



# MEDIA INFORMATION KIT 2020



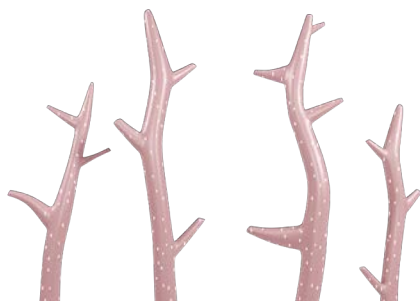


# MISSION



Scientists once thought Stegosaurus had a second brain in its hip.

**T**o teach kids about the world and how it works, empowering them to succeed and to make it a better place.





# HIGHLIGHTS

**LAUNCHED:** 1975

**FEATURE STORIES:** An awesome mix of articles on animals, nature, science, technology, history, geography, and exploration

**DEPARTMENTS:** Weird But True, Bet You Didn't Know, Amazing Animals, Cool Inventions, Incredible Animal Friends, Sports Funnies, Extreme Weirdness, Dare to Explore, Guinness World Records, Stump Your Parents, plus interactivity like Art Zone, Back Talk, Funny Fill-in, and What in the World?

**EXTRAS:** Large pullout posters or maps, collectible trading cards, contests, stickers, cover wraps, surveys, and more

**TARGET AUDIENCE:** 6- to 14-year-old boys and girls

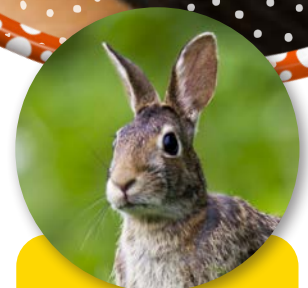
**RATE BASE:** 750,000\*

**READERSHIP:** 2.1 million\*\*

**FREQUENCY:** 10 issues/year

**PRICE:** \$30 annual subscription; \$4.99 per single copy

**WEBSITE:** [natgeokids.com](http://natgeokids.com)



**DID YOU KNOW?**  
A rabbit's teeth  
never stop  
growing.

Sources: \*BPA, June 2019, \*\*NGK internal estimates

 NATIONAL  
GEOGRAPHIC  
KIDS



# EDITORIAL

## EDITORIAL CONTENT

*National Geographic Kids* readers enjoy the following regular departments in nearly every issue:

**DARE TO EXPLORE** First-person adventure stories

**AWESOME 8** The most awesome information around a fun theme

**WILD VACATIONS** Amazing places and activities around the world

**FUN STUFF** Interactive department with favorites such as Funny Fill-in, Just Joking, and What in the World?, plus games, comics, and more.

**KIDS VS. PLASTIC** DIY page, with fun activities and tips to decrease plastic use

**BY THE NUMBERS** Kid-friendly infographics on topics they love

**STUMP YOUR PARENTS** Kids challenge parents in this super fun quiz

**AMAZING ANIMALS** Extraordinary stories about animals

**BET YOU DIDN'T KNOW** Crazy themed facts you never knew

**WEIRD BUT TRUE** Outrageous fun facts

**GUINNESS WORLD RECORDS** World records that kids can't get enough of

**COOL POSTER** A fact-filled pull-out animal poster

## EDITORIAL CALENDAR 2020

### FEBRUARY

**Cover Story:** Penguins  
Brain Candy and Kings/  
Queens Excerpts  
Sun Bear Rescue  
Arctic Fox Poster  
30 Cool Things: Dinosaurs

### MARCH

**Cover Story:** Jaguar  
Awesome 8: Parades  
20 Cute Animals  
30 Cool Things: China  
Jaguar Highway  
Explorers Academy *Star Dunes*  
Excerpt

### APRIL

**Special Issue:** Save The Animals  
Personality Quiz & Tips  
By the Numbers: Recycling  
Geo challenge

### MAY

**Cover Story:** Koalas  
Brain Candy: Rubber Ducks  
Red-eyed Frog Poster  
Science Behind the Rides  
Orangutan School  
Zeus 2 Excerpt

### JUNE/JULY

**Cover Story:** Sharks  
Awesome 8: Sports  
Super Friendly Shark  
Flamingo Collector's Cards  
California Wildfire Rescue  
Mars Rover  
Epic Science Fails

### AUGUST

**Cover Story:** Sea Lions  
Ultimate Secrets Revealed  
Animal Showdown  
30 Cool Things: Toyko Olympics  
Recycling Plant

### SEPTEMBER

**Special Issue:** Supersmart  
Brain Candy: One Minute  
Scientist Personality Quiz  
Smart Animals  
10 Brainy Questions  
Izzy Excerpt

### OCTOBER

**Special Issue:** Halloween  
Awesome 8: Spiders  
Amazing Animals: Pet Parade  
Animals at the Zoo  
Slow Loris  
Are Ghosts Real?  
Haunted City

### NOVEMBER

**Cover Story:** Tigers  
Amazing Animals: Presidential Pets  
Wombat Poster  
Undercover Tech  
Fat Bears  
Zeus 3 Excerpt

### DECEMBER '20/JANUARY '21

**Cover Story:** Snowy Owl  
Brain Candy: Glowing Animals  
Cougar Kitten Poster  
Cool Inventions  
Conservation Dogs  
30 Cool Things

\*All editorial subject to change

Contact [partnerships@natgeo.com](mailto:partnerships@natgeo.com) for information or advertising opportunities.

 NATIONAL  
GEOGRAPHIC  
KIDS



**ONLINE**  
[natgeokids.com](http://natgeokids.com)

### Cool Clicks, Awesome Videos, Fantastic Facts, and a Ton of Fun!

*natgeokids.com* is a website that inspires kids to care about the planet – and the people, places, and animals in it. This site targets kids ages 6-14 and is jam-packed with games, videos, and photos from all over the world (and across the galaxy!)

#### A HIGHLY ENGAGING SITE

- 9.2 MM page views
- 1.1 MM unique visitors
- 8:50 minutes average time spent on site

#### FEATURES INCLUDE:

- Immersive, high-quality video
- Original games and interactive adventures
- Compelling visual Creature Feature animal profiles

#### TOP THREE MOST POPULAR SECTIONS:

- Games
- Videos
- Animals

***“With a seemingly endless supply of activities, natgeokids.com can keep kids occupied for hours—and teach them a lot along the way.”***

– Common Sense Media

Source: Adobe Analytics, September 2019



**DID YOU KNOW?**  
Penguins swim faster and deeper than any other bird, just like a submarine.



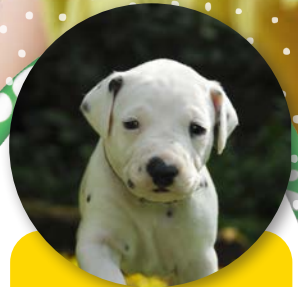


# AUDIENCE

## MEET JASON

A psychographic profile of the typical National Geographic Kids reader

Meet *National Geographic Kids* reader, Jason. He just turned ten years old and is excited about finally being in double digits! Will loves playing in his treehouse, exploring in his backyard, and playing tag and soccer with the neighborhood kids. When it comes to school, his favorite subject is science, and he loves reading mysteries and books about animals. His classmates are always impressed with the “Weird But True” facts that he shares at lunchtime. At home, Jason is known as the recycling guru because he’s in charge of taking all paper, plastic, and glass items to the recycling bin outside. When he’s not in school or playing after-school sports, Jason takes on his little brother in video games, plays games on his tablet, and takes pictures with his digital camera. Jason is looking forward to his family vacation in July...snorkeling in the Keys. He’s hoping to spot a shipwreck!



**DID YOU KNOW?**  
Dalmatians are  
born without  
spots.



# AUDIENCE

## AUDIENCE PROFILE

### Demographics

- **MEDIAN AGE:** 10 years old
- **AGE 8-14:** 80%
- **BOYS:** 56%
- **GIRLS:** 44%
- **READERS PER COPY:** 2.8
- **MEDIAN HHI:** \$125,000
- **PARENT MEDIAN AGE:** 45 years old
- Read National Geographic Kids the first day they get it: 76%
- Average time spent reading the magazine: 1.5 hours
- Would like to go to college: 97%
- Think magazine ads are fun to look at: 66%

## DECISION MAKERS

The percentage of readers that influence or decide on the following household purchases and plans:

- Sneakers 95%
- Books 95%
- Clothes 93%
- Vacation activities: 91%
- Breakfast cereal: 87%
- Snack foods: 86%
- Video/Computer games 79%

Source: National Geographic Kids & Family Insight Community



**DID YOU KNOW?**  
Hammerhead  
sharks can give  
birth to 40  
babies at once.



**NATIONAL  
GEOGRAPHIC  
KIDS**



# AUDIENCE

## PARENT INVOLVEMENT

My child tells me about *National Geographic Kids* often/sometimes: 99%  
Rate *National Geographic Kids* excellent/good: 99%  
Read *National Geographic Kids* often/sometimes: 92%  
Say *National Geographic Kids* is better than the other kids' magazines: 80%  
Read *National Geographic Kids* to read with/to my child: 78%

## ACTIVITIES

- Read books 99%
- Watch TV 95%
- Listen to music 95%
- Watch movies on DVD 94%
- Play sports 92%
- Use an iPad or other tablet 86%
- Play online games 85%
- Play video games 85%
- Surf the internet 77%
- Take pictures on a smartphone 65%



**DID YOU KNOW?**  
A goat's pupils  
are rectangular.





# ADVERTISING SPECIFICATIONS

## 2020 ISSUE CLOSING DATES

	Material Close	Supplied Insert Due	Newsstand Date
February	11/11/19	11/27/19	12/31/19
March	12/16/19	1/2/20	2/4/20
April	1/21/20	2/5/20	3/10/20
May	2/24/20	3/11/20	4/14/20
June/July	3/30/20	4/15/20	5/19/20
August	5/11/20	5/27/20	6/30/20
September	6/15/20	7/1/20	8/4/20
October	7/20/20	8/5/20	9/8/20
November	8/24/20	9/9/20	10/13/20
Dec '20/Jan '21	9/28/20	10/14/20	11/17/20

All orders and contracts should be addressed to your Brand Manager.  
Please request an Interactive Inclusion Form from your Brand Manager for digital insertions.

## ADVERTISING PAGE DIMENSIONS

Book Trim: 8" x 10 1/2", Saddle-stitched, Web Offset

	Width x Depth	Non-Bleed	Bleed	Trim	Safety
Page	Inches	7 x 9-1/2	8-1/4 x 10-3/4	8 x 10-1/2	1/4
Spread*	Inches	15 x 9-1/2	16-1/4 x 10-3/4	16 x 10-1/2	1/4
1/2 Vertical	Inches	2-7/8 x 9-1/2	4-1/8 x 10-3/4	4 x 10-1/2	1/4
1/2 Horizontal Spread*	Inches	15 x 4-1/2	16-1/4 x 5-3/8	16 x 5-1/4	1/4
1/2 Horizontal*	Inches	7 x 4-1/2	8-1/4 x 5-3/8	8 x 5-1/4	1/4
1/3 Vertical	Inches	2 x 9-1/2	3 x 10-3/4	2-5/8 x 10-1/2	1/4
Cover Wrap**	Inches	7 x 4			1/4

\*For spreads bleeding across gutter, allow no safety for photographs. Please do not mirror image in gutter.  
For body copy/headlines, allow 1/8" for safety on each side of gutter.

\*\* When cover wrap prints on 75# uncoated stock, please use 110 LS to offset ink density.

## QUESTIONS

Contact [partnerships@natgeo.com](mailto:partnerships@natgeo.com) for information or advertising opportunities.



**DID YOU KNOW?**  
Lemons contain more sugar than strawberries.



# ADVERTISING SPECIFICATIONS

## PRINT AD SPECIFICATIONS

Press-ready PDF files only.

**Electronic files submitted via: [www.adshuttle.com](http://www.adshuttle.com)**

This ad portal provides a detailed “Ad Creation Guide” and 24/7 help line to ensure your files are correctly prepared. Call 866-774-5784 for support.

**Please supply 2 hard copy contract-quality proofs, at 100% size, matching each uploaded digital file to:**

Quad Imaging-Sussex  
Attn: Mary Colclasure (*National Geographic Kids*)  
N64W23110 Main Street  
Sussex, WI 53089  
262-673-1278

## QUESTIONS

Contact Julie Ibinson at [julie.ibinson@natgeo.com](mailto:julie.ibinson@natgeo.com) or 202-791-1053

## INTERACTIVE SPECIFICATIONS AND MATERIALS DELIVERY

Ads and editorial content are viewable in landscape mode only.

All print advertisers who have a half page or larger ad in print will automatically be included in the tablet edition.

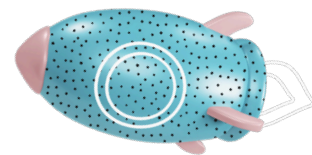
The tablet edition is an SFP (straight from print) PDF edition. No interactivity or additional ad-buys are permitted.

## INFORMATION & QUESTIONS

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**DID YOU KNOW?**  
Two unmanned spacecraft have been traveling through outer space for 33 years.





# ADVERTISING SPECIFICATIONS

## ADVERTISING GUIDELINES

*National Geographic Kids* prefers bleed ads in the magazine. *National Geographic Kids* reserves the right to decline any advertisement(s) deemed inappropriate, inaccurate, or misleading to its intended readers. Furthermore, the publisher reserves the right to decline advertisement(s) whose subject matter is inconsistent with the mission of the National Geographic Society. *National Geographic Kids* does not accept advertisements that contain content related to alcohol, tobacco, sex, drugs, weapons, extreme violence, or other content that may be upsetting or confusing to children in our readership ages 6-14.

The word “ADVERTISEMENT” should appear in a type size equal in size and weight as the magazine’s normal editorial typeface horizontally at the center top of your ad page if the following criteria apply:

1. Creative that contains games, puzzles, or interactive elements that may be misconstrued as editorial games
2. Advertisements that carry the magazine’s name or logo
3. Creative that resembles editorial or that could be misinterpreted as editorial
4. Ads that include contests, sweepstakes, or giveaways
5. Any ads containing educational products for children
6. All partial-page sized ads



**DID YOU KNOW?**  
A human has about the same number of body hairs as a chimpanzee.

# ADVERTISING SPECIFICATIONS



**DID YOU KNOW?**  
An elephant  
once water-  
skied on the  
Hudson River in  
New York City.

## TERMS & CONDITIONS

The following certain terms and conditions governing advertising published in the following NG Media properties (the "Properties"), defined as Print and digital editions of the following Properties ("Magazines"): *National Geographic Magazine*, *National Geographic Traveler* magazine, *National Geographic Kids* magazine, *National Geographic Little Kids* magazine and *National Geographic Newsstand Specials*. Placement of an order with the "Magazines" shall mean acceptance of all the terms and conditions of this rate card. The terms and conditions of this rate card, together with the order size, issue(s), edition(s) and agreed-upon price reflected on the order, shall constitute the complete terms of the contract between the agency and publisher for the advertisement(s). Terms and conditions that alter or conflict with this Rate Card shall not be binding.

- Orders must specify the issue, edition, ad size, color, and rates.
- All orders must reflect the rates agreed to by the agency or the in-house client and the publisher prior to the submission of the order, and will be billed accordingly.
- Disclaimers removing or limiting an agency's responsibility for payment, or any other terms in conflict with this rate card, are not accepted.
- Agency waives any defense of sequential or conditional liability to timely payment.
- Cancellations or changes will not be accepted after the published closing dates for each issue.
- Any positions specified on orders, except covers, shall be considered requests only and not conditions of purchase.
- Advertising orders for tobacco or firearms are not accepted.
- Upon issuance of a new rate card affecting contracts already in force, insertions will be billed at the new rates corresponding to the contracted discount level.
- Execution of an order is subject to publisher's approval of copy, including display, text, and illustration.
- The publisher will not be bound by any conditions, printed or otherwise, appearing on orders or copy instructions when such conditions conflict with the requirements set forth in this rate card.
- Contracts cannot be longer than one year from the date of first insertion, unless specifically agreed to in writing by publisher. Rate holders and short rates will be applied when applicable.
- Rates are subject to change without notice.
- Publisher shall not be liable for any failure to print, publish, or circulate all or any portion of any issue in which an advertisement is contained if such failure is due to acts of God, strikes, accidents, or other circumstances beyond publisher's control.
- All advertisements are accepted by the publisher on the representation of the agency and the advertiser that both are authorized to publish and authorize third parties to publish the entire contents of the advertisement, both in print versions of the publication and in any other media (including by way of example and not limitation electronic on-line delivery and microfilm, microfiche, or electronic archival reproductions, and revisions of the publication).
- The advertiser and the agency, jointly and severally, will indemnify and hold harmless the magazine, its officers, agents and employees against expenses (including legal fees) and losses resulting from the publication of any advertisement including, without limitation, claims or suits for libel, violation of right of privacy, copyright infringement, or plagiarism.

## ADVERTISING CREDIT/COLLECTION POLICY

This policy is designed to specify procedures for establishing credit and to ensure collection of advertising receivables as well as to maintain a cooperative relationship with our advertising agencies. The policy is effective for all sales personnel, whether employees or representatives, and no exceptions will be made to this policy's procedures without prior written request and approval. The policy will be enforced on an account by account basis at the discretion of advertising management. All new advertising agencies (including AAAA agencies) must submit a credit application and copy of the proposed advertisement before acceptance of an insertion order. The deadline for such application is two weeks before the closing date of the desired issue.

### Late application:

Any credit applications received within two weeks of closing or later will be accepted on cash with order basis only. The only exceptions to this rule are agencies with an AAAA rating. Business will be accepted from such agencies provided management approval is given, under the stipulation that the credit application is submitted before the closing of the next issue. Failure to submit an application by that time will require that all future orders be cash with order until the application is received. Accounts that have established a poor credit history with National Geographic may be barred from any future activity. In such an event, payment of all outstanding balances may not be sufficient to reestablish credit. Unless cash is received with the order, credit will not be granted without the prior approval of management and will be reevaluated at each insertion. No sequential liability statements will be accepted on orders. The rate card contract requirement and general information section clearly outlines National Geographic Society's policy.



# ADVERTISING

## CONTRACT MANAGER

Anne Chute, Fox Networks Group  
1400 S. Sepulveda Blvd Suite W1437 Los Angeles, CA 90025  
P: 310-444-8167 F: 310-969-4064  
anne.chute@fox.com

No charge for bleed. Payment must be made by closing unless advertising is placed through an accredited agency. In such event, full payment is due in the month of issue. Agency Commission—15%. No prompt payment discount allowed. For information on business reply cards, inserts, or special configurations, please contact your brand manager. All products and services must be approved by the publisher before acceptance of insertion order. NATIONAL GEOGRAPHIC KIDS reserves the right to decline any advertisement(s) deemed inappropriate or incompatible to the mission of the National Geographic Society.

### ADVERTISING CONTRACTS AND ORDERS

All orders for print advertising must be in written contract form or a signed letter on company letterhead by the agency placing the advertisement. For in-house advertising where no agency is involved, the orders must be in written contract form or a signed letter on the advertiser's company letterhead. Verbal reservations, orders or cancellations are not accepted. All written orders must follow these stipulations: Orders must specify the issue, edition, ad size, color and rates. All orders must reflect the rates agreed to by the agency or the in-house client and the publisher prior to the submission of the document and will be billed as such. Placement of an insertion order with the publisher shall mean acceptance of all the terms and conditions of this rate card. Disclaimers removing or limiting an agency's responsibility for payment, or any other terms in conflict with this rate card, are not accepted. Agency waives any defense of sequential or conditional liability to timely payment. Cancellations or changes will not be accepted after the published closing dates for each issue. Any positions specified on contracts or orders, except covers, shall be considered requests only and not conditions of purchase. Orders for second, third and fourth cover positions are non-cancelable within 60 days of the closing date for the issues specified. Upon issuance of a new rate card affecting contracts already in force, insertions will be billed at the new rates corresponding to the contracted discount level. Execution of an order is subject to publisher's approval of copy, including display, text and illustration. The publisher will not be bound by any conditions, printed or otherwise, appearing on orders or copy instructions when such conditions conflict with the regulations set forth in this rate card. Contracts must be completed within one year from the date of first insertion. Rate holders and short rates will be applied when applicable.

### AGENCY, ADVERTISER, AND PUBLISHER AGREEMENTS

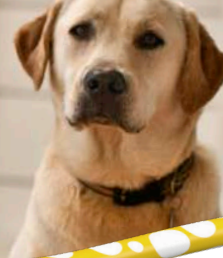
Rates and regulations are subject to change without notice. Publisher shall not be liable for any failure to print, publish or circulate all or any portion of any issue in which an advertisement is contained if such failure is due to acts of God, strikes, accidents or other circumstances beyond publisher's control. All advertisements are accepted by the publisher on the representation of the agency and the advertiser that both are authorized to publish and authorize third parties to publish the entire contents of the advertisement, both in print versions of the publication and in any other media (including by way of example and not limitation electronic on-line delivery and microfilm, microfiche, or electronic archival reproductions and revisions of the publication). The advertiser and the agency, jointly and severally, will indemnify and hold harmless the magazine, its officers, agents and employees against expenses (including legal fees) and losses resulting from the publication of any advertisement including, without limitation, claims or suits for libel, violation of right of privacy, copyright infringement or plagiarism. Any insertion of advertising made by the agency represents an acceptance by the agency and the advertiser of all the conditions of the rate card applicable to the issue in which the insertions are published.



**DID YOU KNOW?**  
Bolts of lightning  
can shoot out  
of an erupting  
volcano.



# AWARDS



## National Geographic Kids Magazine

### FOLIO EDDIE AWARDS

2019

Overall Editorial Excellence in the Consumer category – *Winner*

Best Consumer Magazine, Youth/Teen – *Winner*

Best Single Article, Youth/Teen  
“The World’s Rarest Leopard”,  
Feb 2019 – *Winner*

2018

Best Single Article, Youth/Teen:  
“The Science of Cute”, Dec 18 –  
*Winner*

Best Full Issue, Consumer/Youth and  
Teen: April 18 – *Honorable Mention*

Best Series: Consumer/General:  
“Future World” – *Honorable Mention*

2017

Best Full Issue, Youth/Teen: May  
2017 – *Winner*

Best Single Article, Youth/Teen:  
“Your Guide to Mars”, Nov 2016 –  
*Honorable Mention*

Best Series, Youth/Teen:  
“30 Cool Things” – *Honorable Mention*

2016

Best Single Article, Youth/Teen:  
“Wolf Heroes”, March 2016  
*Honorable Mention*

## National Geographic Little Kids Magazine

### FOLIO EDDIE AWARDS

2019

Best Consumer Magazine, Children’s –  
*Winner*

2018

Best Full Issue, Consumer General:  
March/April 18 – *Honorable Mention*

### PARENTS CHOICE AWARDS

2016 and 2015

*Gold award*

## National Geographic Kids Digital

### CYNOPSIS

2019

Social Good Award: “Kids vs.  
Plastic” – *Honorable Mention*

### FOLIO EDDIE AWARDS

2019

Best Consumer Website,  
Youth/Teen – *Winner*

2018

Best Newsletter/Consumer:  
*Mention*

2018

Best Consumer Website –  
*Honorable Mention*

2017

Best Consumer Website –  
*Honorable Mention*

2016

Best Consumer Website –  
(General Interest) – *Winner*

### WEBBY AWARDS

2019

Education – *Honoree*

2018

Best Youth Website

2016

Best Youth Website – *People’s Voice*

### KIDSCREEN HOT50

2018

Digital Media: “Save the Earth” – *Top 10*

2017

Digital Media: “Weird But True” – *Top 4*

## National Geographic Kids Video

### KIDSCREEN AWARDS

2019

Best Programming Block: “Nat Geo  
Kids Block” – *Winner*

Best Web/App Series: “Safari Live” –  
*Winner*

2018

Best New Programming Tweens  
Series: “Nat Geo Kids Block” – *Finalist*

Best On-Air Host: “What Sam Sees”  
– *Finalist*

Best New Series: “What Sam Sees”  
– *Finalist*

### CYNOPSIS IMAGINATION

2018

Best Programming Block Tweens  
9-14: “Nat Geo Kids Block” –  
*Honorable Mention*

Best K2-11 Series: “What Sam Sees” –  
*Honorable Mention*

### Best New Series for 6-11:

“Weird But True! TV” – *Winner*

“What Sam Sees” – *Honorable Mention*

### Educational Series/Special:

“Weird But True! TV” – *Winner*

“Spaced Out” – *Honorable Mention*

### DAYTIME EMMY’S

2019

Outstanding Educational or Informa-  
tional Series: “Weird But True! TV”  
– *Winner*

Outstanding Directing for a Single  
Camera Lifestyle, Culinary, Travel,  
or Educational and Informational  
Program: “Weird But True! TV” –  
*Nominee*

2018

Outstanding Children’s or Family  
Viewing Series: “Nat Geo Kids Block”  
– *Nominee*

### PARENTS CHOICE AWARDS

2018

Children’s Television: “Safari Live” –  
*Winner (Silver)*

2017

Best Kids Program 8-10 Series:  
“Nat Geo Kids Block” – *Winner (Silver)*

### SCIENCE MEDIA AWARDS

2016

Short Form Series: “Nature Boom  
Time” – *Finalist*

Science Ambassador: “Nature Boom  
Time host Charlie Engelman” – *Finalist*

Engaging Young Scientists: “Nature  
Boom Time – Spanish Moss episode”  
– *Finalist*