

 NATIONAL
GEOGRAPHIC

KIDS

MEDIA KIT 2017

**THE
BIGGEST-
SELLING KIDS'
MAGAZINE
IN THE
WORLD!**



MEDIA KIT 2017



The Magazine

National Geographic KiDS is an exciting monthly read for both girls and boys between the ages of 6 and 13. Everyone knows what to expect from the adult *National Geographic* and likewise NG KiDS is guaranteed to deliver something educational but also entertaining – that’s why we like to use the word ‘edutainment’ when we talk about what we bring to the table. From wildlife to space, geography to the environment, it has all the incredible

stories and dazzling images you’d expect from *National Geographic* packed into bite-sized chunks. Inside each issue, you’ll find fascinating fun facts about nature, science and culture, incredible photography, amazing stories from Australia and the rest of the world, puzzles, competitions and things to make and do!

Joan-Maree Hargreaves
Editor - NG KiDS



What makes NG KiDS such a unique offering is its mix of meaningful content presented in a fun and interesting format.

The Reader

NG KiDS readers enjoy reading about the world around them – and having fun! Our core readers are boys and girls aged 10, with a broader readership aged six to 13. NG KiDS readers are fascinated by fun facts, love stories of our weird and wacky

world and are curious about everything – from new movies and books to scientific discoveries and expeditions. Some are certain to become our next generation of explorers, archaeologists, scientists, artists and astronauts!



Why Advertise In NG KiDS

NG KiDS offers advertisers a unique environment that provides cut through in a saturated marketplace. There is no other monthly kids magazine targeting both boys and girls and also loved by parents showcased in a superior editorial environment. NG KiDS really connects with it’s audience offering engaging and intelligent content

designed to inspire kids about our world, their environment and animals. I’m extremely excited to be offering integrated advertising and marketing solutions to our advertising partners.

Julie Davidson
National Advertising Manager - NG KiDS



The Stats

- Print run: 25,000
- Projected readership: 100,000
- Actively engaged audience – 88% spend over one hour reading NG KiDS!*
- 92% of parents read the magazine – helping you to influence the budget holder as well as the child *
- Great brand association – National Geographic is credible, trusted and recognised worldwide
- 50/50 boy/girl split – enabling your brand to reach both audiences

* 2015 readership survey





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Advertising rates 2017

VOLUME	CASUAL	3x	6x	12x
FULL PAGE	\$4,200	\$3,990	\$3,780	\$3,570
DPS	\$8,400	\$7,980	\$7,560	\$7,140
HALF PAGE	\$2,100	\$1,995	\$1,890	\$1,785

Signature Positions

IFC	\$4,620
IFC SPREAD	\$9,240
OBC	\$4,620
RHP	\$4,410

Inserts

1-2 pages	\$100
3-4 pages	\$125
5-6 pages	\$150
7-8 pages	\$175
9-10 pages	\$200

Advertorials

FP Advertorial	\$5,200
DPS Advertorial	\$9,400

Deadlines

ISSUE	BOOKING	MATERIAL	ON SALE*
#21 March	5 Jan	12 Jan	2 Feb
#22 April	2 Feb	9 Feb	2 March
#23 May	9 March	16 March	6 April
#24 June	6 April	13 April	4 May
#25 July	4 May	11 May	1 June
#26 Aug	8 June	15 June	6 July
#27 Sept	6 July	13 July	3 August
#28 Oct	10 August	17 August	7 Sept
#29 Nov	7 Sept	14 Sept	5 Oct
#30 Dec	5 Oct	12 Oct	2 Nov

The cancellation deadline for advertising is one month prior to booking deadline. Cancellation of any booked advertising must be in writing and received by the National Advertising Manager prior to the cancellation deadline. The Publisher reserves the right to repeat the most recent material or material of the Publishers choice.

If a cancellation occurs mid contract, the difference between the contract appearance rate and the actual appearance rate card will be surcharged.

* Cover date may vary in New Zealand.
All costs are based on a national run and mechanically inserted material only. All costs are GST exclusive GST added at the time of invoicing. A minimum spend is required of \$1,100. All inserts are subject to approval.



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Contacts

FOR ADVERTISING
Julie Davidson
National Advertising Manager
E: jules@ngkids.com.au
M: 0416 502 488

FOR EDITORIAL
Joan-Maree Hargreaves
Editor
E: jm@ngkids.com.au
M: 0422 287 608

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Digital Specifications

SIZE	TRIM SIZE	TOTAL FILE-SIZE
Full Page	210(w) x 275(l) mm	220 x 285 mm
DPS	420(w) x 275(l) mm	430 x 285 mm
1/2 Page Vertical	110(w) x 275(l) mm	120 x 285 mm
1/2 Page Horizontal	210(w) x 137.5(l) mm	220 x 142.5 mm

- All files must be supplied in a MAC format.
- Preferred method of submission is a hi-res, ready for print PDF or JPEG file.
- All images must have a minimum resolution of 300dpi with CMYK separation.
- Safe type area: Please keep all type and logos a minimum of 10mm from trim zones.
- A 5mm bleed is required on all finished artwork.



NOTE: Advertising material that does not conform to the above specifications will not be accepted by Creature Media under any circumstances. Please ensure that all material supplied is the final, correct version, ready for publishing. It is not the responsibility of Creature Media to make corrections to advertisements.

