).
- ❖ **National Geographic Extra Bookazine** magazine editions offering in-depth expert content and top-tier photography.
- ❖ **National Geographic Traveler Extra** extended editions of the travel magazine, including practical guides to selected destinations (e.g., Italy, Spain, Poland).

Every issue is available for sale for 3 months. Thanks to their timeless themes and attractive format, they are very popular with both regular readers and new audiences.





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National Geographic Magazine Poland

511K followers

6,7M total range



@natgeopl – National Geographic Polska

135K followers

451K total range



National Geographic Magazine Poland

15,7K subscribers

323K views



National Geographic Traveler

323K followers

1,1M total range



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“The better we **understand** our world, the better we will **take care** of it.”



This motto has guided *National Geographic* for years and perfectly reflects the mission of *National-Geographic.pl* – a place for people interested in the world, science, and exploration. Our website was created for anyone who wants to understand our evolving planet and discover how science and innovation affect everyday life – from energy and health to technology and communication. *National Geographic* also represents a tradition of exploration, seeking new perspectives, and discovering unknown places. The articles and reports are accompanied by unique photographs, illustrations, and maps, which are the hallmark of the brand and allow to immerse even deeper into the described stories. Each day, on the website and on social media, we invite you to join us on a journey around the Earth and beyond – to better understand it and take better care of it.

Łukasz Załuski

Editor in-chief, *National Geographic Poland*



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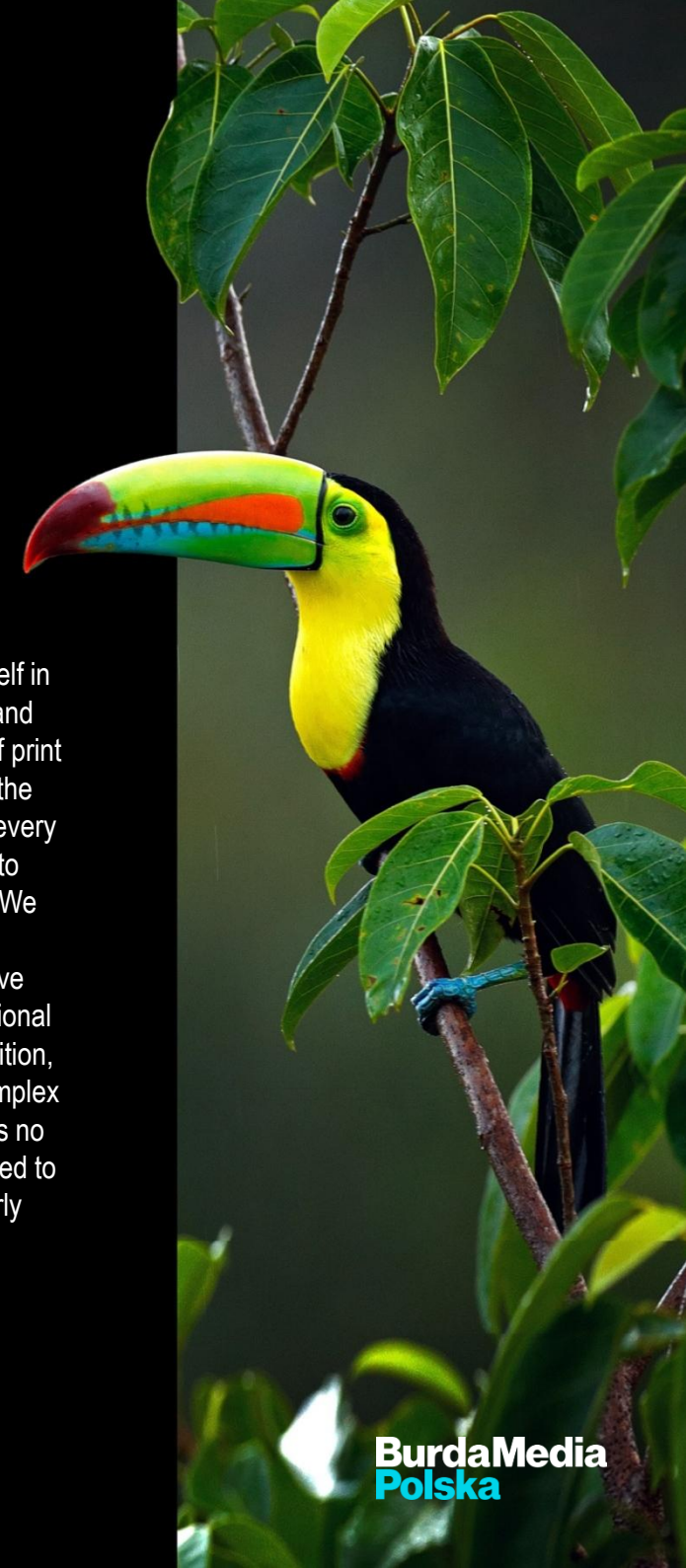
Choose **quality, passion and mission!**



National Geographic Poland, for 26 years, has been a world guide that teaches, inspires, and encourages action. It allows one to immerse oneself in stories and, in the digital age, guarantees the highest quality, credibility, and unforgettable visual experiences. Thanks to us, you can feel the magic of print and admire unique photographs in full format, which lose their power on the screen. At *National Geographic*, we satisfy curiosity about the world in every field, from medicine, through archaeology and the history of exploration, to nature. We are wherever there is an interesting story to tell that matters. We believe in the power of science, exploration, and storytelling to build environmental awareness and educate a new generation ready for positive change. By reading us, you become part of the global mission of the National Geographic Society, a non-profit organization with over 137 years of tradition, which, through its in-depth scientific reports, helps us understand the complex systems of our changing planet. We fund major expeditions, reach places no one has ever been before, and, together with our partners, we have helped to protect 850,000 square miles of critical ocean habitats and awarded nearly 12,000 grants to those who work to protect the Earth.

Agnieszka Franus

Deputy editor in-chief, *National Geographic Poland*

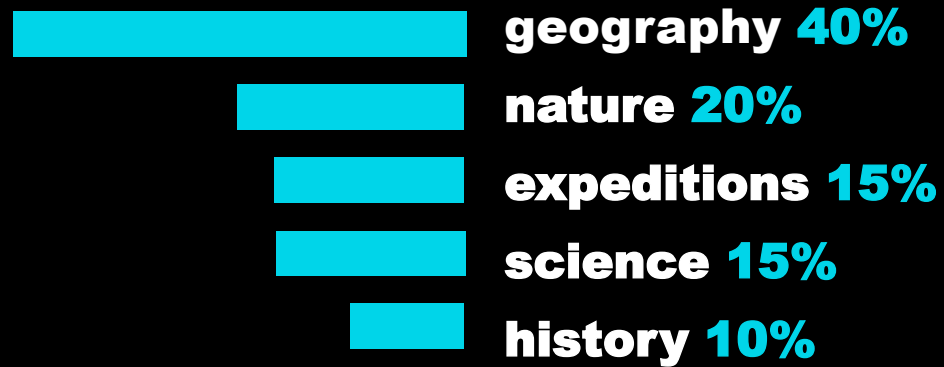




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Magazine's content





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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





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National-geographic.pl

1,3 mln

real users



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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, October, 2025, real users, group: all, “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

Production of special content:

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

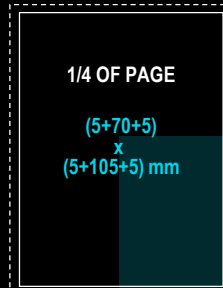
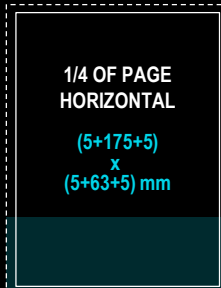
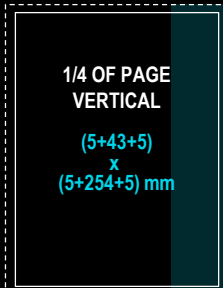
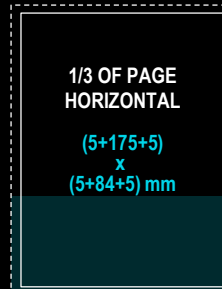
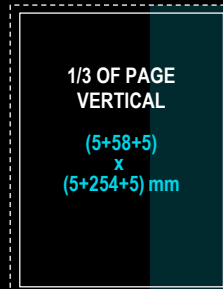
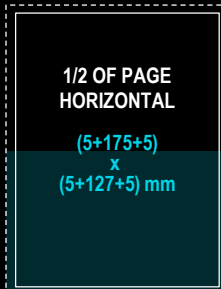
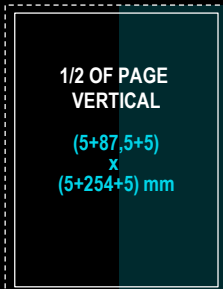
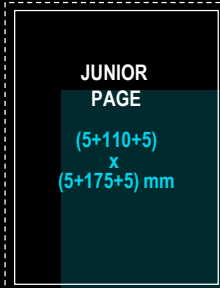
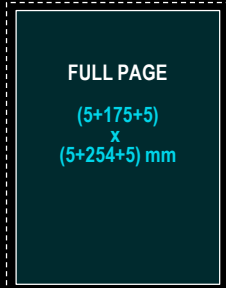
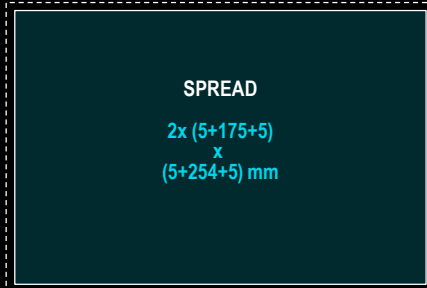




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Formats and price list



opening spread	80 556 EUR
spread	61 370 EUR
II cover	40 905 EUR
III cover	40 905 EUR
IV cover	51 137 EUR
right page	37 067 EUR
left page	33 486 EUR
junior page	27 091 EUR
1/2 of page	25 556 EUR
1/3 of page	20 440 EUR
1/4 of page	17 370 EUR
island	35 788 EUR

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%

*ad without bleeds

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
2/26	22.01.2026	19.12.2025
3/26	19.02.2026	26.01.2026
4/26	19.03.2026	24.02.2026
5/26	16.04.2026	19.03.2026
6/26	21.05.2026	27.04.2026
7/26	25.06.2026	26.05.2026
8/26	23.07.2026	30.06.2026
9/26	20.08.2026	27.07.2026
10/26	17.09.2026	24.08.2026
11/26	15.10.2026	21.09.2026
12/26	19.11.2026	26.10.2026
1/27	22.12.2026	26.11.2026



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

*Source: presentation PRO Media House based on Demoscope research.





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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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