

The French edition of the world's most famous exploration magazine

Identity

| | |
|--------------------------|---------------------------|
| Launch Date | : 1999 |
| Frequency | : Monthly |
| On-Sale Date | : Beginning of each month |
| Cover Price | : 4.50€ |
| Issues per year | : 12 |
| Average pages per issues | : 130 |
| Format | : 25.4 x 17.5 cm |

Circulation (2007/2008)

| | |
|-----------------|------------------|
| France PAID | : 141 896 copies |
| Newsstand Sales | : 20% |

Readership

| | |
|--------------|----------------------------|
| Total Adults | : 2 043 000 (AEPM 2007-08) |
| Executives | : 562 000 (FCA 2007) |
| High Income | : 381 000 (FHR 2007) |

Editorial Concept: The French edition of the internationally-renown publishing legend that reports on amazing expeditions financed by the National Geographic Society, the famous non-for profit organization founded in the U.S. 118 years ago.

Core Audience: Young, upscale, highly educated people interested in increasing and intensifying their knowledge of geography, who share *National Geographic's* values of Passion, Excellence, Ethics, and Planetary Conscience.

Branded Products: *National Geographic's* worldwide fame is also due to its vast brand extension in diverse media outlets from publishing to television and involvement in various cultural events.

Journalistic Approach:

National Geographic takes its readers on unique journeys to the most fascinating areas of the globe, with stories told by the world most talented journalists and photographers, on topics ranging from archaeology and civilizations, endangered species and the wonders of nature, to ethnography and science. The only magazine to produce and publish reports solely for themselves, every feature is the result of a production and selection process which is often several months long. The editorial tone is written in a very implicating first-person narrative adding vividness and authenticity to each expedition

Worldwide National Geographic Editions: Following the U.S., foreign editions launched in France, Germany and Poland in 1999 and in The Netherlands in 2000

Readership Profile

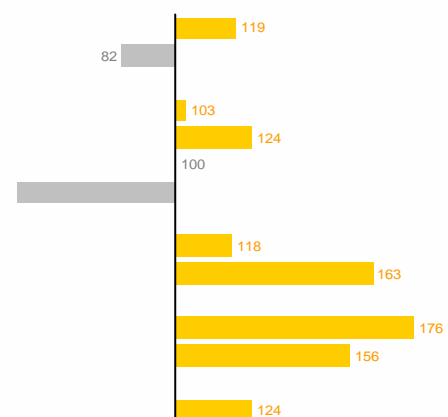
2 043 000 readers (AEPM 2007-08)

562 000 executives readers (Ipsos FCA 2007)

381 000 high income readers (Top 8% - Ipsos FHR 2007)

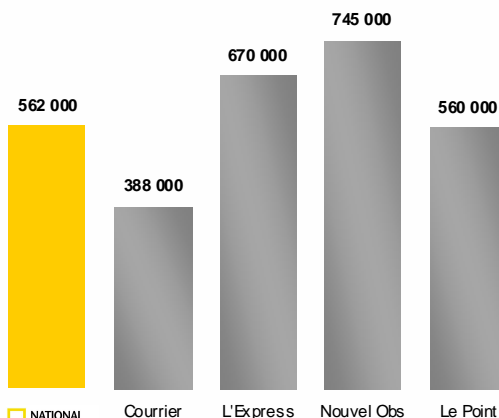
| | All French | NG readers |
|--|--------------|-------------|
| | 49.9 million | 2.0 million |
| Men | 48% | 57% |
| Women | 52% | 43% |
| 15-24 years | 15% | 15% |
| 25-49 years | 41% | 51% |
| 50-64 years | 23% | 23% |
| 65 ans + years | 20% | 10% |
| Employed | 54% | 64% |
| AB+Household | 27% | 43% |
| High level of education | 32% | 57% |
| Revenus 48 K+€ | 11% | 17% |
| Urban (Paris & cities 100 000 +inhab) | 45% | 56% |

Index: All adults= 100



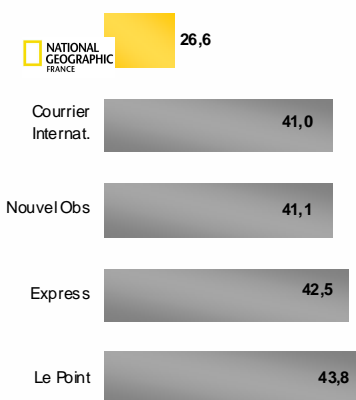
National Geographic: Strong reach and more affordable than newsweeklies on Executives

Reaching more executives than Le Point



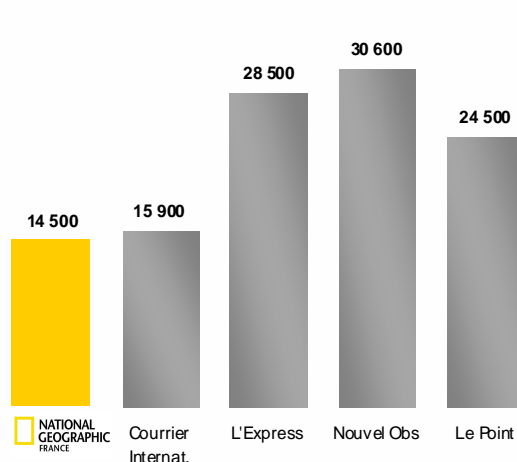
Executives

Most cost efficient Versus newsweeklies



Cost per thousand (€)

One of the cheapest entry level prices



Gross Rate 2009 SPQ

Source : Ipsos FCA 2007

5 Good Reasons to choose National Geographic

1- A passion for exploration for more than 120 years

Founded in 1888, the National Geographic Society made of its publication one of the biggest titles in the world and the show window of the thousands expeditions it finances.

2- Editorial values...

A mission : « *Inspire the desire to protect the planet* »

3- ... at the service of luxury advertisers

Passion, Excellency, Global Consciousness, Authenticity, Transmission

4- A jewel case for your brands

Its format, graphic codes, photography : the status of a precious object for an advertising security of aestheticism and premiumness.

5- Selective readers

Young urban employees, well-off, amateurs of a qualitative, demanding and ethical consumption

www.nationalgeographic.fr

For Website Advertising Information
Contact us:
International Advertising Department
Phone: +33 1 44 15 34 05/ 33 05
Fax: +33 1 44 15 34 86

2009 Ad rates

Full Page 4C 14 940€

Cost per thousand

CPT A EPM 7.3€

CPT Executives 26.6€

CPT High Incomes 39.2€

Technical Information

Page size: Bleed 175 x 254

Non-Bleed 211x262

File format: Tiff-It/ P1

Resolutions: CT 12l/mm

LW 100l/mm

For proposals, please contact us.

A 10mm gap around the page is needed. The space must contain registration and trim marks