

NATIONAL  
GEOGRAPHIC

TRAVELER



BurdaMedia  
Polska

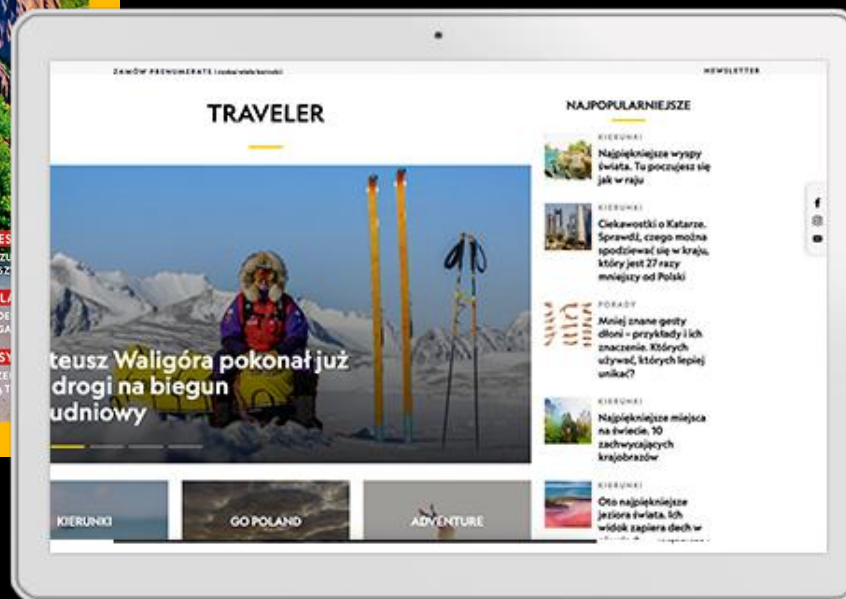
BurdaMedia  
Polska

NATIONAL  
GEOGRAPHIC

# TRAVELER



# Mediakit 2026



BurdaMedia  
Polska

NATIONAL  
GEOGRAPHIC

# TRAVELER

Iconic, worldwide  
magazine devoted to travel.  
Since 20 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 highlights unexpected destinations that are just starting to gain popularity — and sometimes even creates the trends itself. A perfect example is the Wonders of Poland poll.

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



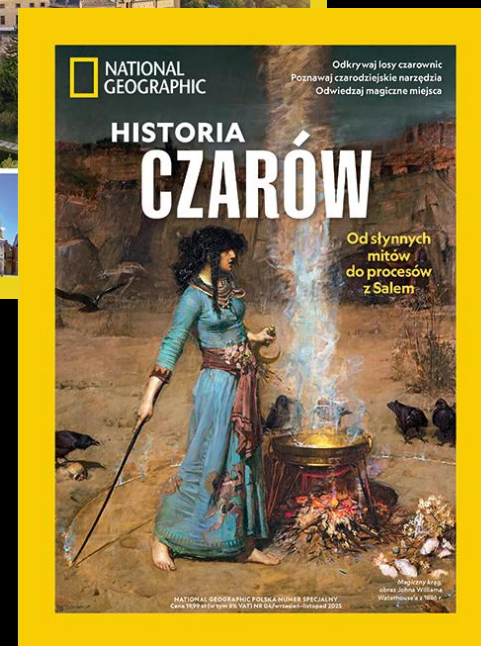
NATIONAL  
GEOGRAPHIC

# TRAVELER

**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.**



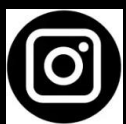
BurdaMedia  
Polska

 NATIONAL  
GEOGRAPHIC

# TRAVELER



**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



# TRAVELER

**“Travel is the best way to broaden your horizons – both geographical and mental.”**



This idea has been driving *National Geographic Traveler* for years and inspiring people to explore the world with curiosity, openness, and respect. *Traveler* was created for people who want to experience the Earth to the fullest: to hike wild trails, taste local cultures, and meet people and places that change their perspective. We show you how to travel consciously, responsibly, and in harmony with nature, whether your destination is your immediate surroundings or the farthest corner of the globe. Our story is enhanced by unique photographs, illustrations, and maps that allow you to feel the atmosphere of the places you visit and transport you to where new adventures begin. This is the visual signature of *National Geographic*, without which there would be no real travel story. Each day on [National-Geographic.pl](http://National-Geographic.pl) and on our social media channels, we invite you to discover the planet together – with a passion for exploration and a love for the world that is worth discovering and protecting.

**Łukasz Załuski**

Editor in-chief, National Geographic Poland



# TRAVELER

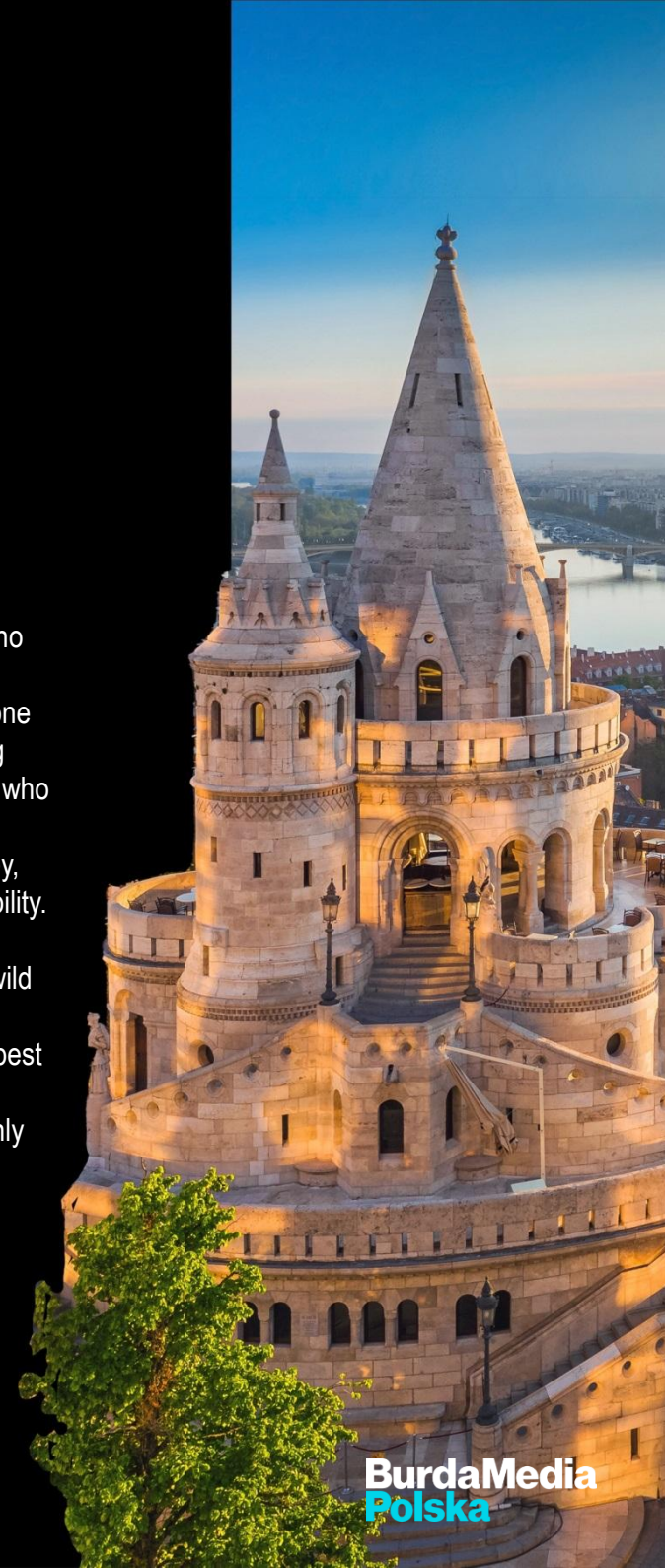
Explore **deeper.** Travel **better.**



*National Geographic Traveler* is a gateway to a world where traveling is no longer just sightseeing, but becomes a conscious experience. For over 20 years, our mission has been to inspire meaningful travel. We are number one in Poland because we combine compelling storytelling with iconic, inspiring photography. We stand out thanks to the authentic stories of our travelers, who reach unique places, communities, and experiences. Their personal experiences and perspectives make you feel like you are part of the journey, not just an observer. The future of travel is about awareness and sustainability. With us, you will immerse yourself in authentic culture, “live like a local,” discover the secrets of culinary traditions, extraordinary monuments, and wild nature. We celebrate trips that offer a strong sense of place, an inquisitive spirit, and authenticity. We believe that investing in conscious travel is the best investment you can make in yourself. It broadens your horizons, teaches empathy, and makes you a more open-minded person. With us, you not only plan your trip, but also appreciate how amazing, beautiful, and diverse our planet is.

**Agnieszka Franus**

Deputy editor in-chief, National Geographic Poland



## Magazine's content



# TRAVELER

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



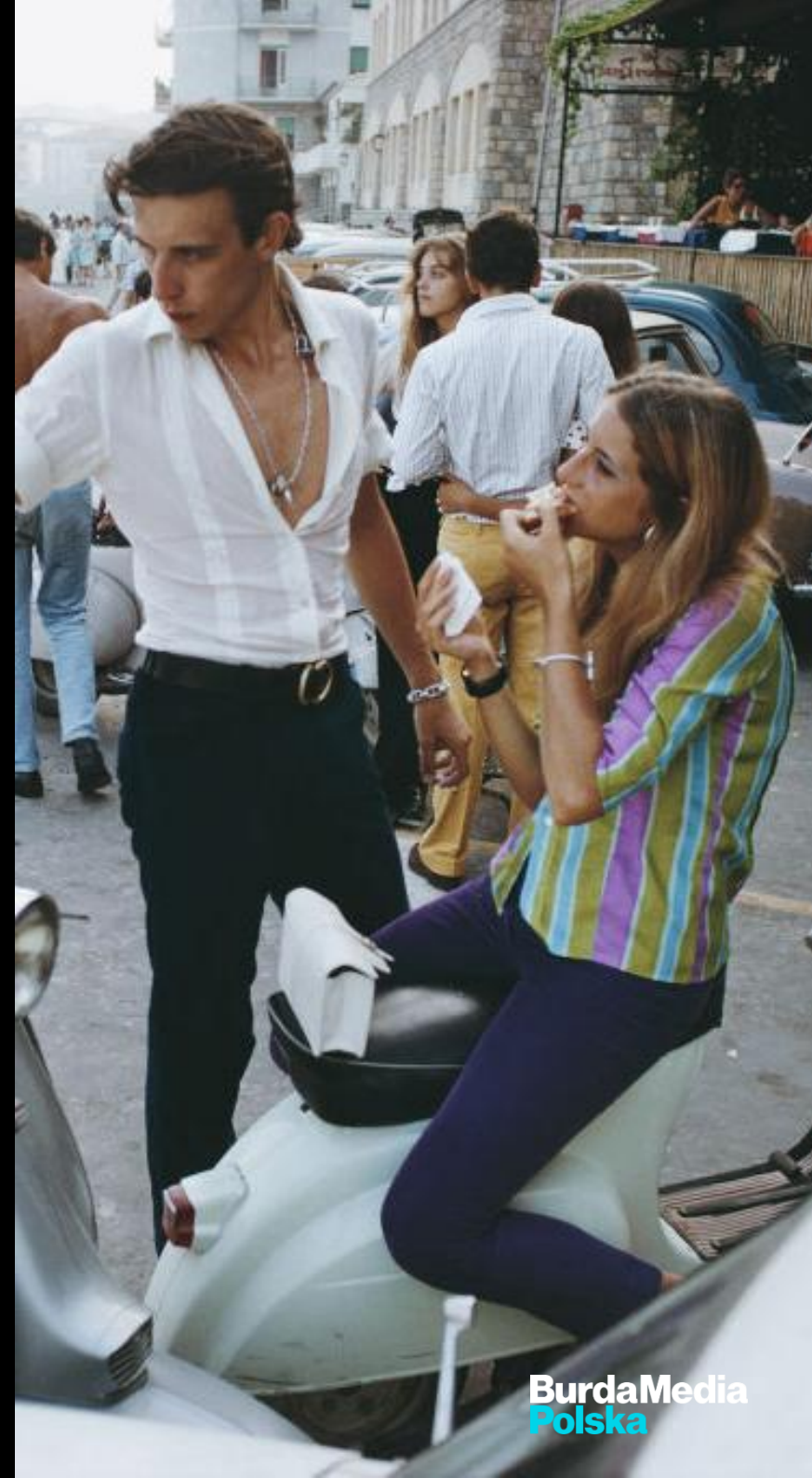
# TRAVELER



National-geographic.pl

1,3 mln

real users



# TRAVELER

**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\*

\*Source: Mediapanel, October, 2025, real users, group: all, “Travel and tourism” category websites' ranking



# TRAVELER

## 360° communication

### What makes us special?

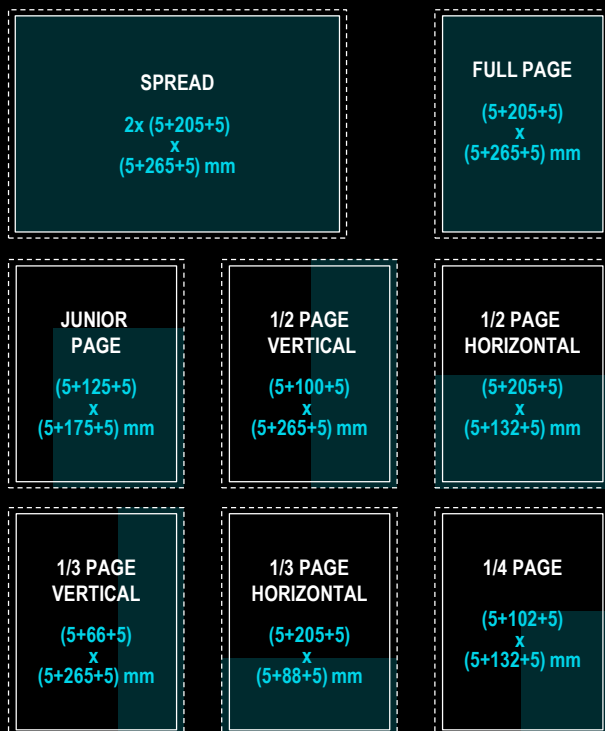
- Strong social media and engaged group of fans
- One of the strongest brands in the world (among the 25 world's most trusted brands)
- Reliable and professional journalism at a high level
- Close cooperation with 28 other editions of the magazine in the world
- Events and special projects

### Production of special content:

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



## Formats and price list



opening spread	51 137 EUR
spread	43 463 EUR
II cover	32 719 EUR
III cover	32 719 EUR
IV cover	40 649 EUR
full page	24 788 EUR
junior page	20 184 EUR
1/2 page	15 323 EUR
1/3 page	12 253 EUR
1/4 page	10 974 EUR
island	24 788 EUR
1/4 page square	10 974 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%

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

# TRAVELER

## Publishing **schedule**

Number of issue	First day of sale	Advertising deadline
2/26	09.01.2026	12.12.2025
3/26	06.02.2026	14.01.2026
4/26	06.03.2026	11.02.2026
5/26	10.04.2026	17.03.2026
6/26	08.05.2026	14.04.2026
7/26	12.06.2026	19.05.2026
8/26	10.07.2026	17.06.2026
9/26	14.08.2026	22.07.2026
10/26	11.09.2026	19.08.2026
11/26	09.10.2026	16.09.2026
12/26	13.11.2026	20.10.2026
1/27	11.12.2026	18.11.2026



# TRAVELER

## Contacts

[www.burdamedia.pl](http://www.burdamedia.pl)

**BURDA MEDIA POLSKA SP. Z O.O.**

ul. Marynarska 15  
02-674 Warszawa  
NIP: 897-14-11-483

**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**



**Malgorzata Gurbala**

Sales Director Multimedia Luxury & Lifestyle  
mob.: +48 600 207 181  
malgorzata.gurbala@burdamedia.pl



**Ewelina Dorda**

Luxury & People Team Leader  
mob.: +48 608 356 156  
ewelina.dorda@burdamedia.pl



**Dominika Chojnowska**

mob.: +48 692 446 520  
dominika.chojnowska@burdamedia.pl



**Anna Urbaniak**

mob.: +48 692 440 082  
anna.urbaniak@burdamedia.pl



**Edyta Brzezicka**

Traffic Expert  
mob.: + 48 519 538 022  
edyta.brzezicka@burdamedia.pl