

Ad Rate Sheet No. 5 – Valid from 1 January 2008



The dual-language children's magazine

NATIONAL GEOGRAPHIC WORLD is the dual-language magazine for children aged eight and over. The magazine provides its young readers with an exciting look at their world. The editorial topics include nature, wildlife, history and features about children in other countries. Exciting stories and a youthful layout make NATIONAL GEOGRAPHIC WORLD a special reading experience. The two language concept is also innovative: NATIONAL GEOGRAPHIC WORLD makes it fun and easy for schoolchildren to learn English, as all of the English-language elements always refer to photos or the German text. The fun of reading helps strengthen the children's readiness to master a new language. Parallel to the magazine, a weekly TV programme and informative Internet presence also entertain and inform a young audience.

Frequency:	10 issues a year
Cover Price:	€ 2.95 (with audio book € 4.95)
Paid Circulation:	100,000 copies
Subscriptions:	50,000 copies
Trim Size:	205 mm width x 260 mm height (8-1/16" x 10-1/4")
Printing Process:	Covers: offset; inner pages: offset
Binding Method:	Saddle stitched
Agency Commission:	15%
Publisher:	G+J/RBA GmbH & Co KG Am Baumwall 11 20459 Hamburg Germany
Ad Sales:	National Geographic Deutschland Gruner +Jahr AG & Co KG 20444 Hamburg, Germany
International Ad Sales:	Stefanie Meierfrankenfeld Tel. (+49-40) 3703 2946 meierfrankenfeld.stefanie@guj.de Sibel Üner Tel. (+49-40) 3703 2949 uener.sibel@guj.de
Bank:	Deutsche Bank AG Hamburg Account No. 033 01 67 Bank Code No. 200 700 00

Mono/Multi-Colour Ads: Full Page €9,200
IFC, OBC €10,000

Discounts:	Volume	
2 pages	2%	10 pages 15%
3 pages	4%	11 pages 16%
4 pages	6%	12 pages 17%
5 pages	8%	13 pages 18%
6 pages	10%	14 pages 19%
7 pages	12%	15 pages 20%
8 pages	13%	16-18 pages 21%
9 pages	14%	

Special Ad Formats:
Further information on request

- Loose inserts
- Bound inserts
- Glued (tip-on) inserts

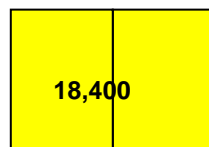
Ad Sizes and Rates:

Covers



OBC
TA: 179 x 230 mm
TS: 205 x 260 mm

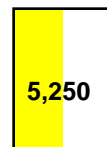
Inner Pages



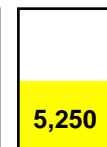
Double Page
TA: 384 x 230 mm
TS: 410 x 260 mm



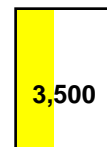
Full Page
TA: 179 x 230 mm
TS: 205 x 260 mm



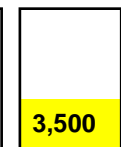
1/2 Page Vert.
TA: 68 x 230 mm
TS: 81 x 260 mm



1/2 Page Horiz.
TA: 179 x 103 mm
TS: 205 x 120 mm



1/3 Page Vert.
TA: 47 x 230 mm
TS: 60 x 260 mm



1/3 Page Horiz.
TA: 179 x 63 mm
TS: 205 x 80 mm

For bleed allow 4 mm on all sides.
TA: Type Area
TS: Trim Size

Closing Date Schedule 2008:

Issue No.	On Sale Date	Ad Closing
3/2008	8 Feb 2008	4 Jan. 2008
4/2008	14 Mar. 2008	8 Feb. 2008
5/2008	18 Apr. 2008	12 Mar. 2008
6/2008	23 May 2008	15 Apr. 2008
7-8/2008	27 June 2008	23 May 2008
9/2008	14 Aug. 2008	10 July 2008
10/2008	19 Sep. 2008	14 Aug. 2008
11/2008	24 Oct. 2008	18 Sep. 2008
12/2008	21 Nov. 2008	17 Oct. 2008
1-2/2009	19 Dec. 2008	14 Nov. 2008