



NATIONAL
GEOGRAPHIC

TRAVELLER

THE COLLECTION

MEDIA PACK

2026

| WELCOME

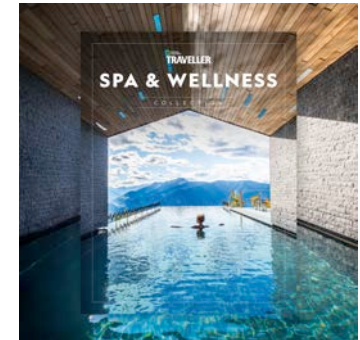
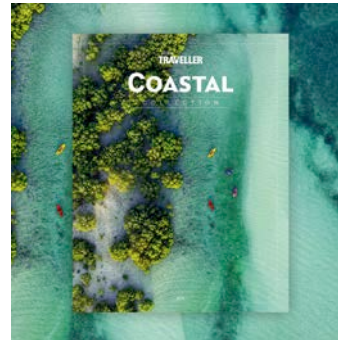


National Geographic Traveller (UK) is proud to present *National Geographic Traveller – The Collection*.

National Geographic Traveller – The Collection is a series of annual high-end bookazines, filled with engaging editorial and content, designed to have lasting appeal throughout the year and beyond.

The publication is designed to appeal to well-travelled readers, highlighting the destinations, experiences and properties with a story to tell. Each issue includes an A to Z travel directory, showcasing the best experiences and places to stay.

This beautiful coffee table book is designed for a new generation of affluent travellers, including our loyal readers.





National Geographic Traveller (UK) has successfully established itself as a major player in the consumer travel market. With a print-run of 60,000 and a 10-issue frequency, the magazine further expands the National Geographic brand globally.

National Geographic Traveller (UK) continues the theme of storytelling with you-are-there photography to inspire readers, and provides insightful, easy-to-digest information to help them travel widely and safely. Part of the National Geographic stable, the brand has already reached more than 20 countries.

THE CONTENT

Welcome: An introduction.

Up front: A look at the most exciting events, experiences and trends, according to a relevant theme.

A to Z: Profiling resorts, experiences, lodges and hotels.

Geographical summary: Regional breakdown.

Upcoming issues (provisional dates):

The Spa & Wellness Collection: April 2026

The Lakes & Mountains Collection: June 2026

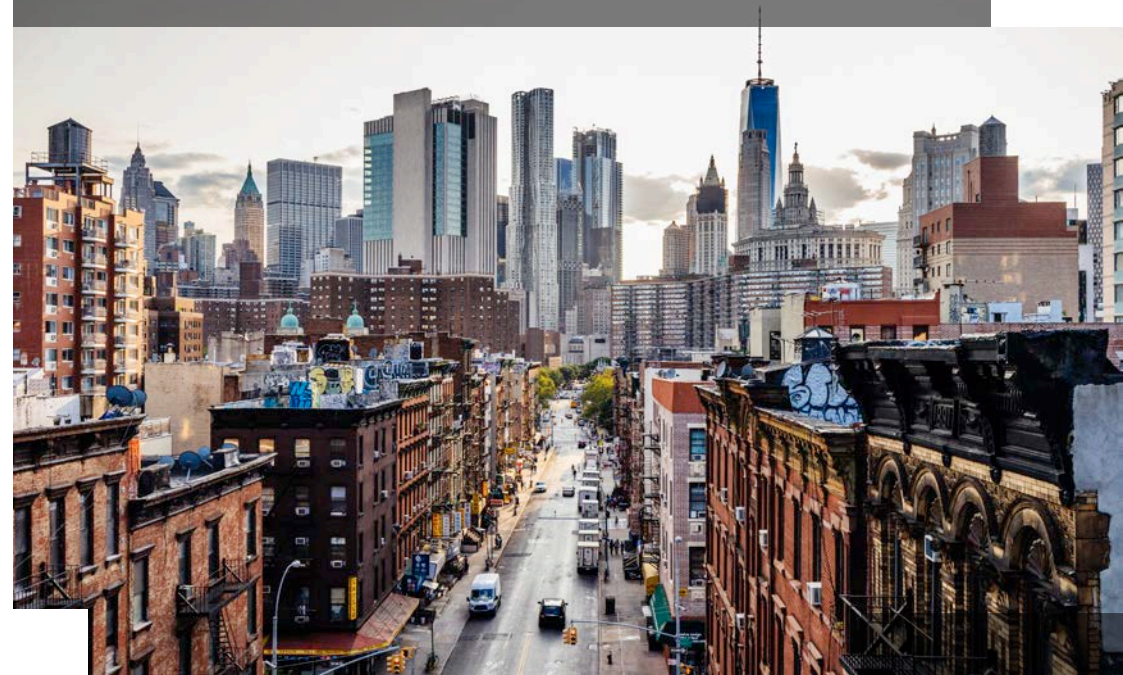
The Indian Ocean Collection: July 2026

The Latin America Collection: August 2026

The Luxury Collection: October 2026

The Experiences Collection: December 2026

The Islands Collection: February 2027



FAST FACTS



THE COLLECTION

Design: Oversized A4, high-quality, perfect-bound bookazine in full colour. Cutting-edge design, vibrant colours and National Geographic branding.

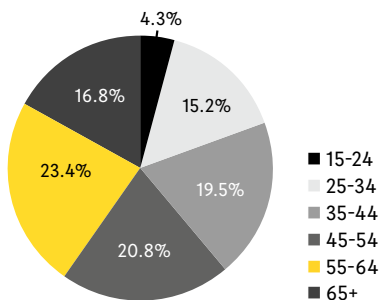
Distribution sectors*: 10,000 – newsstand.

10,000 – requested copies throughout leading properties, five-star UK hotels and luxury day spas.

20,000 – available to *National Geographic Traveller* (UK) subscribers, VIP venues, prestigious salons, dental and cosmetic surgeries, and business and first-class airline lounges.

* Distribution subject to confirmation

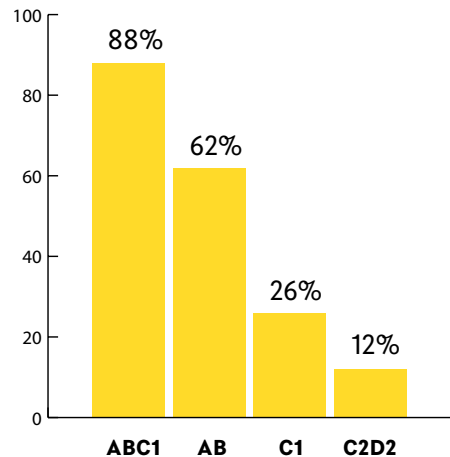
AGE



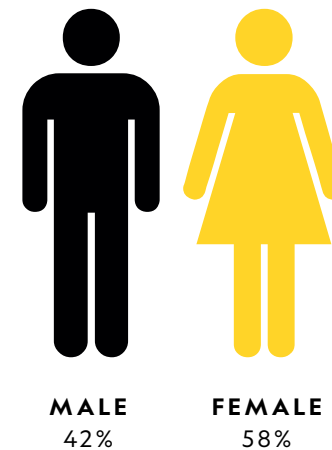
ANNUAL INCOME



SOCIAL GRADE



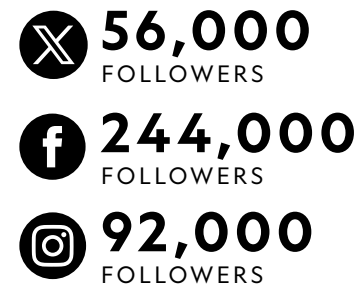
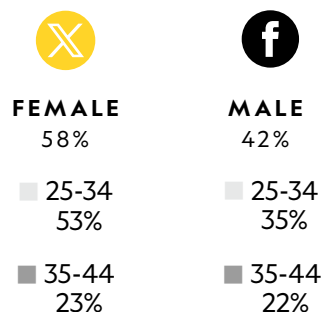
GENDER



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

- CULTURE
- FOOD
- ADVENTURE TRAVEL
- LUXURY TRAVEL
- TRAVEL NEWS & INFO

STATISTICS FOR NATIONAL GEOGRAPHIC TRAVELLER (UK)





SIZE

Run of paper full page	£10,950
Destination position full page	£12,950
Early right full page	£11,550
Double-page spread (DPS)	£16,950
Inside front-cover DPS	£22,675
Second DPS	£22,050
Inside back cover	£13,750
Index listing	£1,970
Gatefold	POA

COST

EACH OFFER INCLUDES:

- Editing and design of each full-page advertorial by our in-house *National Geographic Traveller* (UK) design team using the bookazine templates.
- A *National Geographic Traveller* (UK) – *The Collection* participation certificate provided for your property.
- Use of *National Geographic Traveller* (UK) – *The Collection* logo for a year.
- A link to the digital edition of the publication on National Geographic's UK website for 12 months.
- A page included in the digital edition of the publication, available on the *National Geographic Traveller* (UK) iOS and Android apps.





TERMS OF SERVICE

- If APL Media Ltd is required to amend or resize supplied artwork, a £45 charge will be incurred per round of changes per hour.
- Own-brand house-style advertorials must have **PAID CONTENT** on the eyebrow.
- Advertiser-supplied advertorials must have **ADVERTISEMENT** on the eyebrow.
- All adverts/advertisement features / paid content are subject to editorial approval.
- APL Media reserves the right to make grammatical changes and corrections in order to meet the house style.

*APL Media Ltd will provide two sets of PDFs (design and changes) for client approval. The final, third set of PDFs are for fact-checking and approval/records only. Approval is required within 48 hours. If further changes are required, this will incur a £45 charge per round of amendments per hour.

*Excludes image(s) cost; image searches £40 per hour; copy writing costs £40 per hour.

MAGAZINE SIZE

Double-page spread
Full page
Inside front cover spread

BLEED (5MM)

310mm x 470mm
310mm x 240mm
310mm x 470mm

TRIM

300mm x 460mm
300mm x 230mm
300mm x 460mm

TYPE AREA

10mm inside of trim
10mm inside of trim
NB 12mm gutter

All sizes height x width. Allow 10mm gutter (for text running across the spine). If the size is not correct, the advert will fail our pre-flight and be returned to you for resizing. Branded adverts should contain no more than 100 words. Text-heavy advertising that could be construed as editorial content may be rejected by the editorial team.

PDF SPECIFICATIONS

Our preferred method of delivery is Adobe Acrobat PDFs. Standard: PDF/X-1a:2001.

Compatibility: Acrobat 4 (PDF1.3). Colour Profile / Output intent: ISO Coated v2 300% (ECI).

We cannot guarantee the quality of the final print for files supplied outside of these specifications. Colour variations will occur if your files do not utilise the colour profile and respect guidelines outlined above. Artwork not meeting the technical specifications will fail our preflight and be returned to you for resupply.

All ads should be supplied with a colour proof and according to the naming convention provided:

Publication name, year of advertisement, advertiser's name. Example: TCL24_advertisersname.pdf

ARTWORK DESIGN (3-6 WEEK LEAD-IN TIME)

APL Media is able to offer an artwork design service for advertisers who are unable to produce artwork.

Advertisers are expected to provide elements to specification at least five weeks prior to the on-sale date.

Costs vary depending on artwork requirements.

Advert* – client supplies all material.

£300 minimum

Advert* – APL sources material

£600 minimum†

Additional amendments/artwork resizing*

£45 per round of amendments per hour.

For further information on artwork design and costs, email collection@natgeotraveller.co.uk or call the Production department on +44 (0) 20 7553 7372.



Example of DPS advertorial

DPS advertorial

Disclosure
Paid Content for
Name of property

Emporia Boutique Hotel
MOSTAR, BOSNIA AND HERZEGOVINA

HOME TO A FUNCTIONING WINERY AND BEAUTIFUL VINEYARD, EMPORIA BOUTIQUE HOTEL IS A HAVEN FOR WINE LOVERS AND COURMANS

Key Features:
- 100% organic wine
- Vineyard
- Winery
- 100% organic wine
- Vineyard
- Winery

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- Winery

Example of full page advertorial

Header
Name of property
Location

Images
Please supply
three images
as high-res
(300dpi)
CMYK JPGs.

'Need to know' box
The hotel, resort,
island or experience.
50 words
Facilities: list only
Contact: telephone/
email/website

Luanda Colle
CANTÙ, ITALY

Hotel VU Milan
MILAN, ITALY

Main copy
Copy for this section should be
about the hotel, resort, island,
destination or experience.
Don't write in first person
(', 'we'). **400-450 words**

'Don't miss' box
Copy for this box should
highlight a unique experience
or facility (eg, a spa experience
room, butler service or a local
attraction). **30-40 words**



 NATIONAL
GEOGRAPHIC

TRAVELLER

CONTACTS

SALES

sales@natgeotraveller.co.uk
+44 (0)20 7553 7388

EDITORIAL

editorial@natgeotraveller.co.uk
+44 (0)20 7253 9906

PRODUCTION

collections@natgeotraveller.co.uk
+44 (0)20 7253 9909

National Geographic Traveller (UK) – The Collection

nationalgeographic.com/collection

Published by APL Media Limited, Unit 310,
Highgate Studios, 53-79 Highgate Road, London NW5 1TL
+44 (0)20 7253 9909 sales@natgeotraveller.co.uk

Registered Office: SAS House, Chipperfield Road,
Kings Langley, Hertfordshire WD4 9JB
Registered Number: 339 3234 VAT 701391176 aplmedia.co.uk