

Monthly Publication – French Edition
Cover Price: € 4.90

MARKET POSITION:

National Geographic France is considered, according to EquiTrend survey, to be the 3rd brand in the world for goods, services and media. It is the French edition of the world's most famous exploration magazine, published for the first time in 1995, October the 21st.

The international edition benefits from outstanding reader loyalty (average length of subscription: 12 years) creating a perfect advertising climate. The readership is of excellent quality: 75% of top managers, 75% of incomes higher than \$50,000. National Geographic has a selective target of high range readers: young, AB+, wealthy, educated and urban.

		National Geographic
Domestic Paid Circulation	OJD 2011	106,329
Total Paid Circulation	OJD 2011	88,022
Total Readership	AEPM 2009/2010	1,811,000
PREMIUM 2011		
All		428,000
Easy		305,000
Activ		227,000
Activ Easy		104,000

EDITORIAL PROFILE:

National Geographic has a strong brand image. For 120 years, it has been introducing to its readers amazing expeditions financed by the National Geographic Society, the famous non-profit organization. The magazine increases people's awareness of the world. Each month, it takes its readers on unique journeys, with stories on topics such as archaeology and civilizations, the wonder of nature, endangered species and ethnography. The passion and the enthusiasm of the journalists are the drivers of the magazine. **National Geographic** works with the world most talented experts. Its quest for truth goes through the fairness of the information and gives the reader the capacity to make its own opinion.

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