



MAIRDUMONT
MEDIA

Rate Card 2009 National Geographic



Rate Card
National Geographic 2009
Explorer
Spirallo
Traveler

MAIRDUMONT stands for innovative products, historical brands and quality. Our motto: "We provide everyone on the road with reliable information so they can enjoy their travels". We set high standards that are reflected and conveyed by our brand portfolio.

Extensive research, content that is always up to date and new innovative concepts make our brands the leaders in their sector.

MAIRDUMONT innovation, tradition, quality.

The exciting and authentic stories presented by the NATIONAL GEOGRAPHIC series of travel guides opens up a window to the world and tells tales of people and foreign cultures, the beauty of nature and the adventure of discovery. NATIONAL GEOGRAPHIC is a name which has been associated with a spirit of discovery and a sense of cosmopolitanism down the generations.

USP

NATIONAL GEOGRAPHIC pursues the goal of imparting and intensifying our knowledge of the earth and of the world in which we live. The three NATIONAL GEOGRAPHIC travel guide series, Explorer, Spirallo and Traveler, provide every reader with the travel medium to meet his or her specific requirements whilst travelling.

Brief description

NATIONAL GEOGRAPHIC Explorer is the city guide for spontaneous travellers and combines a travel guide and travel map to provide

ideal information for city trips and short excursions in a practical and compact way.

NATIONAL GEOGRAPHIC Spirallo is a lifestyle travel guide with a practical spiral binding which offers a perfect source of guidance and delivers inspiration to travellers whilst featuring an impressively clear structure and clear organisation of the information it presents.

NATIONAL GEOGRAPHIC Traveler is a compact travel guide containing detailed information, attractive cartography and high-quality photographs for travellers who set store by quality.

Target audience

NATIONAL GEOGRAPHIC Explorer: spontaneous travellers of any age and any income structure.

NATIONAL GEOGRAPHIC Spirallo: a young and active group of high consumption travellers who are

aware of the latest trends.*

NATIONAL GEOGRAPHIC Traveler: quality conscious and highly discerning travellers who enjoy a good level of income.

NATIONAL GEOGRAPHIC Explorer **Publication frequency**

Annually to once every three years

Planned circulation

4,000 to 7,000 copies**

Copy price

€8.50

NATIONAL GEOGRAPHIC Spirallo **Publication frequency**

Annually to biannually

Planned circulation

15,000 to 18,000 copies**

Copy price

€9.95



* Detailed socio-demographic data is available from your MAIRDUMONT MEDIA contact.

** As of: print run 2008.

**NATIONAL GEOGRAPHIC
Traveler**
Publication frequency

Annually to biannually

Planned circulation

4,000 to 7,000 copies**





Copy price

€15.95 – €22.95

Closing date

For further details about current advertising closing and materials deadlines please contact the team at MAIRDUMONT MEDIA.

Formats and prices

Cover NATIONAL GEOGRAPHIC	Format	Size, Width x height (mm)	Price in €
Explorer	2nd cover page 	110 x 170	2,700
Spirallo	4th cover page 	120 x 205 minus 47 x 25 for ISBN code	6,100
Spirallo	Bookmark 	65 x 205	3,300
Traveler	1/1 page opposite 3rd cover page 	119* x 191	2,100

*Advertisement including 5 mm adhesive edge right.
All prices exclude VAT.
For further information about format and trim/bleed see "Technical Specifications".

Distribution channels

Retail bookshops
special sales, department stores,
newsagents

Discounts

See brochure "Technical Specifications/Discounts"

Technical Specifications

See brochure "Technical Specifications/General Terms and Conditions"

General Terms and Conditions

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** As of: print run 2008.

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Baedeker



MARCO POLO



MAIRDUMONT MEDIA

Without detours.