



National Geographic Online

### **CORE TARGET:**

**Nationalgeographic.fr** is the continuation of the magazine **National Geographic**, the monthly magazine which made discover to the general public for 118 years, the expeditions and the researches financed by *National Geographic Society*.

**National Geographic** takes its readers on the road of unique adventures, with a range of subjects which goes from the archaeology to the old civilizations, by way of the miracles of the nature, the fauna, the flora, but also the ethnography...

	<b>NationalGeographic.fr</b>
<b>Unique Visitors (per month)</b>	153,000

Source: MNR July 2017

### **CONCEPT:**

**Nationalgeographic.fr** proposes all the current events of the brand National Geographic with the detailed contents of the magazine, the events, the animation of a club **NG** (exclusive offers intended for the subscribers), as well as a column "Our history" allowing to discover the key dates which made the history of **National Geographic**.

The site proposes on-line the numerous editorial branded goods (books, DVD) and the possibility to download **NG** screen backgrounds.

### **ADVERTISING RATES 2018:**

<b>Type of space</b>	<b>CPT</b>	<b>Size</b>
Leaderboard	74 €	728 x 90
Leaderboard expand	84 €	728 x 300
MPU	84 €	300 x 250
MPU expand	105 €	500 x 300
Interstitial pre-home	126 €	800 x 600

### **TECHNICAL SPECIFICATIONS:**

Please contacts us for details

### **CREATIVE DEADLINE:**

Please contact us for all details

If you would like to receive copies, a media pack or coverage rankings, please contact  
GCA International Media Sales 020 7730 6033  
Email: [gca@gca-international.co.uk](mailto:gca@gca-international.co.uk)