



NATIONAL GEOGRAPHIC FRANCE

Monthly Publication – French Edition

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MARKET POSITION:

National Geographic France is the French version of the leading exploration media brand that believes changing the world through the power of science, exploration and storytelling. It targets young, AB+ and urban readers. 57% of the readership are men and 68% are younger than 50. This international edition benefits from outstanding reader loyalty (average length of subscription: 12 years).

	National Geographic France
Paid Circulation in France ACPM OJD 2024-2025	25 636
Total Paid Circulation ACPM OJD 2024 - 2025	31 045
Total Readership <u>ONE NEXT</u> 2025 S2	2 933 000
<u>INFLUENCE 2025</u>	
All	569 000
Senior Management	346 000
Top 1% Wealthiest (+200K€)	20 000

EDITORIAL PROFILE:

National Geographic has a very strong brand image. For 120 years, it has opened its readers' eyes to the world, through expeditions financed by the National Geographic Society. 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 one of its main selling points. **National Geographic** works with the world's most talented experts. Its quest for truth means it stays objective and allows the reader make up their own mind.

ADVERTISING RATES 2026:

FORMAT	STANDARD	SIZE WxH (MM)
Double Page	30 800€	350 x 254
Page	15 400€	175 x 254
1/2 Page	11 000€	88 x 254 or 175 x 127
Double Half Page	22 000€	350 x 127

TECHNICAL SPECIFICATIONS:

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