

The German edition of the legendary worldwide magazine

- Our origin is the community.**
 The National Geographic Society is one of the world's largest non-profit organizations. Its mission is to increase and diffuse geographic knowledge.
- Our business is discovery.**
 Since 1888, the NGS has funded more than 7,500 expeditions, research projects and educational programmes.
- Our success is worldwide.**
 More than 40 million people in more than 148 countries read NATIONAL GEOGRAPHIC every month. And 1.22 million read NATIONAL GEOGRAPHIC DEUTSCHLAND.
- Our distinction demands quality.**
 Breathtaking pictures and fascinating stories. Most articles are written in the first person, giving them greater credibility and vividness.
- Our capital is our readers.**
 The more than one million NGD readers have high levels of completed education, upper incomes, and are found in above-average socio-economic classes.
- Our strength is our service.**
 Individually-arranged special exhibitions, map funding or exclusive speakers for events – with NGD, it's all possible!

Readership Profile

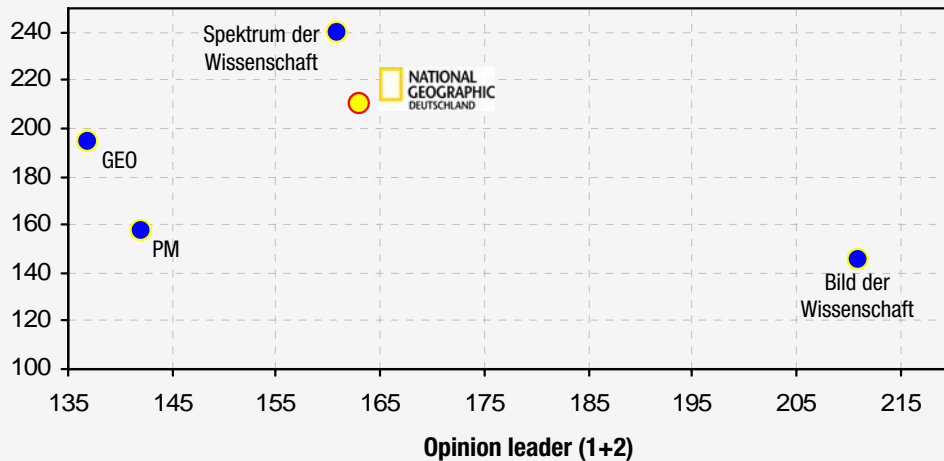
	All Adults 64.82 million %	NGD Readers 1.20 million %	Index: All Adults = 100
Men	48	56	116
Women	52	44	85
Age			
20 - 29	13	16	122
30 - 39	16	18	118
40 - 49	19	24	127
50 - 59	15	17	115
Education			
Intermediate	33	30	91
Higher, university	23	54	236
Net monthly household income*			
€ 4,000 – 4,999	5	10	187
€ 5,000 and more	5	11	215

Source: AWA 2007 *Population Average €2,395

NGD has a winning ratio of opinion leaders who have an orientation towards luxury

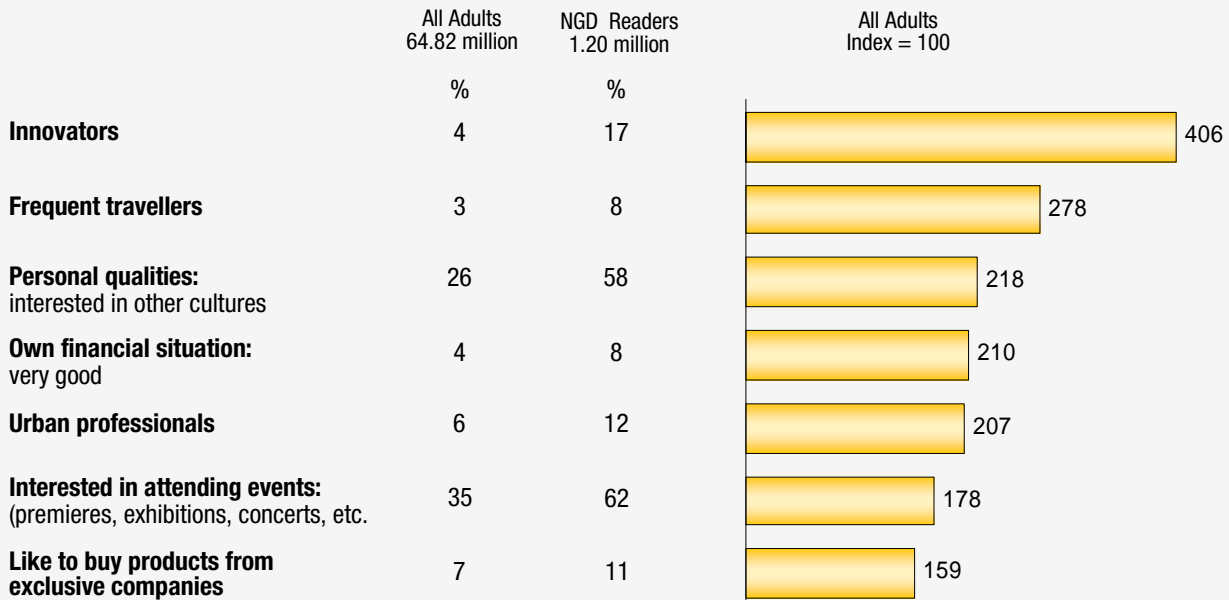
Index:
all adults = 100

"I am a luxury-oriented consumer"



Source: AWA 2007

Readers are opinion-formers with wide range of interests



Source: AWA 2007

Cover price	€ 4.20	Coverage	Adults	1.8% / 1.20 million (AWA 2007)
Frequency	Monthly	Cost per 1,000 readers*	Adults	€ 15.21
Ad closing	5 weeks prior to on sale date	Technical information	Trim size	175 mm x 254 mm (6-7/8" x 10")
Launch year	1999	Printing process		Offset
Circulation		Binding method		Perfect bound
Paid	215,256 copies (IVW IV/2007)			
Subscriptions	126,810 copies (59%)			
2008 ad rates*				
Full page mono,	€ 19,000			
multi-colour				
Discounts	Start at 2% for 2 pages			
Agency commission	15%			

* Average annual rate. For complete current ad rates and data, please consult www.gujmedia.com