



The dual-language children's magazine

- The children's magazine in German and English.**
 NATIONAL GEOGRAPHIC WORLD is the two-language kid's magazine patterned after the highly successful American NATIONAL GEOGRAPHIC KIDS.
- It's fun to learn English!**
 NATIONAL GEOGRAPHIC WORLD's innovative editorial concept – based on so-called immersive learning – makes it easy for young readers to learn English – and to also have fun in the process!
- Top quality publishing for young readers.**
 NATIONAL GEOGRAPHIC WORLD features fun illustrations, exciting photographs and a happily youthful layout, all custom-made for children aged seven to 14.
- What kids like to read.**
 NATIONAL GEOGRAPHIC WORLD includes stories on nature, animals and expeditions to far-off places, and also looks at how children live in other parts of the world.
- Parallel programme on German television.**
 Since March 2004, "Marvi Hämmer präsentiert NATIONAL GEOGRAPHIC WORLD" appears as a weekly programme on the German children's TV channel.
- The latest line extension.**
 NATIONAL GEOGRAPHIC WORLD is the latest line extension to the National Geographic quality magazine family in Germany. Other family members include the "NATIONAL GEOGRAPHIC Collector's Edition" (with "Best of" and "Best Pictures").

Cover price	€ 2.95 (with audio book € 4.95)	Coverage	2.7% / 155,000 (Kids VA 2007)
Frequency	10 issues a year	Technical information	
Ad closing	5 weeks prior to on sale date	Trim size	205 mm x 260 mm (8-1/16" x 10-1/4")
Launch year	2003	Printing process	Cover: offset Inner pages: offset
Circulation		Binding method	Saddle stitched
Paid circulation	Appx. 100,000 copies		
Subscriptions	Appx. 50,000 copies		
2008 ad rates			
Full page mono/ multi-colour	€ 9,200		
Discounts	Start at 2% for 2 pages		
Agency commission	15%		

For current ad rates and data, please consult www.gujmedia.com

